MOTIVATIONAL INTERVIEWING
TO BUILD SUPPORT FOR POLICY CHANGE

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Objectives

• Define Motivational Interviewing (MI) & Spirit of MI
• Identify & Practice basic MI skills
  • Specifically in the context of building support for tobacco control policy
• Address common problems in practicing MI
How confident are you in your ability to build support for tobacco control policy using Motivational Interviewing?

0 1 2 3 4 5 6 7 8 9 10
Not at all Extremely
I Am Your Doctor
Definition of Motivational Interviewing (MI)

A person-centered, directive method for enhancing intrinsic motivation to change by exploring and resolving ambivalence
The Spirit of Motivational Interviewing

Two assumptions:

1) In everyone, there is motivation to change though it may be small and/or hidden.
   - You can find common ground with everyone
   - It is worth attempting to find common ground with everyone

2) Your role is to help them find that motivation for change and voice it out loud, in their own words.
   - Together, identify commonalities and name them out loud
Spirit of MI

**Collaboration / Partnership:** “Let’s work together to find a mutually beneficial solution here”

**Autonomy:** “I value your perspective and am delighted to have the chance to talk with you today”

**Evocation:** “I want to learn more about the interests of you and your constituents and think about how we could work together on this problem”

**Compassion:** “I want to understand and respect your experience”
Spirit of MI: “Dancing not wrestling”

A style of communication that prioritizes...

• Active listening,
• Reflecting to show and improve understanding, and
• Evoking statements that build support
MI Skills: OARS

Open-ended questions
Living in NC, I suspect your life has been touched by tobacco. Please tell me about how your life has been impacted...

Affirming
I hear you, you’re worried about the impact of any policy, including this one, on the health of small businesses in NC. I am too.

Reflective listening
You’re worried about the impact this policy may have on revenue.

Summarizing
I want to make sure I’m understanding correctly...you really see the importance of funding tobacco prevention & cessation because you watched your dad experience significant respiratory problems toward the end of his life related to years of smoking and you want to help other families and individuals avoid this pain. And you’re also really focused on the budget bottom line so together we will need to demonstrate that investing in tobacco prevention & control saves money in the short- and long-term in order to move forward with this proposed policy. Does that sound right?
Types of Reflections: Simple

Repeat or rephrase (slightly alter)

Decision-maker: “I agree that children need to be protected from secondhand smoke.”

You: “Protecting kids from secondhand smoke is important to you and your constituents.”

OR: “Protecting the health of children is critical.”
Types of Reflections: Amplified

Reflect in exaggerated way, encouraging decision-maker to name other side of issue

Decision-maker: “I am concerned about a decline in this important NC industry – we could lose revenue.”

You: “Really the only thing that you’re focused on is the bottom line.”

Decision-maker: “If someone is old enough to fight for our country, they are old enough to choose to smoke.”

You: “Military-age youth should be able to do whatever they want.”
Types of Reflections: Double-sided

Reflect both sides of the issue

Decision-maker: “I am really worried about young kids access to JUUL, but I know my constituents don’t think the government should be in the business of regulating private industry.”

You: “You believe that restricting access to e-cigarettes like JUUL is important and you need to listen to your constituents as well.”

Hint: Always connect with “AND.” “BUT” tends to dismiss first statement and give greater importance to second.
MI Skills: OARS

Open-ended questions
Affirming
Reflective listening
Summarizing

Reflections

Simple
Amplified
Double-sided
Metaphor
Shifting Focus
Reframing
Agreeing with a Twist
Emphasize Personal Choice
Siding with the Negative
Reflection of Feeling
DEMO
Group Practice: Reflections

TIP: Avoid the “righting reflex”
BREAK – 5 minutes
More change talk = increased likelihood of making a change
What does CHANGE TALK sound like?

Desire
Ability
Reasons
Need
Commitment
Activation
Taking Steps

Or DARN-CAT if you like mnemonics
Evoking Change Talk

• Open-ended questions
  • *What puts tobacco prevention on your radar now?*

• Explore pros and cons
  • *What worries you about current tobacco use trends among teens?*
  • *What good could result from an effective anti-tobacco communications campaign?*

• Talk about goals and values
  • *The health of your constituents is paramount. How does this bill fit (or not) with this value?*

• Use change scales
  • *Why are you at a 4 instead of a 0?*
  • *What would it take to go from a 5 to a 7?*
Other MI Skills

• Providing information & advice with permission
  • *May I share some information with you about youth e-cigarette use in NC? The cost savings associated with robust tobacco prevention programs?*

• Columbo approach
  • *So I’m hearing you say that no one smokes on your campus, and also you were talking about how a board member smokes like 1 pack per day and has been the barrier to enacting a tobacco free policy.*
Group Practice:

Reflect, then evoke change talk!
Challenges to using MI in policy context?

The “Righting Reflex”

I worry I’m being sneaky, dishonest, like I’m trying to brainwash...

There may not be common ground

Adapted from clinical context
CCNC Motivational Interviewing Resource:
Change is a process
Join us in Durham!

March 16-19 2020  
Emerge Center, Durham NC  

27.25 hours of CME  
Authoritative, interactive training

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