

Motivational Interviewing

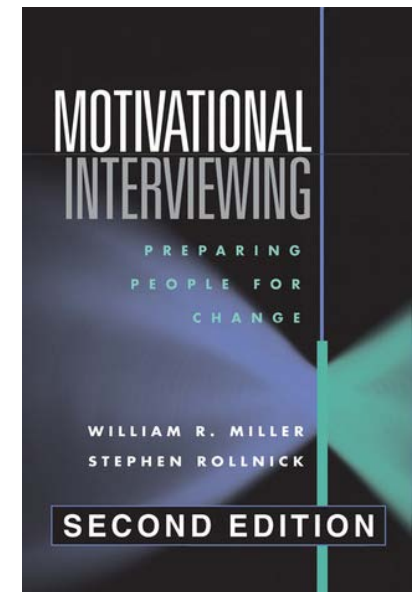
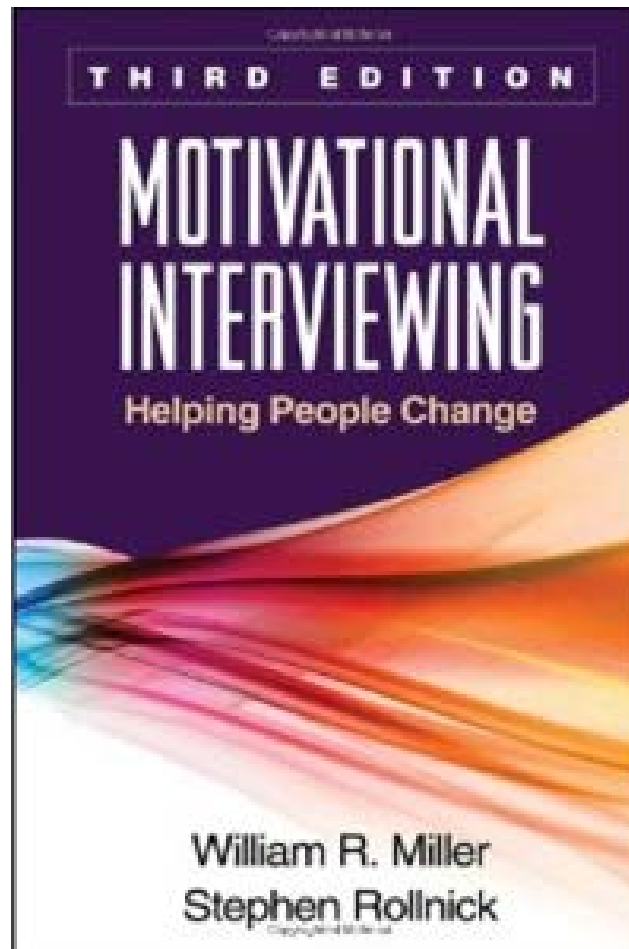
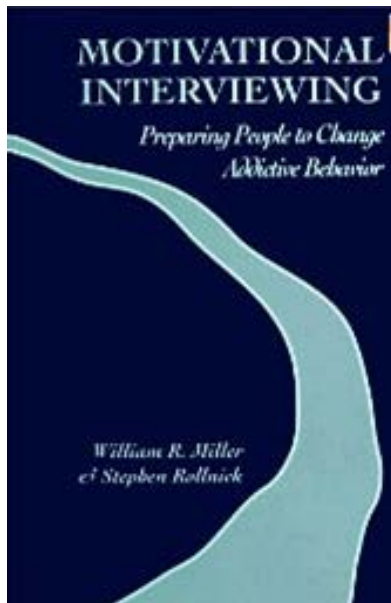
Conversations with vaccine hesitant parents

National Immunisation Workshop
4.9.2019

Mark Wallace-Bell PhD



Motivational Interviewing



- *Insight Induction*
 - if you can make people *see*, then they will change.
- *Knowledge Induction*
 - if people *know* enough, then they will change.
- *Skill Induction*
 - if you teach people *how* to change, then they will do it
- *Distress Induction*
 - if you can make people feel *bad or afraid* enough, they will change

Summary of the Outcome Research

- More than 1200 publications
 - 200 of which are Random Control Trials
- Primary focus has been on addictive behaviors
- Research base is broadening into the areas of health care, corrections, and working with youth
- My own research has focused on:
 - MI and Type 1 Diabetes in adolescents
 - MI and physical activity using MI 'buddies'
 - Improving training of MI

Summary of the Outcome Research

- Meta-analysis of RCTs of MI in medical settings:
 - 48 unique studies
- MI showed significant positive impact for blood pressure and cholesterol
- MI also had positive and statistically significant effects on lowering the amount of alcohol consumed, decreasing dangerous alcohol consumption, increasing tobacco abstinence, and decreasing the amount of marijuana smoked
- MI is deliverable by different types of medical providers, regardless of amount of training or supervision, across a wide variety of medical settings to patients with differing demographic characteristics and stages of disease.

Lundahl et al. Patient Education and Counseling 93 (2013) 157–168 .

A postpartum vaccination promotion intervention using motivational interviewing techniques improves short-term vaccine coverage: PromoVac study (Gagneur, 2018).

- Among over 1,000 mothers at Gagneur's own hospital, a conversation with a vaccine counselor bumped the percentage who said they intended to immunize their children from 72% to 87%.
- When this research was expanded to three more hospitals and randomly assigned parents to get either a motivational interview or a pamphlet about vaccination, the analysis of early data showed an immunization rate of 80% in the kids of those who spoke to a real live human being and 74% in the families who'd been handed a piece of paper.

The relational hypothesis of MI

There are substantial effects on client outcomes based on relationship with and characteristics of the therapist.

- Empathy, a key construct of MI, has been found to promote positive client outcomes

Empathy is good medicine



”Empathy and understanding must precede advice”

Your style or approach matters

- “The reception of what you say is entirely dependent on how you say it”
- “Telling people how to be more healthy usually doesn’t work, you have to give them ownership over those decisions.”
- “If you start judging parents’ opinions, if you start contradicting what they’ve said, you’ve already lost them.”

Dr. Amanda Dempsey, a University of Colorado pediatrician and researcher.

DARNCAT – Change talk

- D** - Why you want to make this change?
- A** - How you could do it?
- R** - A good reason for making the change?
- N** - How important is it, and why?
- C** - What do you intend to do?
- A** - What are you ready or willing to do?
- T** - What have you already done?



Think of something you are thinking about changing but have not gotten around to...



- There is something in human nature that resists being coerced and told what to do.
- Ironically, it is acknowledging your freedom to choose and not change that sometimes makes change possible.

The Righting Reflex

**“A natural and instinctive response of
trained care providers is to fix the
problem...”** Miller & Rollnick



The alternative to trying “to fix it”

“One thing that we know very clearly is that if you cause people to argue for a particular position on a consequential issue, one that matters to them, without any obvious coercion or heavy handed influence, they are likely to move in that direction”

Miller 2012

Presumption/CASE Approach	Motivational Interviewing*
<p>Presumptive approach → “Your child needs the following immunizations today....”</p>	<p>Participatory approach → “What is most important on your agenda today? What would you like to do about vaccines?”</p>
<p>Provider-centered. Provider is the <i>expert</i> and directs the vaccine conversation <i>to</i> the patient/parent.</p>	<p>Patient-centered. Provider <i>guides</i> the patient/parent through their natural ambivalence.</p>
<p>Key Concepts: CASE → <u>C</u>orroborate, <u>A</u>bout me, <u>S</u>cience, <u>E</u>xplain/Advise</p>	<p>Key Concepts: PACE → <u>P</u>artnering, <u>A</u>ccepting, <u>C</u>ompassion, <u>E</u>vocation</p>
<p>Communication is short and to the point.</p>	<p>Communication may be short, but continuous dialogue may span multiple visits.</p>
<p>Structured response to the questioning parent.</p>	<p>Facilitative approach to communication to evoke change.</p>
<p>Direct persuasion, while building partnership → expert-authoritative/recipient relationship</p>	<p>Facilitative inquiry while building partnership → patient/parent comes to own conclusion</p>
<p>The Goal: To get patient/parent to agree to vaccination today → person ought to change</p>	<p>The Goal: Also is to direct the patient/parent to vaccination, but places a higher priority on preserving patient/parent personal-autonomy</p>

Trust and Shared Purpose

“Physicians sometimes feel overwhelmed about these vaccine-hesitant parents. They feel their own expertise is being criticized. For physicians to be told, ‘I don’t trust what you’re saying’ — that can be very emotional”.

‘ Only once a sense of trust and shared purpose is established — one built on hearing out the parent’s questions and concerns — only then might the practitioner have a chance at changing someone’s mind with evidence and advice’.

Source: <https://www.statnews.com/2019/05/10/measles-rabbi-combating-vaccine-hesitancy/>

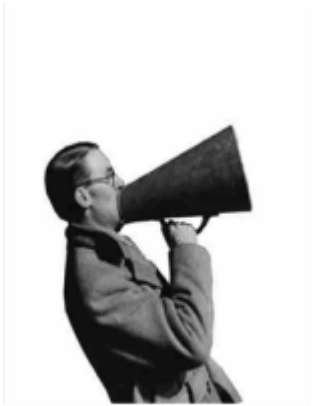
PRO-VACCINE / ANTI-VACCINE

MIDDLE
GROUND

Jubilee'



MI is a **collaborative**, goal-oriented style of communication with particular attention to the *language of change*. It is designed to strengthen **personal motivation for and commitment to a specific goal by eliciting and exploring the person's own reasons for change** within an atmosphere of acceptance and compassion



Directing



Guiding



Following



Partnership

Acceptance

OARS

Plan

Evoke

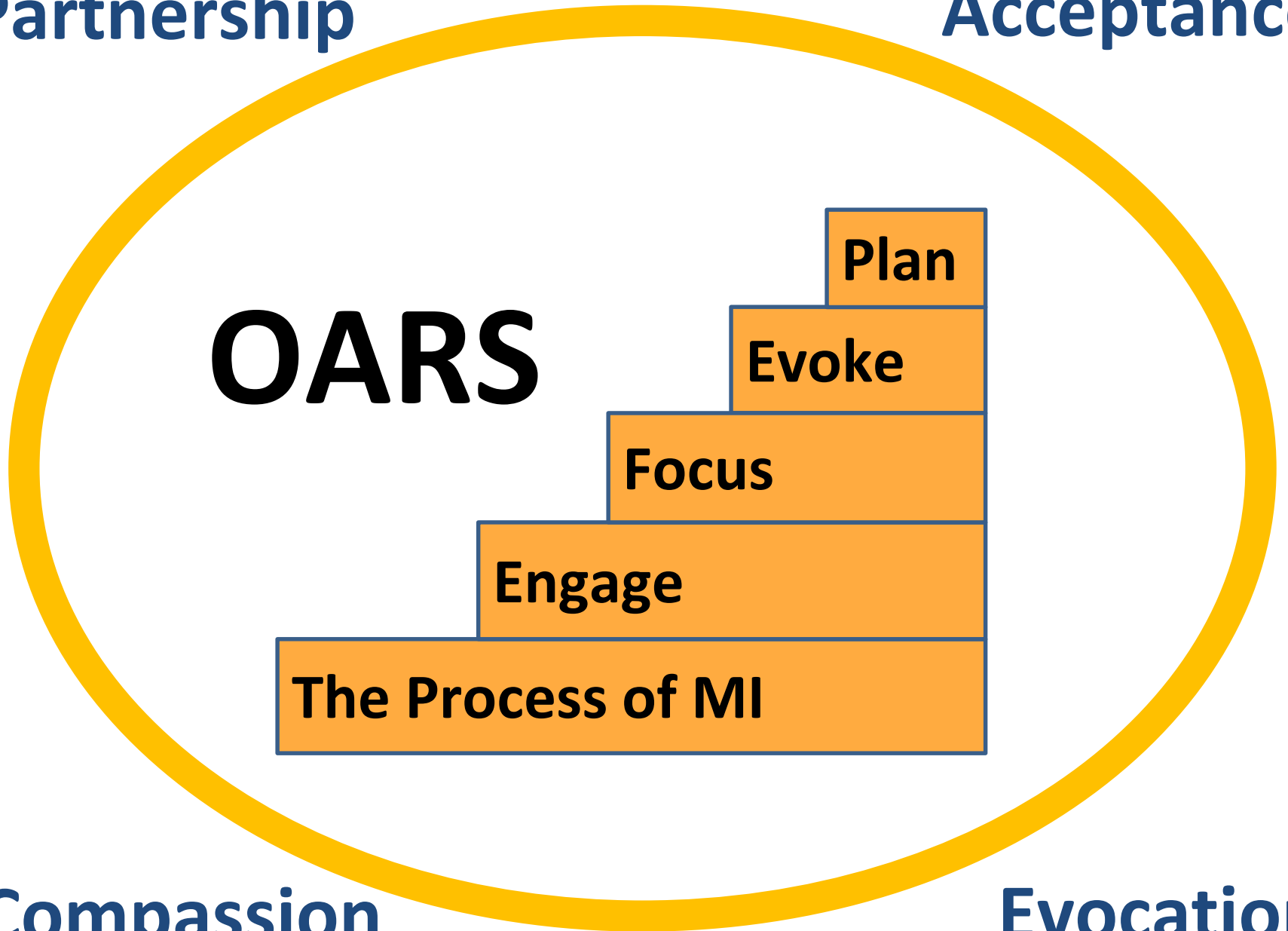
Focus

Engage

The Process of MI

Compassion

Evocation



The skill of Information exchange

- **Ask** the person what they already know
(about changing the behaviour)
- **Ask** permission to add information
- **Provide** information about what you know ...
- **Ask** the person their thoughts about the
information provided

An example



OARS skills

Open questions

Affirmations

Reflections

Summaries



Changes
NEXT EXIT ➔

*BEFORE you talk.. listen..
It may change what you say..
BEFORE you react.. think..
It may change how you react..
BEFORE you judge.. wait..
It May change you viewpoint..
BEFORE you quit.. try..
Achieve Goals / Facebook
It may be the best thing you did..*



CHANGE
AHEAD

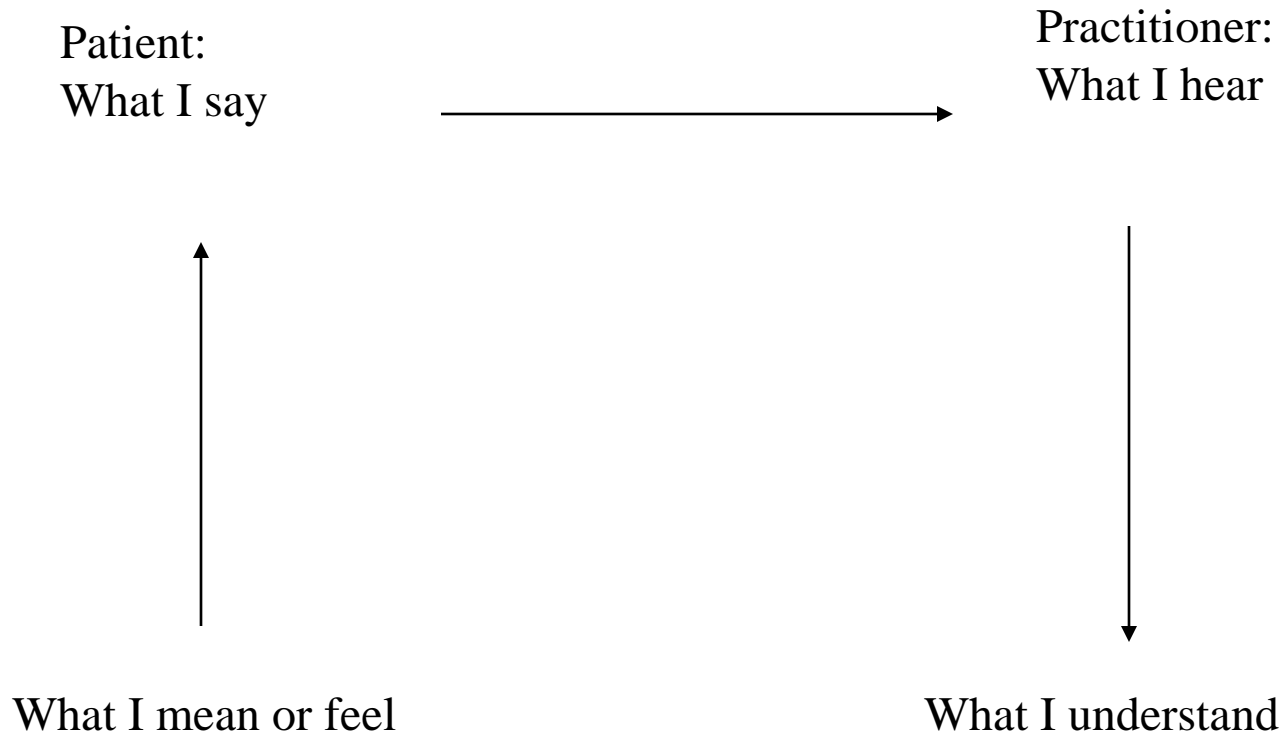
Reflections

“Reflective listening is the key to this kind of work.

The best motivational advice we can give
is to listen carefully to your clients.

- Miller & Rollnick, 1991

Active Listening



What's your opinion about vaccines for your baby?
do you think? "What

Well, it has to do with his health, It's good, it's positive.

Maybe there are side effects I am anxious about this

What I'm hearing is maybe a little fear about side effects," "I hear the protective parental instinct, that you want to protect your baby.

What are you specifically worried about?

Later in life, I don't know, maybe my child will have issues, malformations, maybe.

So you think vaccines are a positive but you do have some worries about side effects or other issue.

“I’m not sure it’s totally safe, I have heard there can be problems”

“I know doctors and nurses believe they have no side effects but I’m not sure”

“I will think about it but I’m not totally convinced”

Evoking Change Talk

“What concerns do you have about not taking the flu shot”

“How can getting the flu shot help you”

“What do you think would help you in making the decision to get vaccinated”

“You said that you will consider getting the flu shot. When do you think that time will come?”

Hazel handed in her notice, because she was tired of working for peanuts....

