

Communication Strategies to Support Client Behaviour Change With Jennifer Irwin – 2PM ET

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CAA Webinar

Communication Strategies to Support Client Behaviour Change

Dr. Jennifer Irwin, Health Behaviourist,
The Monarch System, Inc.

June 3rd, 2021



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Canadian Academy of Audiology is a professional association dedicated to enhancing the role of audiologists as primary hearing health care providers through advocacy, education and research.

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Host - Andreas Seelisch



Andreas Seelisch is the Director of Audiology at Hearing Solutions, the largest independently owned and operated hearing aid retailer in Ontario. He graduated from Western University with a Masters in Communication Sciences and Disorders in 2008 and completed his thesis work at the National Centre for Audiology on the sound quality impact of frequency compression technology.

His current research focus is on clinically applicable topics such as clinical practice guidelines and exploring barriers to hearing aid uptake.

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Speaker: Jennifer Irwin



Dr. Jennifer Irwin is a health behaviourist, motivational interviewing and coaching trainer, multi-award-winning teacher, and widely published researcher. With 100+ peer-reviewed journal articles, 5 books, and 130 invited talks, Dr. Irwin is most proud of her collaborative work with those who are working to make our world a healthier and better place.

She is passionate about kindness, collaboration, and each of us doing our part to support one another. Her research focuses primarily on the application of motivational interviewing and coaching on health-related behaviours.

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Communication strategies to support client behaviour change

©Dr. Jen Irwin , PhD
June 3rd 2021

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Big Picture Plan:
**If you remember nothing else from today, the
bottom-line message is....**

***The power for client behaviour change
comes from the relationship we establish
and cultivate with them***

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Agenda for today's talk

- some evidence-based, effective ways to communicate with clients to foster client behaviour change;
- how “not to” communicate with clients, if the goal is client behaviour change; and
- how effective communication with clients benefits both clients and providers.

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Worthwhile Session Wants

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First tool of effective behaviour change...find out what they want

Allows for:

- pt/client to consider this (for 1st time?) for themselves
- Increases pt/client buy-in
- No mental gymnastics for you
- Tells you what's got their motivation
- Allows for expectation management if needed
- Engages pt/client as part of the solution
- Cultivates "partner" relationship

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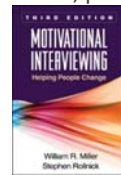
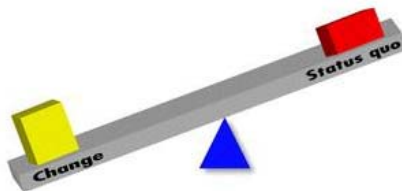
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What is **M**otivational **I**nterviewing?

... **MI** is about . . .

“...arranging conversations so people talk themselves into change based on their own values and interests”

(Miller & Rollnick,
2013, p. 4)



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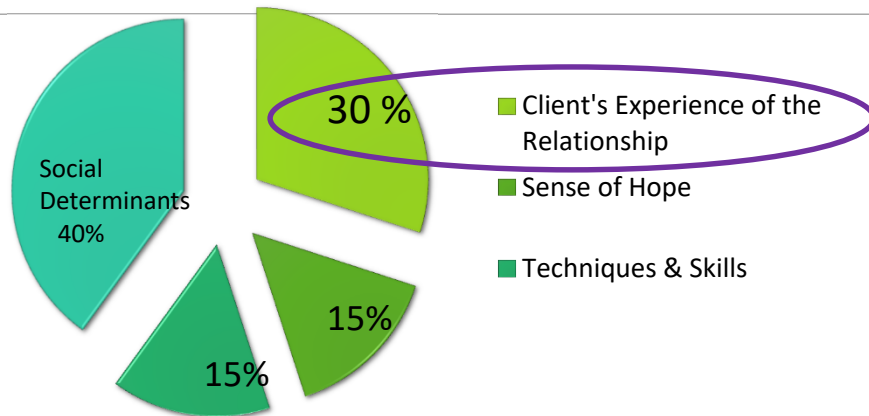
Evidence-based practice and **MI**



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ENGAGING - Critical importance of relationship with you in manifesting +tive change



. "Factors Influencing Ability to Change" Centre for Addiction and Mental Health [CAMH]. (2007). *Exposure to psychotropic medications and other substances during pregnancy and lactation: A handbook for health care providers*. Toronto, ON: Centre for Addiction and Mental Health

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What gets in the way?

Activity

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Next rule/tool for MI

(2) Drop assumptions

(3) Get curious! [their pear]



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Why do most of us do what we do professionally?

Previous research indicates that practitioners want to help others

How do we do this?

- Learn and tell, passionately
- We want them to eat well/attend rehab/get better
- Sometimes frustrating if our advice isn't followed(?)

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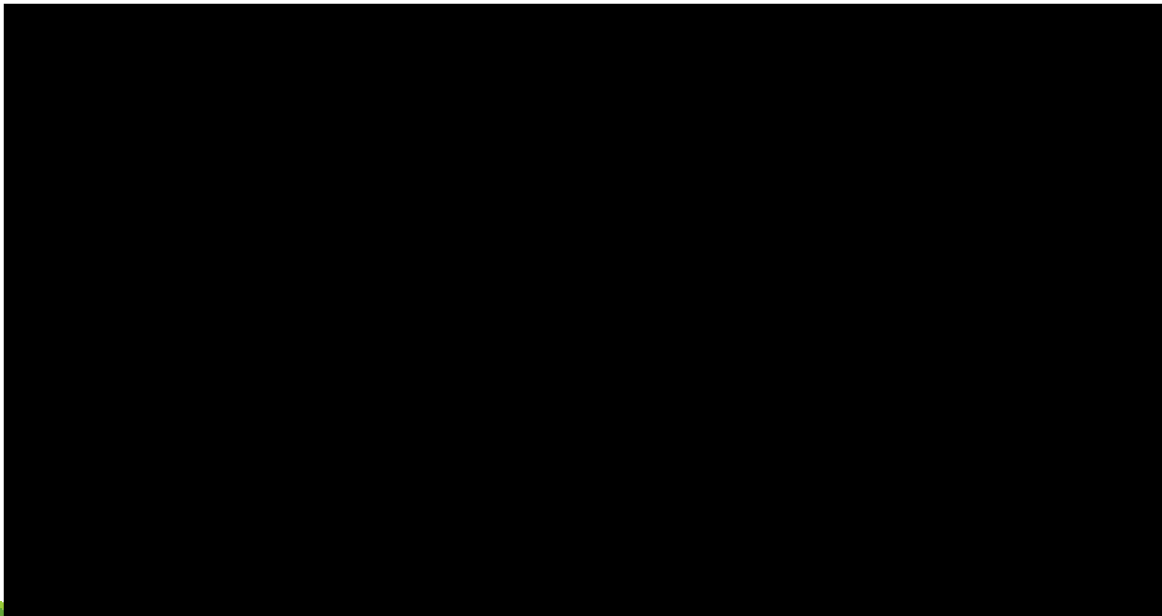
Advice:

- * What we know about receiving “advice”
- * *But...isn't that what we're paid to do?*
- * Next slide – an example of an “advice-exchange”

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What's it all about...



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The Nail...Think about:

- * When have you been there?
- * How a health issue/topic could be ‘the nail’?
- * Where did connection happen?

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**If you remember nothing else from today, the
bottom-line message is....**

***The power for client behaviour change comes from
the relationship we cultivate with them***

***[Next section will focus on ways to handle “the
advice” challenge]***

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(4) Acknowledgement

SEE/hear your client...see/hear “who they be”

- Not a compliment, necessarily
- Points to a ‘feeling’

(e.g., “I see your
‘excitement/frustration/sadness’....”)

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Powerful / Open-ended Questions

What are you afraid of?	What are your assumptions about?	What are you passionate about?
What do you want?	Where do you hold back?	What do you need to give yourself permission for?
What do you need to admit?	What do you want to congratulate yourself for?	What is important about _____?
What will you do? When?	What's your first step?	What's another way to look at it?
How will I know?		
Who do you need to be to _____?	What would be a metaphor for this?	What's the bigger game for you?
What's the impact you want?	What rule have you created about _____?	What rule do you need to change for yourself?
What are you saying “yes” to?	What are you saying “no” to?	What are some other choices?
What do you know about it now?	What's exciting about it?	What's fun about it? What makes your heart sing?
What's hard about it?	What's scary about it?	If you knew you'd succeed, what would you do?
What are you avoiding?	What lie are you telling yourself?	How do you want it to be?
What else? Is there more?	What are the possibilities?	What would _____ give you?
What does this cost you?	What will you commit to?	How will you measure your success?
How does this serve you?		
What aren't you saying?	What do you value about _____?	What is calling to you?
What are you tolerating?	What is the gift in this?	What's neat about this?

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What's important about asking "What's important"...

* Taps into client values:

- * Why WE want them to change behavior is irrelevant
- * If we can find their desire to change, they are more likely to do it, and have it be longer lasting
- * Shifts the balance of responsibility from practitioner to client
- * More effective for client, less stress/pressure for practitioner... everybody wins
- * *E.g., What's important to you about wearing hearing better?*

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Tools to handle “the advice challenge”

- * (5) avoid giving unsolicited advice;
- * (6) ask permission to give information/suggestions/advice...and wait for the answer! (e.g., *“I have some information on using this device to best effect, would you like me to share it with you?”*) OR,



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Tools to handle “the advice challenge”

- * (7) find a choice (e.g., *“There are 2 things we need to discuss, wear time and device cleaning, which do you want to start with?”*)



- (8) ask “powerful questions”



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Asking and Listening

- * Essential that questions asked get heard...really heard (reflective listening)
- * Forms clients fill out, need to be read
- * Make sure clients know you are listening
 - * Increases trust, and the strength of the relationship is where change is really possible...[the power...]

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(9) Reflective Listening, with empathy, echoes & mirrors your client

So you feel...

It sounds like you...

You're wondering if...

It seems to you that...

You want to strengthen...

So you are challenged by...

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These tools have been associated with:

Reductions in practitioner burn-out;
 Increases in perception of ability to facilitate behaviour change & pt/client progress;
 Improvements in health behaviours;
 Reductions in anxiety levels;
 Increased self-esteem, functional health status.

EVERYBODY WINS!

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Tools shared today:

- 1) Find out expectations (1st question I asked you)
- 2) Drop Assumptions
- 3) Get curious
- 4) Acknowledgements
- 5) Avoid unsolicited advice
- 6) Ask permission
- 7) Find opportunities for Choice
- 8) Use Powerful Questions
- 9) Reflective listening
- 10) Find out expectations & revisit them

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Revisiting....

Wants from session.....

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Thank you!
Questions, or want to learn more?

Email me: dr.jenirwin@monarchsystem.com

Resources & research on website: www.monarchsystem.com

- take/use anything from website that you like

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Questions?

Jennifer Irwin, Health Behaviourist ,The Monarch System, Inc.



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Thank you

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