



Welcome

Minnesota WIC Program

Participant-Centered Webinar Series

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Guidelines

- ▲ Phones on mute
- ▲ Raise hands
- ▲ Chat box



The Plan

- ▲ Topic area: Evoking Motivation
- ▲ Exploring Motivation
- ▲ Evoking Motivation
- ▲ Building Motivation



Defining Motivation

- The reason or reasons one has for acting or behaving in a particular way.
- The general desire or willingness of someone to do something.
- The process that initiates, guides, and maintains goal-oriented behaviors. Motivation is what causes us to act.
- Motives are the “whys” of behaviors – the needs or wants that drive behavior and explain what we do.



Everyone has Motivations



Importance, Confidence, Readiness



Motivation and Confidence



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Change is Hard



- Habits
- Environment
- Triggers
- Challenges

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Internal Motivators Work Best



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Motivation



- Goal =
- Evoke
 - Build
 - Plan
 - Support

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Listening for Change Talk



Motivation...What Does it Sound Like?

• Increasing fruits and vegetables:

- “I have been adding veggies in hot dishes.”
- “I wish that they would eat more veggies.”
- “I know I don’t eat enough fruits and vegetables, but I’ve been trying to include them more in my snacks.”
- “Mikey spits out vegetables and I want to have them as part of his meal.”

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Motivation...What Does it Sound Like?

- **Bottle / sippy cup use:**

- “I really want him to get off the bottle, but he cries so much that it's hard.”
- “I know that he/she shouldn't be taking a sippy cup to bed with them but it is hard when we live in a apartment and I don't want the neighbors to get mad.”
- “I know she's too old for a bottle.”
- “I started offering a sippy cup during the day.”



Motivation...What Does it Sound Like?

- **Breastfeeding:**

- “I don't want to use formula this time around.”
- “I hope I can breastfeed.”
- “I've heard breastfeeding is healthier.”

- **Water:**

- “We are trying to drink more water.”
- “I would like our family to drink more water.”

- **Smoking:**

- “I've cut back.”
- “I wish I could quit.”



Asking about Values, Motivators

- What is the most important thing to you when feeding your family?
- What are you proud of when it comes to you/your family's eating?
- What are the most important aspects of health to you?



Evoking Change Talk



Evoking Change Talk

- If you lived in a perfect world, what would you want to be different?
- What healthy habits are you working on to improve in your child or family?
- What changes would you like to make for your family to be healthier?
- If you could wave a magic wand, what would you change?



Exploring During Assessment



- When you hear change talk, explore the importance to build their motivation and increase your understanding.
- What's the most important reason for you to ____?



Poll Question: Digging for More



Building Motivation

- Looking over the fence
- Measuring it...the ruler
- Reflecting motivation
- Affirming motivation



Building Motivation...Looking Over the Fence



Looking Over the Fence

- What would that change look like for you?
- Could you tell me more about that? How would your life/week, etc. be different if you made this change?
- What would it look like if you...?
- How will you feel when you...?
- What will be the positive things that happen when you...?



Building Motivation...The Ruler

- How strongly do you feel about wanting to get more exercise? On a scale of 1 to 10 where 1 is not at all and 10 is very much.
- Why did you choose ___ and not a lower number?
- What would it take to move you to a higher number?



Building Motivation...Reflecting



Reflecting Motivation

- I may also reflect on what I heard then add “Is there anything more you have to share about this?”
- Reflect the change talk and offer suggestions from other Moms – “You said you really want him off the bottle, but find it hard at times - would you like some suggestions that other Moms have to make it easier?”
- Reflecting back anything you hear them say that is positive about breastfeeding and asking them to tell you more of their thoughts and feelings about it.
- Evoke their efforts and strengths that will help them be successful and reflect these back to the client.



Motivation Mixed with Arguments Against Change



- I want to drink more milk but I don't like the taste.
- I wish he ate more vegetables, but he just refuses and pushes them around his plate.
- I know breastfeeding is healthy, but with my job it would be too hard.



Poll Question: Reflecting Motivation



“I don't know where I would find the time to exercise. I think walking would make me feel healthier but my days are full already. You can't create time. I have to pick the kids up and then it's time to make dinner. There's not a minute for me.”



Building Motivation: Affirming It



Building Motivation: Affirming It

- Affirm, affirm, affirm
- Compliment and add additional information if client is open to learn more.
- Accentuate what is already being done.
- Praise the motivation
- “You have very good knowledge about breastfeeding. You really want to give your baby a very healthy start in life.”



Motivation to Action

- What is your plan for this? What has worked in the past?
- What have you tried?
- What are your plans concerning...?
- How do you see this working in the future?
- Tell me more - how would that work out, how would you start, what would it take?
- Give them additional ideas and ask if any of them would work for them.
- If the client is open to education, knowing what to expect can help them feel like it is possible within their situation.



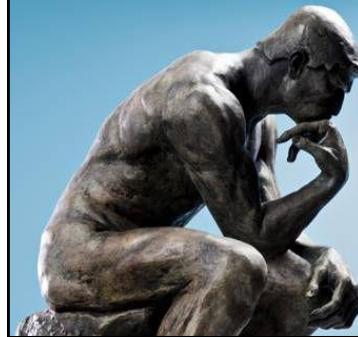
Motivation is Fluid



- Preparing for setbacks
- Controlling the environment
- Continue to voice reasons for change



Other
Thoughts?



Thank
You

