



# Welcome

Minnesota WIC Program  
Participant-Centered Webinar Series

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## Guidelines

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



## The Plan

- ▲ Topic area: Dealing with Resistance
- ▲ Causes of Resistance
- ▲ Strategies to reduce resistance



## Defining Resistance

- The refusal to accept or comply with something; the attempt to prevent something by action or argument.
- Resistance is interpersonal behavior, signal of dissonance, predictive of non-change, and highly responsive to counselor style.
- Resistance is a signal that the participant views the situation differently.
- Resistance is a cue to change strategies.



## What Does it Look Like?

- The silent participant / one word answers
- The angry/argumentative participant
- The participant that says “the right things”
- The rushed participant / In a hurry
- Disengaged / uninterested / looking at the phone
- The disagree/ know it all



## What Does it Signify?



- Shame/guilt
- Fear of being judged
- Feeling judged
- Loss of choice or control / being pushed to change
- Feeling ignored or disrespected

## Shame / Guilt

- If participants feel defensive or perhaps guilty about a nutrition practice



## Fearing Judgement

- Perceiving they are doing something "wrong."
- History of a negative experience.
- Past negative experiences, preconceived ideas, our own body language.
- Generally the resistance may not have anything to do with you and may be coming from what they are dealing with outside of WIC...



## Feeling Judged



## Feeling Judged

- Sharing recommendations that are opposed to what they are already doing with their child or with their own eating.
- Telling a client they are wrong or doing something wrong...
- Jumping to conclusions right away or educating right away.
- Giving unwanted advice.
- Being rushed, focusing on my agenda instead of their needs.
- When I stop listening and start preaching...



## Feeling Pushed Loss of Control



## Strategies to Reduce Resistance

- Work on rapport and connection first
- Clarifying intent
- Designing "judgmental-free" assessment questions
- Reflecting resistance
- Passing the power (empowering)
- Sharing unsolicited information
- Customizing approach to stage of change
- Affirming
- Shifting focus



## Building Rapport First

- Attempt to meet them where they are and break the barrier, sometimes use humor to engage them... really show them I am there for them and their needs and not to "talk down to them."
- Try to break the mood by talking about the weather, or how are things going.
- Being sensitive, understanding, open, honest, and "real" with the participants.
- [Show] genuine interest in the participants and their children.
- Sometimes lots of issues [are] going on at home. If you can get them to open up about it, I find that they let down their guard and will start talking more.

## Clarifying Intent

- Tell them that WIC is here to help and we'd like to talk about what they are interested in to help their family be healthy.



## Practicing Non-Judgment

- Listen without judgment as much as I can.
- Be open and nonjudgmental.
- Listen to them and try to understand why.
- Sometimes it just takes empathy and patience - don't get upset that they are resistant but try to understand why they might be - show compassion and understanding



## How Resistance Impacts Our Behavior



- ▲ We make assumptions
- ▲ We change our behavior
- ▲ We close ourselves off from possibilities

## How We Ask Matters:

### Poll Question – What is the Next Question?



- ▲ C: Prior to the pregnancy, how many cigarettes did you smoke per day?
- ▲ P: About 10
- ▲ C: Since becoming pregnant, how many cigarettes do you smoke per day on average?
- ▲ P: Around 10
- ▲ ...What is your next move?

## Moving from Telling to Evoking

- Asking them what changes they would like to make for their family. Open questions, reflection, clarification.
- Asking for what they would like to work on for a goal.
- Acceptance, not "preaching", looking for goals that the participant brings up & is willing to work on, something important to them.



## Reflecting Resistance



- Weaning right now is not a priority for you.
- Quitting smoking is not something you are going to undertake right now.
- Your not concerned about his growth.



## Passing the Power

- Ask them what they would like to share with other new moms on tips and tricks about nutrition they have learned through their own experience.
- Asking clients what they know and what they think might work for plan/solutions to their problems.
- Acknowledge that they have the choices and empower them to share.
- "It is your choice."
- "You know your family the best."



## Strategies to Share Information Without Building Resistance



- Separate the information sharing from the assessment process
- Present it as relatively new advice
- Share it as something you learned (because you did)
- Ask what they have heard
- Ask permission



## Asking Permission

- What causes resistance:
  - Just telling them what to do and not asking if they would like some advice.
  - Clients feeling disrespected. Not asking permission. Assuming a client doesn't know something instead of asking them what they know and how they feel.
- What can help:
  - Asking them permission to present them with education.
  - By asking permission to share ideas of how to help with the areas of concern for them.



## Poll Question: Sharing Information



### Cereal in the Bottle



## When Information is NOT Needed



## Customizing the Approach

- Providing education and counseling that is beyond the clients stage of change...
- More training is needed on recognizing the stages of change and how each stage sounds and how to respond to the stage the participant is in.
- Maybe on this particular day something else is more of a priority, let the participant talk to see where they are coming from and as a CPA decide how little and how much to discuss.



## The Power of Affirmations

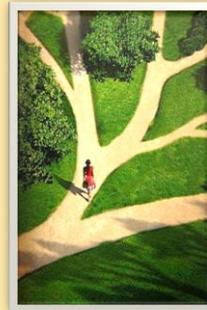


## Affirmations

- Start with complimenting their child, and something that the parent is doing well with them.
- I try to engage them by complimenting things are doing well with their child, sometimes that makes them open up a little bit.
- Ask what they already know and are doing for there family. Reflect/acknowledge what you see ...



## Strategy: Shifting Focus



I usually talk about food resources if a client isn't interested in nutrition education. Clients who continue to participate must need the foods if they aren't interested in the education.

## Thoughts or Questions?

