



Healthy Start Breastfeeding Cohort

Webinar 5: Motivational Interviewing

December 10, 2020



Agenda



Housekeeping	Lisa Hong, NICHQ
Welcome	Olivia Giordano, NICHQ
Overview: Motivational Interviewing	Healthy Start TA & Support Center Staff
Discussion: Reflections on the Healthy Start Breastfeeding Cohort	All
Breastfeeding Cohort Evaluation	All
Closing	Kenn Harris, NICHQ

Meeting Logistics

Please note the following:



- This session is being recorded and will be archived for future viewing.



- All participants are muted upon entry. We ask that you remain muted to limit background noise.

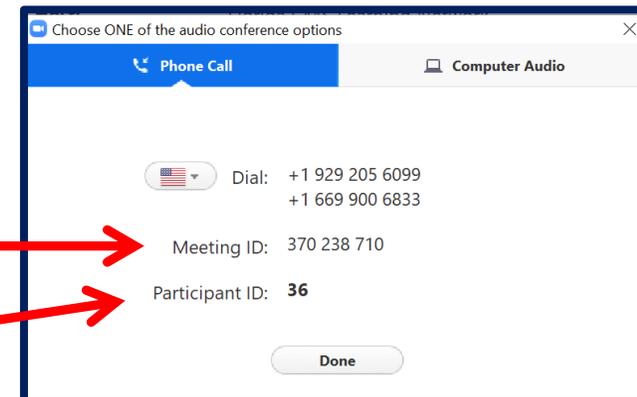
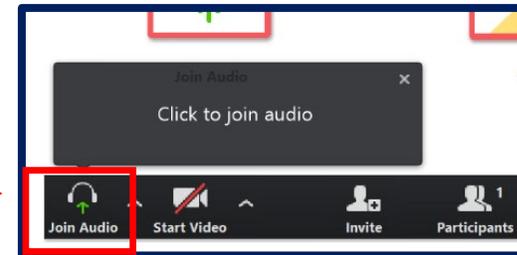


- Members are encouraged to participate in the discussion by typing your comment/asking questions using the chat box.

Connecting to the Audio Conference

- Join Zoom Meeting by **clicking Zoom Meeting link** & launching the Zoom application
- An audio conference box will appear
 - If you do not see the box click the **'Join Audio' button**
- From the audio conference box: Select to **"Phone Call"** or **"Computer Audio"**
- If using the phone:
 - dial the number next to "Dial"
 - You will be prompted to enter the **"Meeting ID"**
 - Then you will be prompted to enter the **"Participant ID"**

Join Zoom Meeting:
<https://zoom.us/j/237206404>



Ways to Participate: Chat

The screenshot shows a Zoom meeting window with the following details:

- Zoom Participant ID: 49 Meeting ID: 617-788-369
- Talking: [Muted]
- Meeting Topic: Healthy Start Webinar
- Host: HS TA & Support Center
- Invitation URL: <https://zoom.us/j/617788369> (Copy URL)
- Participant ID: 49

At the bottom of the Zoom window, the 'Chat' button is highlighted with a red box. A red arrow points from this box to the 'Zoom Group Chat' sidebar on the right. Another red box highlights the 'Chat' button in the bottom toolbar, with a red arrow pointing to the 'Zoom Group Chat' sidebar. A third red box highlights the 'Chat' button in the bottom toolbar, with a red arrow pointing to the 'Zoom Group Chat' sidebar. A fourth red box highlights the 'Zoom Group Chat' sidebar, with a red arrow pointing to the 'Zoom Group Chat' sidebar. A fifth red box highlights the 'Zoom Group Chat' sidebar, with a red arrow pointing to the 'Zoom Group Chat' sidebar.

After you click the 'Chat' button, a sidebar will appear where you can chat to all participants

At the bottom of the Zoom window, you will see a 'Chat' button

Chat here to everyone!

Join Audio Start Video Invite Participants Share Chat Record Leave Meeting

Welcome

Olivia Giordano

Healthy Start TA & Support Center

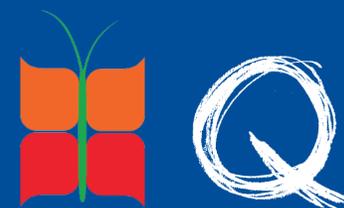
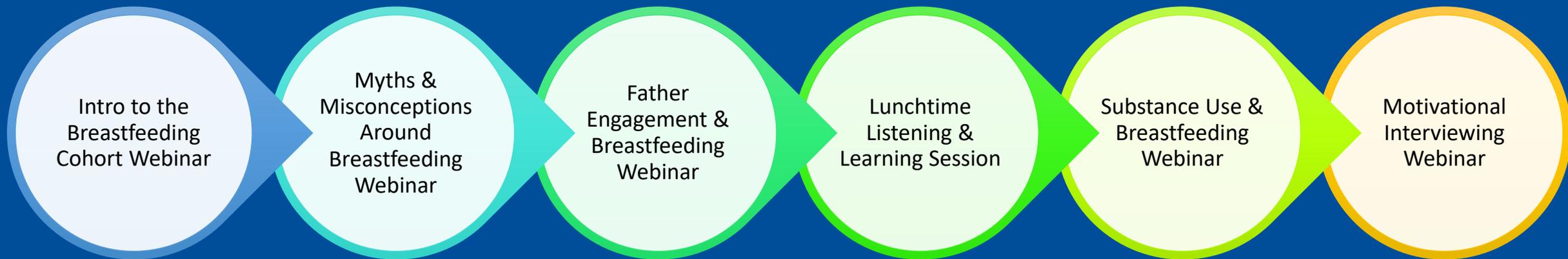
Congratulations!



Healthy Start Breastfeeding Cohort



June 2020	Webinar
July 2020	CoLab Engagement
August 2020	Webinar
September 2020	CoLab Engagement
October 2020	Webinar
November 2020	CoLab Engagement
December 2020	Webinar
December 2020	Evaluation



CoLab Prompt 1:
Why are you
excited about the
HS Breastfeeding
Cohort?

CoLab Prompt 2:
What do you hope
to gain from the
cohort?

CoLab Prompt 3:
Interview fathers
on their role in
supporting
breastfeeding

CoLab Prompt 4:
What are the
challenges and
barriers around
providing lactation
support virtually?



**Thank you for helping us build out
the Healthy Start CoLab!**



November CoLab Assignment



- Barriers to Virtual Lactation Support:
 - Lack of technology/internet access
 - Lack of time (e.g. parents are supporting virtual schooling)
 - Distractions at home
 - Families aren't comfortable with virtual visits
 - Concerns over privacy
 - Loss of personal connection and shared experiences
- Potential Solutions:
 - Schedule virtual groups after school hours to increase participation
 - Provide virtual support early in pregnancy so women are comfortable with it before the baby is born
 - Culture change to ensure breastfeeding is viewed as important enough to work through these issues

Motivational Interviewing

Olivia Giordano

Healthy Start TA & Support Center

Webinar Goals

- Provide a Brief Overview of Motivational Interviewing (MI)
- Review a Key MI Skill: the OARS Model
- Share MI Resources for Future Exploration
- Learn together!





Does anyone have any experience with motivational interviewing?

What is Motivational Interviewing (MI)?

A **collaborative person-centered** counseling method to **elicit** and **strengthen** motivation for behavior change¹

- Motivational interviewing...
 - is a partnership that honors autonomy
 - is *not* an expert/recipient relationship
 - seeks to call out the client's own motivation and commitment to changing their behavior

¹ Centers for Disease Control and Prevention (December 2020). *Applying CDC's Guideline for Prescribing Opioids: Module 10: Motivational Interviewing*.
<https://www.cdc.gov/drugoverdose/training/motivational-interviewing/index.html>

Grounded in a Behavioral Approach



Stages of Behavior Change



Guiding Principles of Motivational Interviewing

Guiding Principles of MI

- Explore **what is important** to your client
- Counsel with **empathy** and **compassion**
- Honor your client's **autonomy**
- Identify and lift up their **strengths**
- Identify **their own motivation** to make a change
- Strengthen **their confidence** to make a change



Using MI for Breastfeeding Support



- Initiation and continuation of breastfeeding is associated with:
 - Motivation
 - Feelings of self-efficacy
 - Social norms around breastfeeding
 - Belief that breastfeeding is normal and the best way to feed baby
- MI helps elicit that motivation, boosts confidence, and taps into an individual's beliefs and values
- More than just educational, MI promotes behavior change (e.g., the adoption of health behaviors such as breastfeeding)



O.A.R.S Model

Open-ended Questions

Affirming

Reflective Listening

Summarizing



Open-Ended Questions

- Require more than a “yes” or “no” answer; more thought goes into answering
- Encourages active participation from client
- Often elicits a story



In the chat box...

Share your examples of open-
ended questions

Affirming

- Affirm what your client has already done, or a personal strength, or ability
- Builds rapport, provides feedback, targets specific behaviors, and increases confidence



In the chat box...

Share your examples of
affirming statements

Reflective Listening

- Maximizes info exchange, encourages change talk, helps clients work through challenges, communicates respect
- When to reflect:
 - After an open-ended question
 - When a client is discussing a change
 - When you hear resistance, ambivalence, or a strong feeling



In the chat box...

Share your examples of
reflective statements

Summarizing

- Collect the client's perspective on the main themes from your discussion and reflect them as a statement
- Types of summaries:
 - A collective summary—"So let's go over what we have talked about so far."
 - A linking summary—"A minute ago you said you wanted to talk about...Maybe now we can talk about how you might try..."
 - A transitional summary—"So you will make an appointment today before you leave and maybe we will see you again soon."
- Example: You know breastfeeding is good for you and your baby, and you're also worried you won't have enough time to do it successfully. Why don't we take a few minutes to explore the pros and cons of breastfeeding?



Other Principles of Motivational
Interviewing

Other Principles of Motivational Interviewing

- Listening for “change talk”
- Managing resistance to change
- Attending to client’s beliefs and values
- Improving client’s confidence to make a change
- Providing advice effectively

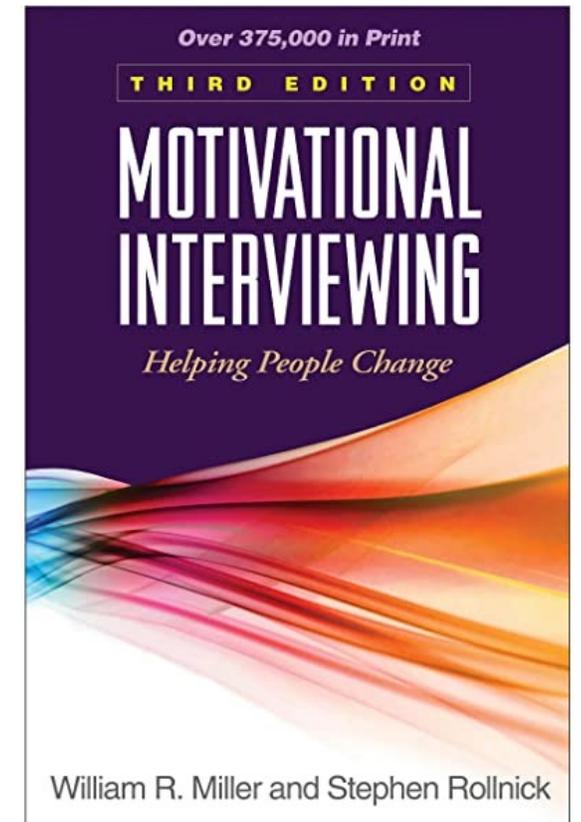




Additional MI Resources

Additional MI Resources

- Step-by-Step Client-Centered Skills Program, created by Molly Kellogg, RD, LCSW
 - 10-part training including videos, podcasts, handouts, discussion questions, etc.
 - Designed for WIC counselors but applicable to all breastfeeding and nutrition counselors
- *Motivational Interviewing* by William R. Miller and Stephen Rollnick
- Heart Foundation MI Video Series



Discussion:
**Reflections on the Healthy Start
Breastfeeding Cohort**

**What was your favorite webinar in
the Breastfeeding Cohort
learning series and why?**

What are some main takeaways you learned from the Breastfeeding Cohort learning series?

What worked about the cohort and what didn't work?

**Are there any topics we didn't
cover that you are still eager to
explore?**

**Please share any suggestions for
improvements or changes to the
cohort model**



Breastfeeding Cohort Evaluation

Olivia Giordano
Healthy Start & Support
Center



Breastfeeding Cohort Evaluation



We value your input and your responses are crucial to the development of future cohorts!

Visit <https://bit.ly/HSBFCohort> or scan the QR Code





Closing

Kenn Harris
Healthy Start & Support
Center





Thank You!



Questions?

Please email the Healthy
Start TA & Support
Center at
healthystart@nichq.org

