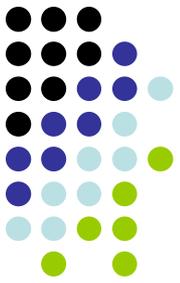




# Breastfeeding & Motivational Interviewing



# Breastfeeding .....



- Is it better than formula?
- Why?
- If it is, why aren't more women doing it?
- Can we encourage more women and their families to breastfeed?



For a better start in life  
**start COLA earlier!**



**How soon is too soon?**

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

**The Soda Pop Board of America**

*- Promotes Active Lifestyle!  
- Boosts Personality!  
- Colors body essential organs!*

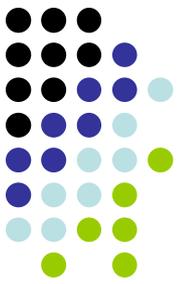
# OTHERWISE

HOW WILL LITTLE BILLY HANDLE BEER WHEN HE'S FIVE?

# Research says we can!



- How?
  - Education (But alone it is not enough)
  - Overcoming Barriers, Resistance & Ambivalence
  - Provide a “Peer Support” feeling to it
  - Use Motivational Interviewing



I don't always drink milk, but when I do



I prefer Dos Boobies.

# What is Motivational Interviewing?



- Established and Supported EBP
- Respectful of client autonomy, exploring change through a collaborative relationship
- Utilizes Client Resistance and Ambivalence to actually increase Motivation
- A subtle, yet highly effective method
- Over 200 Randomized Clinical Trials
- Used by WIC programs all over the country
- “It Works!”



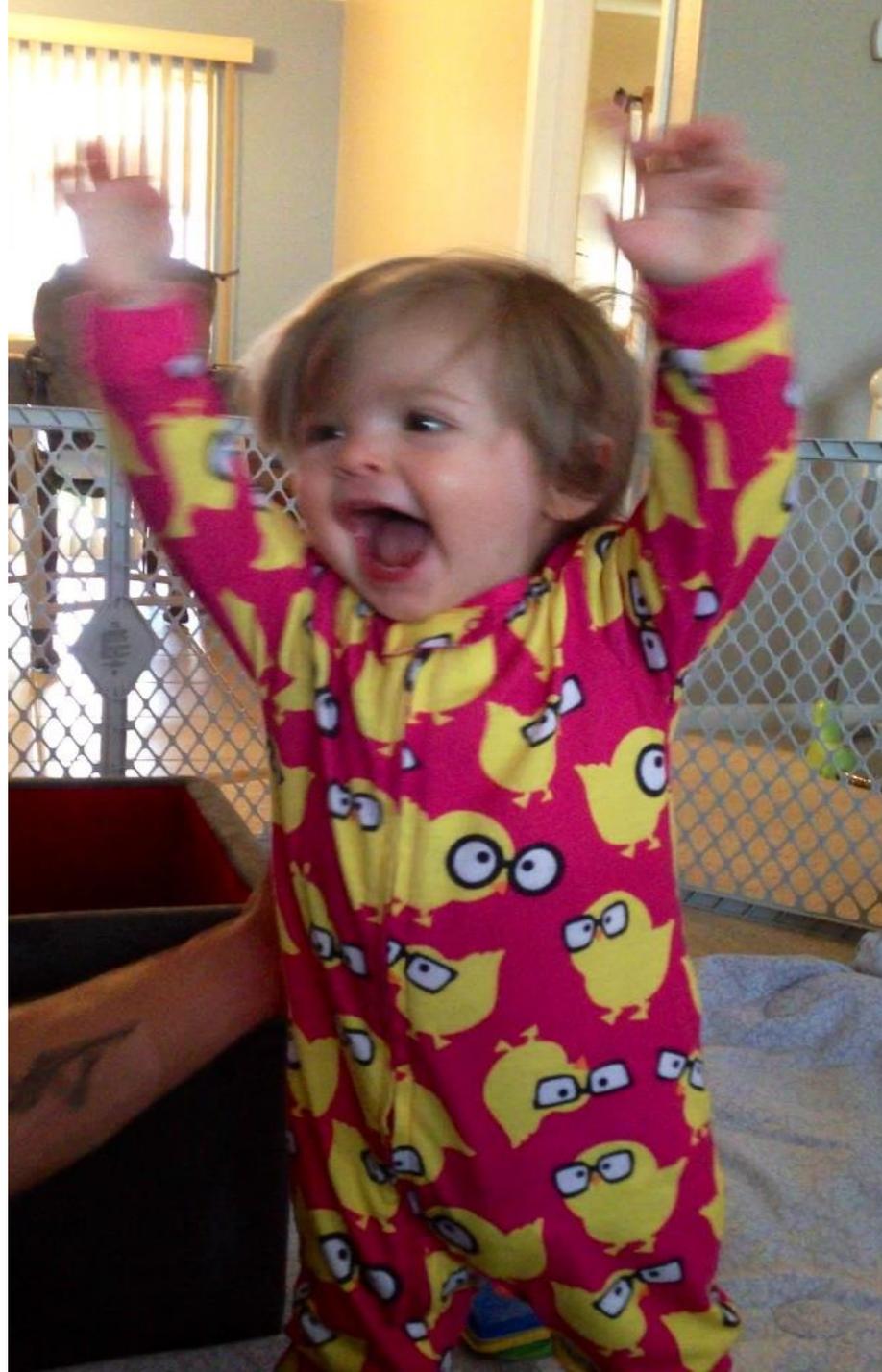
# An explosion of knowledge

- >1000 publications
- > 200 randomized clinical trials
- Dozens of books and videotapes
- 10 Multisite clinical trials
- Several coding systems for quality assurance
- MIA-STEP to support MI supervisors
- Research on MI training

# What we did.....



- Wrote a White Paper
- Consulted
  - MI Experts
  - Breastfeeding Research Experts
- Piloted it.... twice
- Trained!



# Stages of Change\*



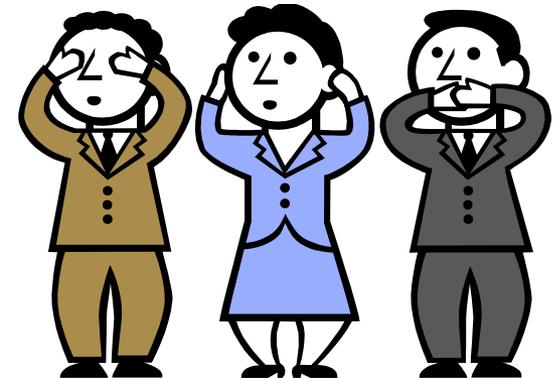
- Pre-contemplation - doesn't see need to change.
- Contemplation- both considers change & rejects it.
- Preparation - Wants to do something, but not sure what
- Action - Takes steps to change.
- Maintenance - Maintains goal achievement.

\*Prochaska & DeClemente's (1982) Six stages of change.

# Precontemplation



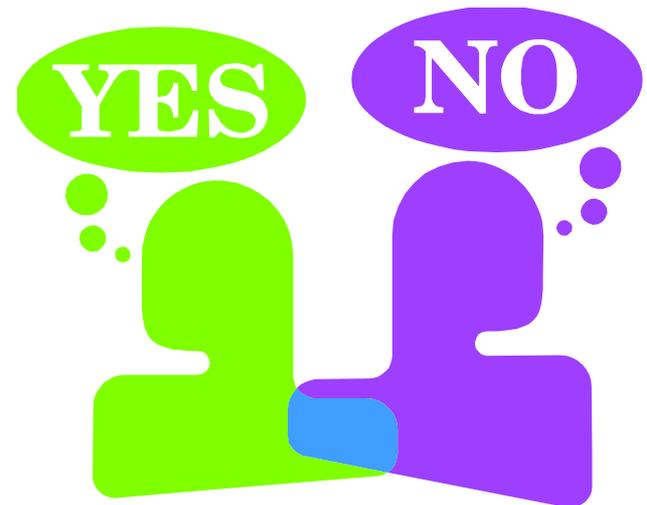
- **It's not for me**
  - No consideration
  - No Ambivalence
  - I don't have the time for you right now
  - High Resistance



# Contemplation



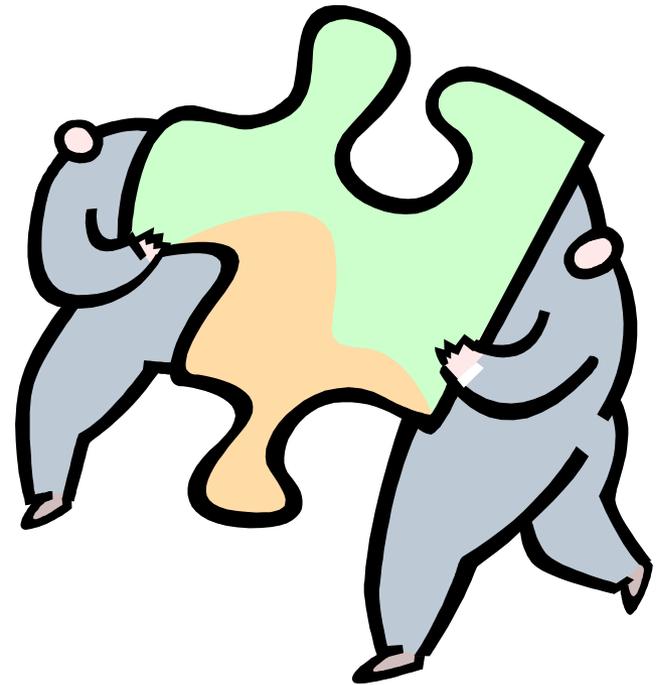
- **I gave it some thought, but...**
  - Individuals in contemplation are considering change but also rejecting it.
  - Clients may express interest but don't demonstrate readiness to work.
  - High Ambivalence



# Preparation/Determination



- **I would like to...**
  - I need something that can work for me...
  - Options
  - Hope
  - “What if...?”



# Action



- **Look! I am doing it**
  - Action is the stage in which individuals modify their behavior, experiences, or environment
  - They may not be successful but they are trying
  - Encouragement is critical!



# Maintenance



- **I am successful**

- In this stage, the individual maintains goal achievement.
- This is a continuation of change and an avoidance of returning to an earlier stage, or just quitting.



# Before Marriage



John: Ah... at last, I can hardly wait!

Jane: Do you want me to leave?

John: No! Don't even think about it

Jane: Do you love me?

John: Of course! Always have and always will

Jane: Have you ever cheated on me?

John: NO! Why are you even asking?

Jane: Will you kiss me?

John: Every chance I get!

Jane: Will you hit me?

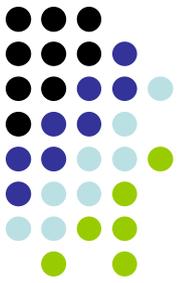
John: NO!, Are you crazy?

Jane: Can I trust you?

John: Yes

Jane: Darling!

# After Marriage



John: Ah... at last, I can hardly wait!

Jane: Do you want me to leave?

John: No! Don't even think about it

Jane: Do you love me?

John: Of course! Always have and always will

Jane: Have you ever cheated on me?

John: NO! Why are you even asking?

Jane: Will you kiss me?

John: Every chance I get!

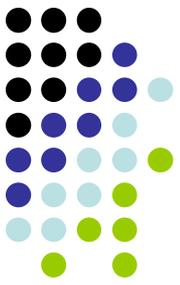
Jane: Will you hit me?

John: NO!, Are you crazy?

Jane: Can I trust you?

John: Yes

Jane: Darling!



If we are not “reading it”  
the way the client is,  
we can completely  
miss the point!



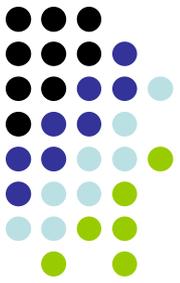
# Motivational Tasks

- **Pre-contemplation**
  - Open Ended Questions
  - Use Reflections
  - **LISTEN!!!**
  - Avoid Arguments
  - Roll With Resistance
  - Use the Decisional Balance



# Motivational Tasks

- **Contemplation**
  - Foster a Collaborative Relationship
  - Evoke Reasons to Change
  - Use Pros & Cons Chart
  - Develop Discrepancies
  - Use Change Talk



# Motivational Tasks

- **Preparation**
  - Help client find best course of action
  - Use Change Planning Discussion
  - Affirm Strengths & Efficacy



# Motivational Tasks

- **Action**
  - Help client take steps toward change
  - Anticipate Problems and be proactive
- **Maintenance**
  - Help client prevent quitting or returning to an earlier stage

# MI Core Competency Consistent Items



1. MI Style & Spirit
2. Open Ended Questions
3. Affirmations Of Strengths & Self-Efficacy
4. Reflection Statements
5. Fostering a Collaborative Relationship/Autonomy
6. Motivation to Change/Change Talk
7. Developing Discrepancies
8. Pro's, Cons, Ambivalence
9. Change Planning Discussion
10. Client-Centered Discussion & feedback

# MI **In**-consistent Items



- 11. Giving Unsolicited Advice, Directions or Feedback
- 12. Direct Confrontation & Creating Resistance
- 13. Asserting Authority, Arguing
- 14. Use of Closed-Ended Questions

# Using the Workbook



- The Four You Breastfeeding (FYB) workbook is intended to be used hand in hand with the skills of Motivational Interviewing (MI)

# Using the Workbook



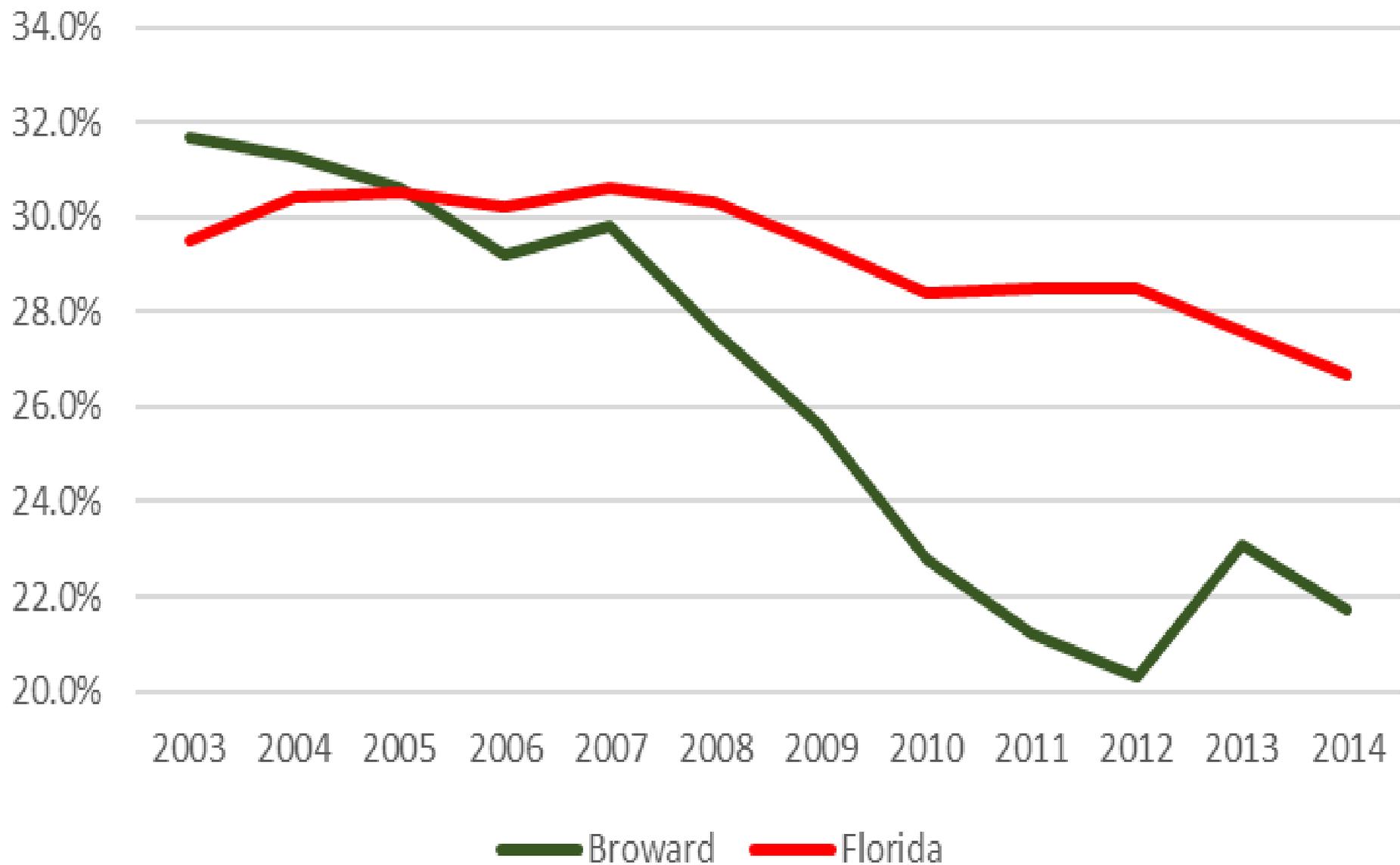
- 1) Effectively engage Clients
- 2) Guide them into a discussion regarding breastfeeding
- 3) Evoke responses from them that will help identify resistance and resolve ambivalence
- 4) To help them develop a custom plan that will work for them

# Using the Workbook



Staff who have piloted the workbook (thank you!) reported that it took about one hour to complete it thoroughly. It is strongly suggested that Staff make sure that they have sufficient time to spend with their Clients. Breastfeeding is a topic that can bring out many different responses, and simply “plowing through” the information is not helpful nor productive, let alone respectful to our Clients.

# Obesity Rates WIC Children > 2years of age



Using the Workbook



There is a guide!



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