



NATIONAL ASSOCIATION OF  
Community Health Centers®

# HEALTH CENTER PROFESSIONAL DEVELOPMENT PROGRAM

COMMUNITY HEALTH WORKER  
PROFESSIONAL SKILLS TRAINING, POWERED BY



SESSION 3 / COACHING FOR EFFECTIVE COMMUNICATION  
AND BEHAVIOR CHANGE

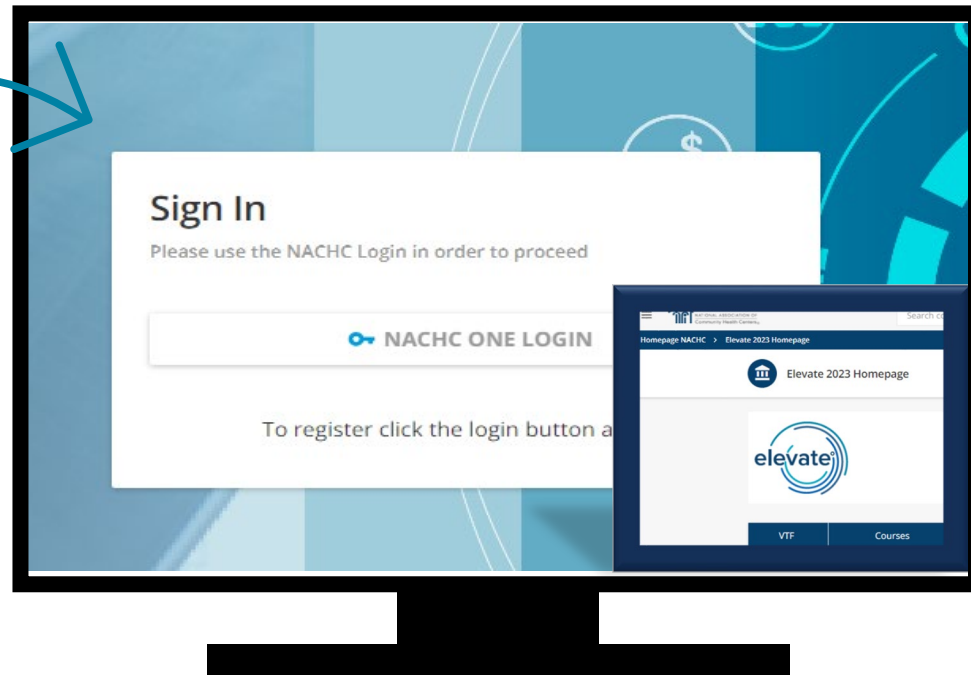
12/5/2023  
11AM ET





# NACHC's Online Learning Hub

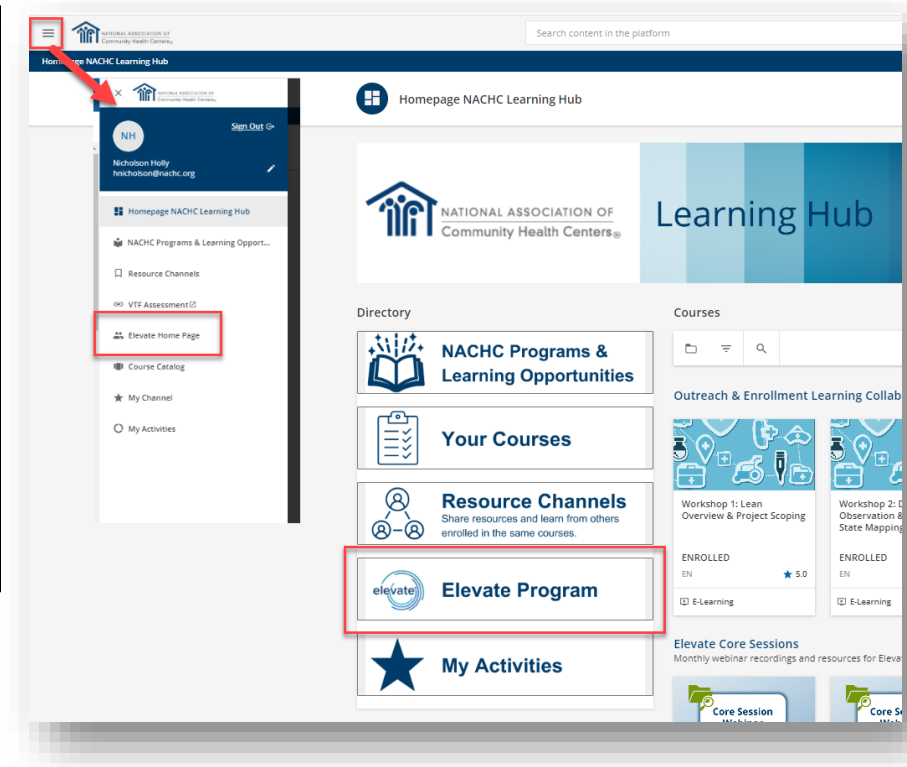
Session will be recorded and available in the Learning Hub



*If you already have a 'NACHC One' login (the login used for NACHC conferences), use this to sign in.*

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# CHW PROFESSIONAL SKILLS Live, Virtual Session

#3 Coaching for Effective Communication and  
Behavior Change

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Presented by Iowa Chronic Care Consortium



# Coaching for Effective Communication and Behavior Change

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Priscilla Gilbert B A Health Promotion



# **WHAT WE'LL COVER**

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- **Questions, clarifications of material covered online**
- **Taste of Motivational Interviewing Exercise**
- **Ask – Share – Ask**
- **Affirmations**
- **Regina Walker Scenario**
- **Explanation of Assignments**

# **BASIC OVERVIEW/REFRESHER**

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- **Client centered communication.**
- **Working toward a behavior change**
- **Keep the Motivational Interviewing (MI) spirit alive.**
- **Present at all time during the conversation.**
- **Use OARS to navigate through conversation.**
- **Keep conversation in line with the client's stage of behavior change.**
- **Flow through the processes of a M I conversation.**

# THE LANGUAGE OF CHANGE

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Sustain  
Talk—

Moves away  
from change

Neutral  
Talk—



Change  
Talk—

Moves towards  
change

# A Taste of Motivational Interviewing (M I)

## Counselor Role:

- Don't try to persuade or fix anything.
- Don't offer advice.
- Ask these four questions one at a time; reflect back what the person says.
  1. Why would you want to make this change? (Reflect back)
  2. What are you three best reasons to make this change?(Reflect Back)
  3. How important would you say it is for you to make this change, on a scale from 0 to 10, where 0 is not at all important and 10 is extremely important?

## FOLLOW UP QUESTION

What made you chose a (#they chose) rather than a lower number or 0?

4. If you decide to make this change, how would you go about it? (Reflect back)



# **A Taste of MI – Exercise**

## **Counselor Role:**

- **Give a short summary of what you heard, including the person's motivations for change.**
  - Desire for change
  - Ability to change
  - Reasons for change
  - Need for change

## **Then ask one more question:**

**5. So what do you think you will do? Listen with interest to the answer.**

# **A Taste of MI Exercise**

## **Speaker Role**

**Identify a change that you are considering, something you are thinking about changing in your life, but have not definitely decided. It may be something you feel two ways about. It might be a change that would be “good for you” that you “should” make for some reason but have been putting off.**

- Tell the counselor about this change you are considering.**
- When answering the counselor’s questions respond with answers that convey what you are thinking and feeling.**

# **ASK – SHARE - Ask**

**Sharing Information in a M I consistent way**

**ELICIT ASK** What do you already know about -----?

**PROVIDE SHARE** Offer 2-3 ideas/suggestions.

**ELICIT ASK** What do you think about this? How might this work for you?

# ASK – SHARE - ASK

ASK<sup>1</sup>

- To engage/get permission
- To determine level of interest
- To assess knowledge/tailor information

SHARE

- Education
- Test results
- Recommendations/professional advice

ASK<sup>2</sup>

- To evoke thinking and consideration
- To understand reaction
- To determine next steps

# ASK SHARE - ASK

ASK<sup>1</sup>

- To engage/get permission
- To determine level of interest
- To assess knowledge/tailor information

- May I share some information about \_\_\_\_\_?
- What do you already know about \_\_\_\_\_?
- The results from your test are in and I'm hoping we can talk about them. Is that OK?
- I could tell you a bit about managing \_\_\_\_\_ if you'd like.

# ASK – SHARE - ASK

## 1) Acknowledging the right to agree/disagree (explicitly emphasize patient autonomy):

- This may or may not interest you.
- You might agree or disagree with this idea and of course it is up to you.
- It is your choice how you use this information.

## 2) Deemphasizing yourself as expert (use standard recommendations or what has worked well for others):

- Some people find it really useful to set an alarm on their phone or put a note on the coffee maker as a reminder to take their medication.
- The current research recommendations are to work up to 30 minutes of activity on 5 days each week.

## 3) Providing tailored options/menu for patient to choose from:

When we talk with patients about how they can lower their blood pressure, we most often talk about diet, activity, medications, and managing stress. (ASK<sup>2</sup>) Is there one that you would like to work on?

Or is there something I didn't list that you are more interested in working on?

## 4) Chunk – Check – Chunk:

Give a bit of information then ASK<sup>2</sup> for understanding/questions before continuing.

# ASK – SHARE - ASK

ASK<sup>2</sup>

- To evoke thinking and consideration
- To understand reaction
- To determine next step(s)

- What are your thoughts after hearing this?
- What do you think as you look at these results?
- What do you think of what I've said so far?
- What would you like to do with this information?

# Affirmations

- Listen for signs of person's strength
- Acknowledging the patient's efforts, attributes, values, and internal resources is affirming. Be genuine!

## *Examples:*

- *“Your coming in today says a lot about your commitment to your health.”*
- *“You are determined to follow through with what you plan.”*
- **The best affirmations reflect the patient's true inner strengths; those the patient has described, or your sense of their internal resources.**



# **Affirmations**

- **You tried hard this week by making several calls.**
- **Although it didn't turn out as you would have liked, your intention was good.**
- **You did a good job of keeping records this week.**
- **You were discouraged and still you came back. You are persistent.**
- **It is important to you to make your part of the world a better place.**

# Affirmations

This young man stands before the juvenile justice board for the third time in less than a year. He was arrested for possession of marijuana. He was hanging out with a group of other homeless people on the avenue when some colleg kids started hassling them. He jumped in and a brawl ensued. As the police arrived and broke up the fight, his bag of weed fell out. He takes an insolent attitude in the courtroom each time he is there.

**Strength:**

**Affirmation:**

# **Regina Walker Case Study**

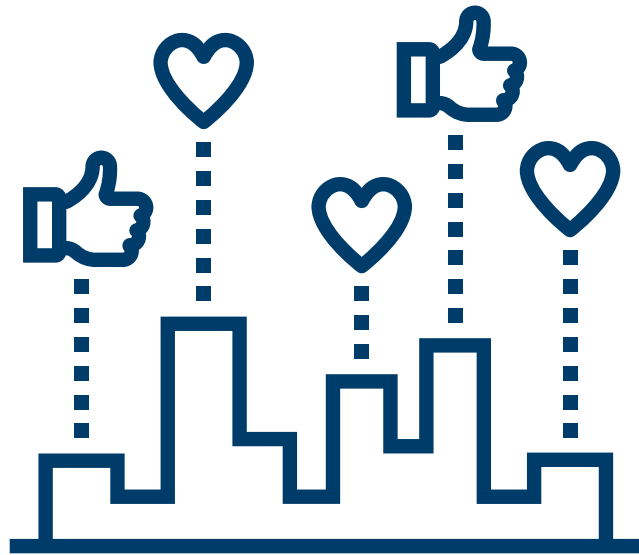
# **Review of Assignments**

- **Drumming for Change Talk**
- **Ask- Share – Ask**
- **Malcolm Taylor Case Study**
- **Self- Assessment**

# SELECTED REFERENCES

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- Miller, W.R. & Rollnick, S.(2013).Motivational Interviewing: Helping People Change. The Guilford Press, New York, NY
- Rosengren, D. B. (2018) Building Motivational Interviewing Skills: A Practitioner's Workbook, The Guilford Press, New York, NY



# Provide Us Feedback



**Contact Us!**

**The NACHC Quality Center team is here to help!**

Questions on how to access online content? VTF Assessment?

Contact [QualityCenter@NACHC.org](mailto:QualityCenter@NACHC.org)