Learning Objectives

1. Understand key components of behavior change theory/conditions for change

2. Learn techniques to develop discrepancy and roll with resistance

Thank You! for research/content/inspiration:
- Jeanne Far & John Miller, Washington State University
- Linda Hancock, Virginia Commonwealth University
- Jason Kilmer, University of Washington
People have positive, helpful values and want to live by them.

Skilled facilitators can empower participants to act on their values.

More helping occurs (behavior change)!
Think about a program you’ve attended that was a great LEARNING experience.

What did the speaker/facilitator do to create a good learning environment?
• Audience can relate to topic
• Simple concepts
• Logical flow
• Redundancy
• Pacing

Adapted from Far & Miller, Small Group Norms-Challenging Program Facilitator Training
Presentation kiss of death

• Lecturing/telling
• “Righting reflex”
• Expert role
• Shaming

resistance &
likelihood of change
Social Norms Theory
(Perkins & Berkowitz)

Normal = Healthy

Most people WANT to help & feel responsibility to help
Transtheoretical Model (Stages of Change) (Prochaska and DiClemente)

- The pace of change is variable
- Knowledge alone usually doesn’t lead to change

- Precontemplation
- Contemplation
- Preparation
- Action
- Maintenance

- NO
- MAYBE
- PREPARE/PLAN
- DO
- KEEP GOING

RELAPSE
Cognitive Dissonance/Discrepancy is Critical for Change

**HELPING NORMS/VALUES:** Most people feel a responsibility to help

**DISCREPANCY:** Think of a time you did NOT help

**DISCONFIRMING INFORMATION:** Bystander effect limits helping behaviors
Cognitive Dissonance/Disconfirming Information (Festinger)

- State of psychological tension/anxiety
- Occurs when a person’s values and behaviors don’t match
- To resolve the conflict, most people change their attitudes instead of their behaviors
Pro-social media/programs (Rokeach)

Make people aware of inconsistencies between values & behaviors and **REFLECT** on values.

- Hold more pro-social attitudes
- Increase pro-social behaviors
Pro-Social Behavior

(Dovidio, et al.)

Bystanders who are well trained are more likely to help safely and effectively.

facilitator noun | fa·cil·i·ta·tor | /fəˈsiːləˌtār/  

Definition of FACILITATOR  

: someone or something that facilitates something; especially : someone who helps to bring about an outcome (such as learning, productivity, or communication) by providing indirect or unobtrusive assistance, guidance, or supervision • the workshop's facilitator kept discussion flowing smoothly
Motivational Interviewing (MI)

“a collaborative conversation style for strengthening a person’s own motivation and commitment to change.”

The Name of the Game is…

WIN AS MUCH AS YOU CAN!!!

• Stand up
• Find a partner
• Get consent
• Place right feet side by side
• “Shake” right hands
• Tap the other person’s hip to score a point
If you push...

people just naturally push back.
Facilitator approach is critical!

If you push people who are ambivalent, guess which way they will tip?
Motivational Interviewing is like teaching an old dog new tricks

Many of us have been taught...

• to educate
• to fix
• to tell people what to do

Turns out that doesn’t work.
Motivational Interviewing

- Non-judgmental
- Non-confrontational
- Meet people where they are

- Elicit personally relevant reasons to change
- Explore and resolve ambivalence
- Discuss behavioral change strategies when relevant

Courtesy of Jason Kilmer
Elicit personally relevant reasons to change

• You can’t *convince* someone to change.
• You don’t know what motivates someone...they do!
  – Use group discussion/pairs/reflection → resolve ambivalence.
  – Focus on confidence, hope and optimism → self-efficacy.
• Baby steps – meet people where they are.
Resolve Ambivalence/
Minimize Resistance

Ask open-ended opinion questions.

• Invite, don’t call people out
• Ask for opinions, not “right” answers

Ping Pong technique
Rolling with Resistance
Ex: arguing/interrupting/denial

• Resistance is highly responsive to our style.
• It’s expected and normal.
• Step back and reflectively listen.
• Objections or minimization do not demand a response.

Steer into the skid
Avoid the “righting reflex”
Avoiding Brain Ruts

- Spell TOPS 3 times
- 3 items

Our approach matters.

Are we promoting reflection?
Are we listening?
Are we optimistic and hopeful?
Facilitation Style Summary

Readiness to change is strongly affected by the facilitator’s style. Be AUTHENTIC

1. Be a facilitator, not a presenter/expert.

2. Develop discrepancy as a tool to resolve ambivalence and promote change talk.

3. Minimize/roll with resistance.
Are you wrestling or dancing?
What Questions Do You Have?