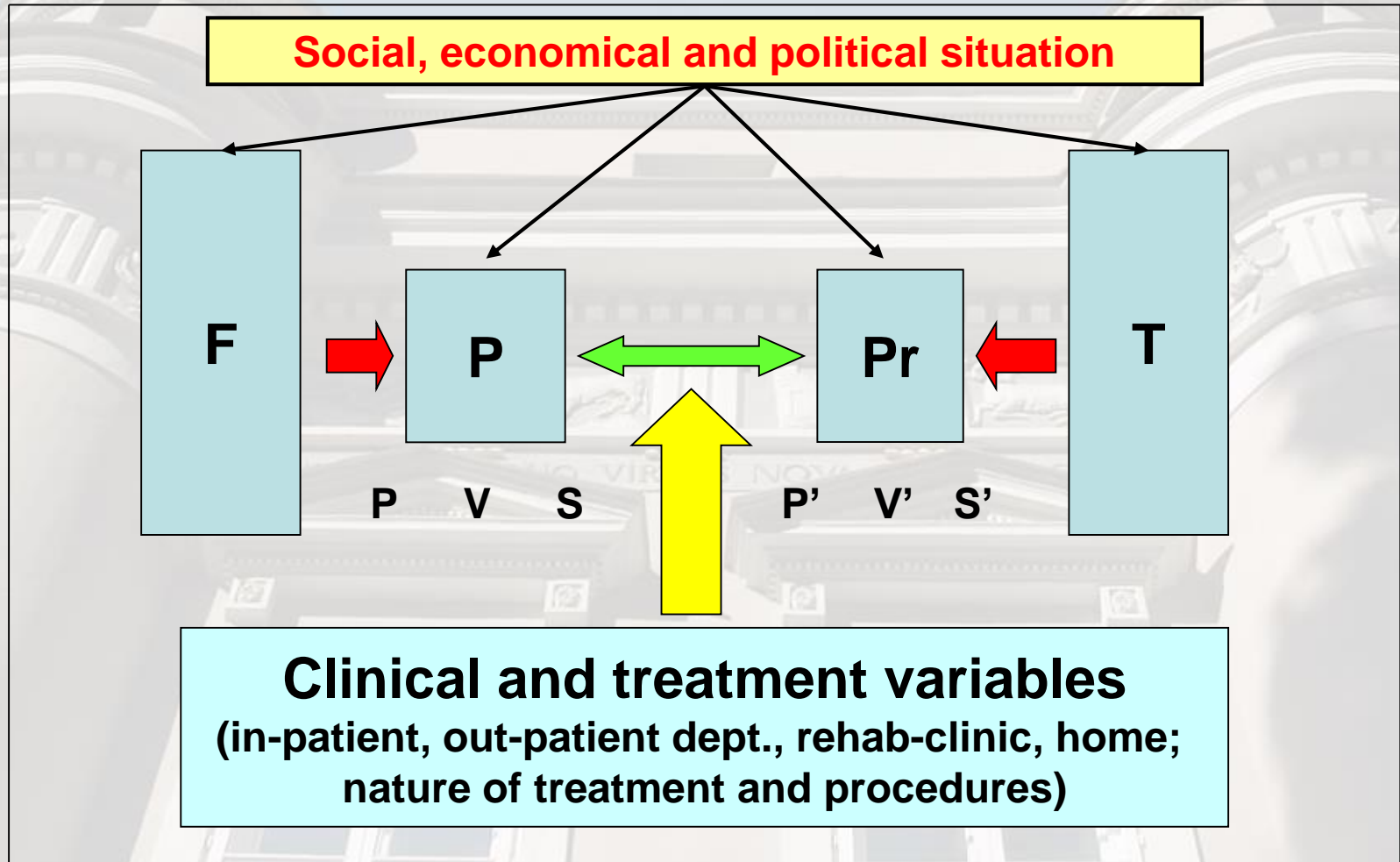




*How can we help people to
make wise decisions?*

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Communication environment





Communication with patient 1

Stages \ Skills	Systemic approach	Control of contact	Somatic skills	Psycho-social skills
Orientation				
Clarification				
Definition				
Discussion of the plan				
Composition of the plan				
Evaluation				



Communication with patient 2

ACTION

Conscious motivation

Subconscious motivation

Unconscious motivation



Communication with patient 3

Belief systems about health and illness of patients‘
(and professionals’):

1. Mechanical
2. Energetic
3. Interpersonal
4. Transcendental
5. *Scientific = professional*



Intervention strategies

- Correct the values of HCP's (!!!)
- Train HCP's in communication skills
- Supply HCP's with most comprehensive scientific data on vaccination
- Use PR strategies in health promotion (referent groups, mass media, virtual world, everyday examples, etc.)
- “First trenches” strategic approach



Motivational interview 1

“... A collaborative, person – centered form of guiding to elicit and strengthen motivation for change.”



Motivational interview 2

The Motivational Interviewing Approach

Motivational Interviewing is grounded in a respectful stance with a focus on building rapport in the initial stages of the counseling relationship.

A central concept of MI is the *identification, examination, and resolution of ambivalence* about changing behavior.

Ambivalence, feeling two ways about behavior change, is seen as a natural part of the change process. The skillful MI practitioner is attuned to client ambivalence and “readiness for change” and thoughtfully utilizes techniques and strategies that are responsive to the client.



Motivational interview 3

Recent descriptions of Motivational Interviewing include three essential elements:

1. MI is a particular kind of conversation about change (counseling, therapy, consultation, method of communication)
2. MI is collaborative (person – centered, partnership, honors autonomy, not expert-recipient)
3. MI is evocative (seeks to call forth the person's own motivation and commitment)



Motivational interview 4

- **Lay person's definition (What's it for?):** Motivational Interviewing is a collaborative conversation to strengthen a person's own motivation for and commitment to change.
- **A pragmatic practitioner's definition (Why would I use it?):** Motivational Interviewing is a person-centered counseling method for addressing the common problem of ambivalence about change.
- **A technical therapeutic definition (How does it work?):** Motivational Interviewing is a collaborative, goal-oriented method of communication with particular attention to the language of change.

It is designed to strengthen an individual's motivation for and movement toward a specific goal by eliciting and exploring the person's own arguments for change.



Motivational interview 5

The spirit of MI is based on three key elements:

- **Collaboration** between the therapist and the client;
- **Evoking or drawing out** the client's ideas about change;
- Emphasizing the **autonomy** of the client.