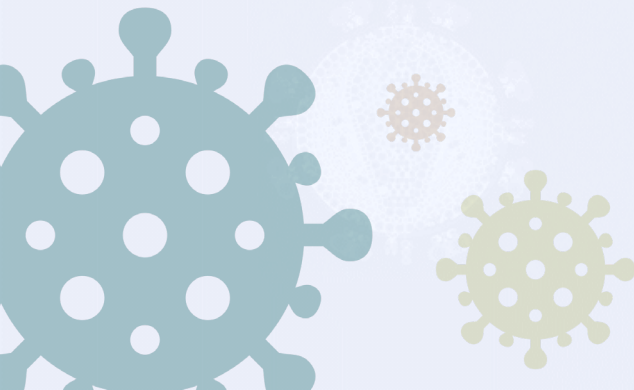




# **The Intersection of Public Health and Motivational Interviewing in the COVID-19 Pandemic**

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**University of Pittsburgh**  
**School of Medicine**



# DISCLOSURES (DOUAIHY)

- NIDA
- NIMH
- NIAAA
- Alkermes
- SAMHSA
- NHLBI
- AFSP
- HRSA
- Foundation for Opioid Response Efforts
- Royalties for academic books published by OUP, Springer, and PESI Media and Publishing




# A WORD OF INFORMED CONSENT

*This approach is likely to change you!*


Motivational Interviewing  
First Edition, 1991 (Preface)



# THE “NEW NORMAL”



Anxiety  
Panic  
Obsessive-compulsive  
symptoms  
Insomnia  
Digestive problems  
Depressive symptoms  
Post-traumatic stress  
Substance use  
Burnout  
Hopelessness  
Weight gain  
Financial stress



Connection  
Social support



# COVID-19 AND PUBLIC HEALTH

COVID-19 has exacerbated many other health problems by:

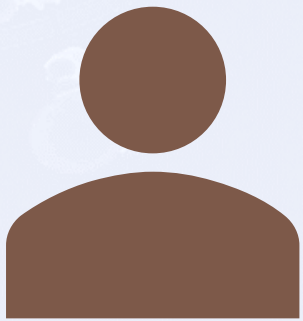


Access to prevention services  
Access to testing  
Treatment access  
Income or employment  
Social support





# WHAT IS MOTIVATIONAL INTERVIEWING?



person-centered



collaborative

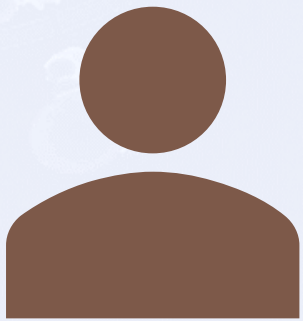


compassion



acceptance

# WHAT IS MOTIVATIONAL INTERVIEWING?



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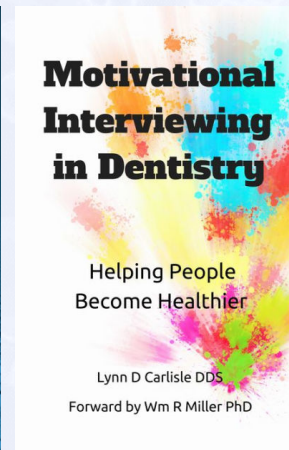
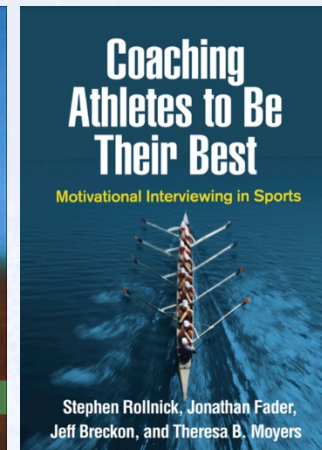
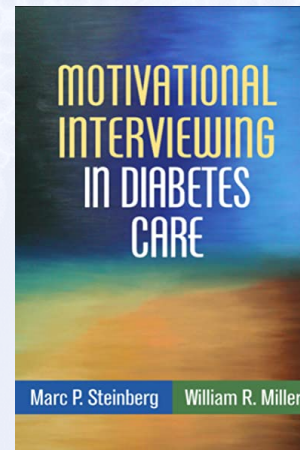
# THE SPIRIT



# BROADLY APPLICABLE



psychiatric disorder  
weight management  
dentistry  
diabetes care  
health promotion  
HIV care



# THE MOTIVATIONAL INTERVIEWING “GUIDING” STYLE

*How can we work together to decide?*

versus

*This is what you should do.*

Uses information and persuasion to achieve change

Positions practitioner as “expert”

Undermines the patient’s autonomy

Conveys judgment (there is a “right” and “wrong” way)



# HOW TO GUIDE

O

Open-ended questions

*How do you feel about mask wearing?*

A

Affirmations

*You have clearly thought a lot about this.*

R

Reflections

*You feel unsure about the purpose of wearing a mask.*

S

Summaries

*You're unsure about why masks protect us and, at the same time, you're willing to follow recommendations of health professionals to protect your community.*

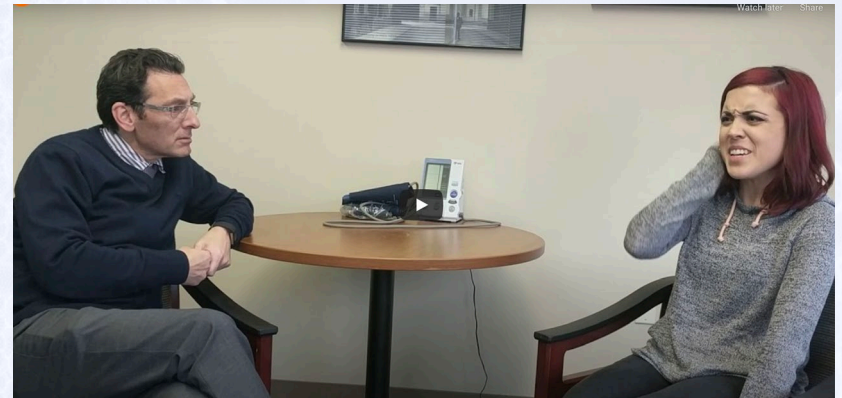
# EXAMPLES

MI-adherent



What did you notice?

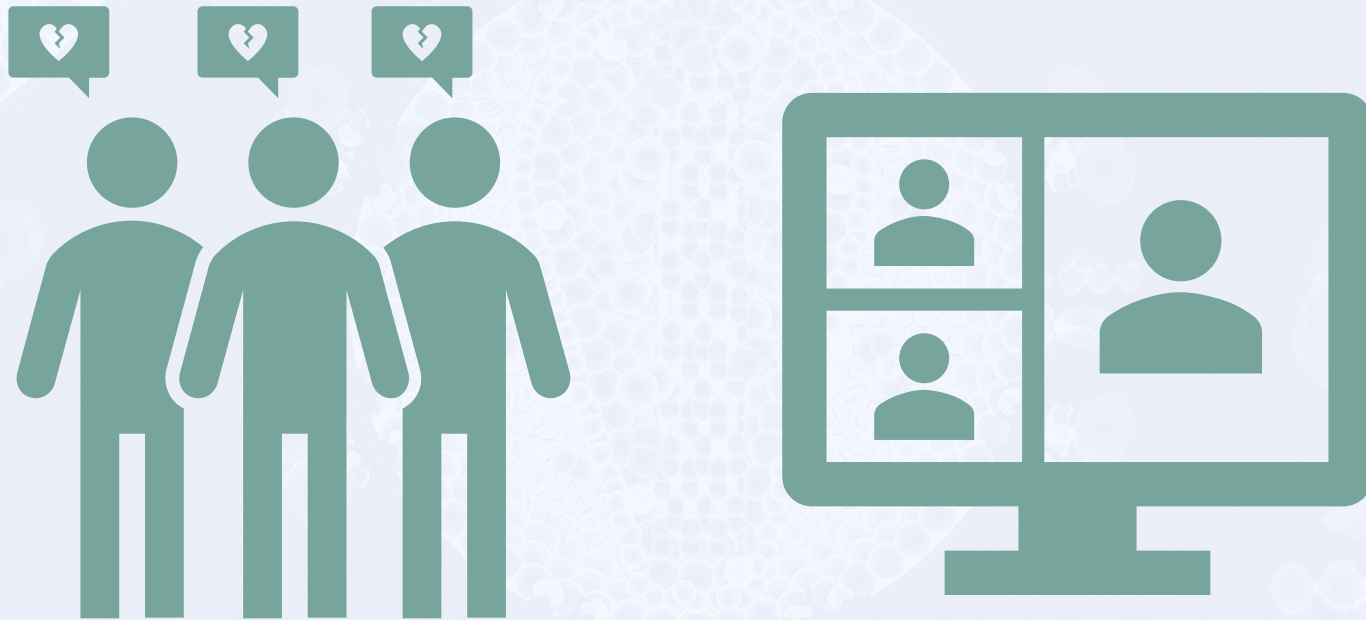
NOT MI-adherent



What did you notice?



# WHY MOTIVATIONAL INTERVIEWING?



# THE POWER OF EMPATHY

**EMPATHY.** *A specifiable and learnable skill for understanding another's meaning through the use of reflective listening.*

## EMPATHIC STYLE.

*Communicates respect for and acceptance of people and their feelings*

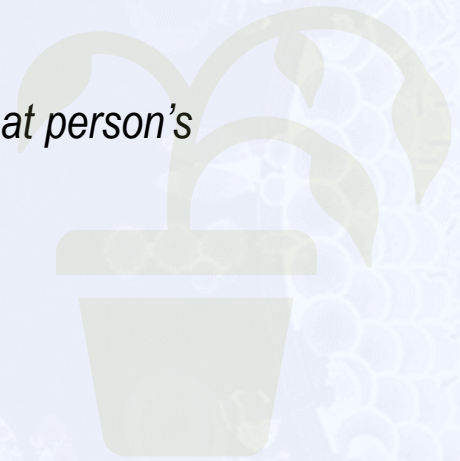
*Encourages a nonjudgmental, collaborative relationship*

*Allows you to be a supportive and knowledgeable consultant*

*Listens rather than tells*

*Gently persuades with the understanding that the decision is ultimately that person's*

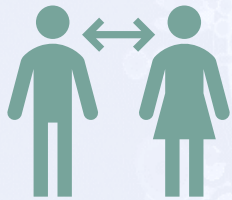
*Provides support*





# AMBIVALENCE IS TO BE EXPECTED

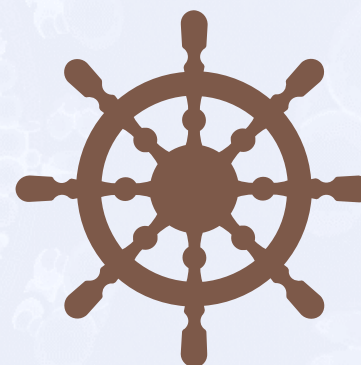
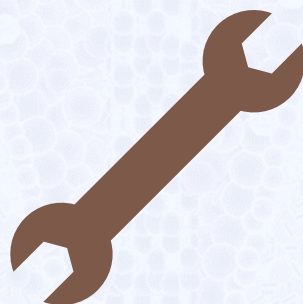
**AMBIVALENCE.** *The state of having mixed feelings or contradictory ideas about something or someone.*



*Ambivalence is a typical part of the change process.*

# SELF DETERMINATION THEORY & AUTONOMY SUPPORT

**SELF DETERMINATION THEORY.** *Suggests people are motivated to grow or change when three needs are fulfilled:*



**AUTONOMY SUPPORT**



# EQUANIMITY

## EQUANIMITY.

- *even-mindedness in the face of every sort of experience, regardless of whether pleasure [or] pain are present or not*
- *“neutral feeling,” a mental experience that is neither pleasant nor unpleasant*
- *“a balanced reaction to joy and misery, which protects one from emotional agitation*

## CULTIVATING EQUANIMITY.

- *Mindfulness: a mental state achieved by focusing one's awareness on the present moment, while calmly acknowledging and accepting one's feelings, thoughts, and bodily sensations*
- *Loving-kindness: acting for the well-being of others through loving intention and kind action*

# MOTIVATIONAL INTERVIEWING AND HEALTH PROMOTION

**Goal of health promotion:** ***engage** and **empower** individuals and communities to choose healthy behaviors, and make changes that reduce the risk of developing chronic diseases and other morbidities*

**How MI can help achieve this goal:** ***evoke** a person's or community's own reason(s) for change and **empower** them to make that change in a non-confrontational manner*

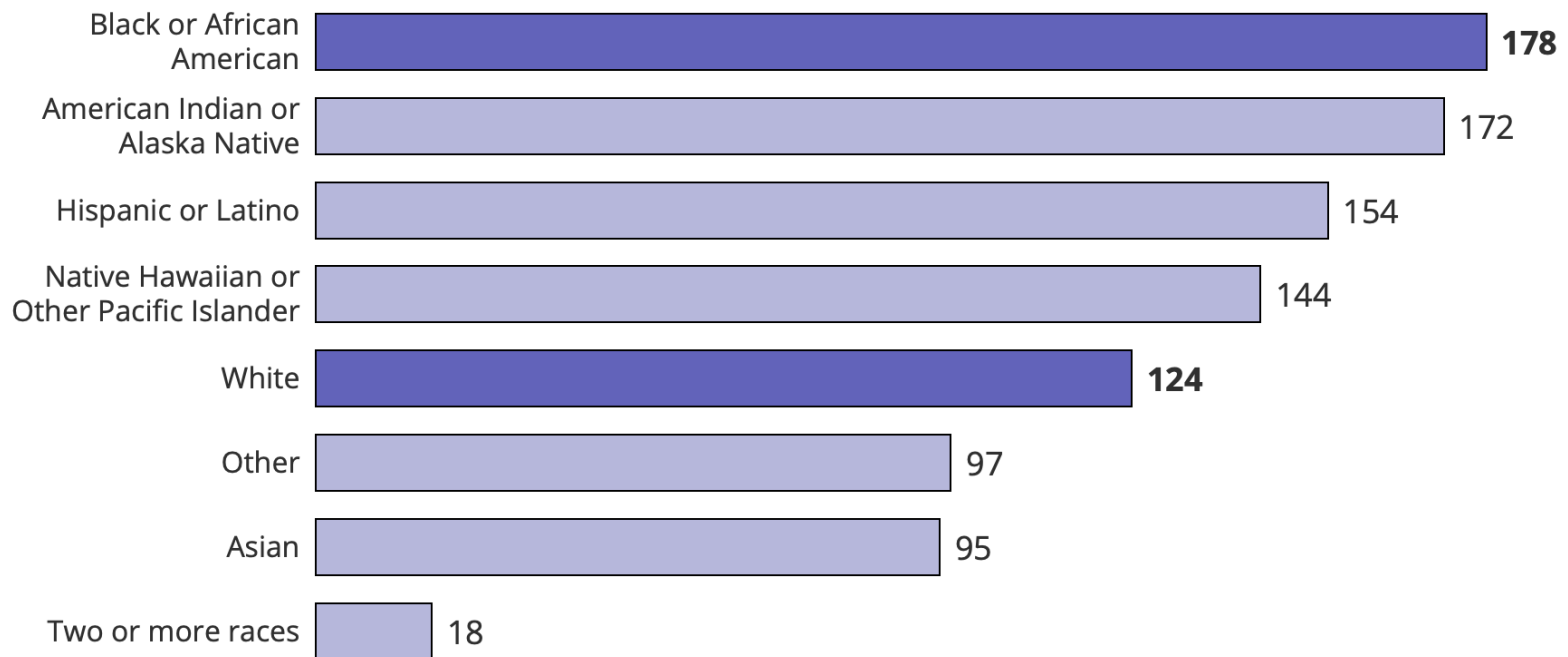




# EMPATHY AND SOCIAL JUSTICE

**Nationwide, Black people have died at 1.4 times the rate of white people.**

**Deaths per 100,000 people by race or ethnicity through March 7, 2021**



Source: COVIDtracking.com



# VACCINE HESITANCY AND MI

## MI GUIDING STYLE

How do you feel about the COVID-19 vaccine?

## DIRECTING STYLE

You don't want the COVID-19 vaccine?



# VACCINE HESITANCY AND MI

## MI GUIDING STYLE

How do you feel about the COVID-19 vaccine?

Help me understand why you don't want the COVID-19 vaccine...

## DIRECTING STYLE

You don't want the COVID-19 vaccine?

Why don't you want the COVID-19 vaccine?

# VACCINE HESITANCY AND MI

## MI GUIDING STYLE

How do you feel about the COVID-19 vaccine?

Help me understand why you don't want the COVID-19 vaccine...

Would it be alright if I shared some information about how the COVID-19 vaccine was produced?

## DIRECTING STYLE

You don't want the COVID-19 vaccine?

Why don't you want the COVID-19 vaccine?

The COVID-19 vaccine is completely safe, we have data supporting that conclusion.





# COMMON PUBLIC HEALTH & HEALTH PROMOTION APPROACHES

## HOW CAN I PROTECT MYSELF FROM COVID-19?

### PRACTICE GOOD HEALTH HABITS



WASH YOUR  
HANDS OFTEN



COVER COUGHS  
+ SNEEZES



DON'T TOUCH  
EYES/NOSE/MOUTH



CLEAN SURFACES  
FREQUENTLY



STAY HOME  
WHEN SICK



AVOID SICK  
PEOPLE



## KNOW THE SYMPTOMS OF COVID-19



FEVER



COUGH



SHORTNESS OF BREATH

SPREADS  
THROUGH  
CLOSE  
CONTACT

## TAKE EVERYDAY PRECAUTIONS



WASH YOUR HANDS



DON'T TOUCH FACE



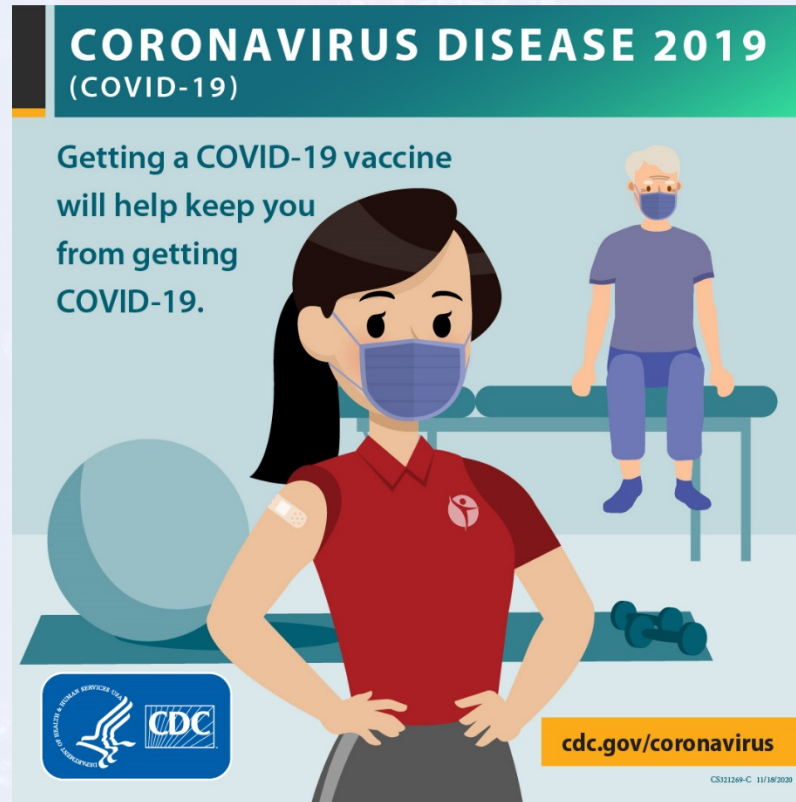
AVOID SICK PEOPLE

INFORMATION + UPDATES:  
**HEALTH.PA.GOV**



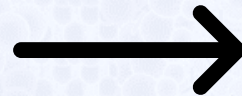
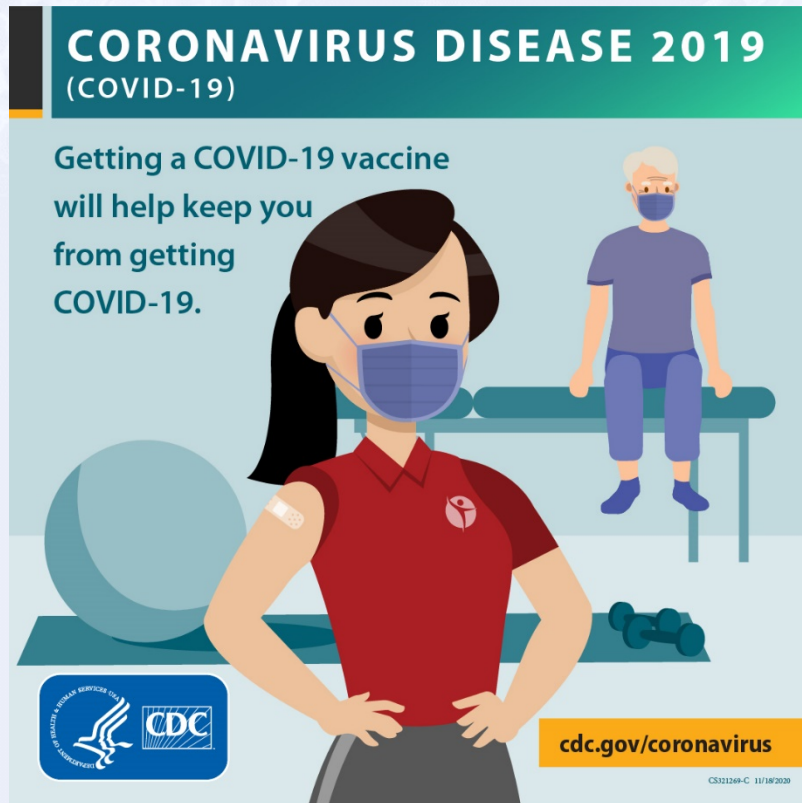
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# COMMON PUBLIC HEALTH & HEALTH PROMOTION APPROACHES





# ALTERNATIVE APPROACHES: MI-CONSISTENT MESSAGING



“COVID-19 vaccines are becoming readily available to the public. What are some reasons you might want to get the vaccine?”

# MI AND OTHER HEALTH BEHAVIORS

autonomy  
support



collaboration +  
partnership



# GENERAL GUIDELINES FOR MI-BASED HEALTH PROMOTION

*Evoke and demonstrate understanding >  
provide advice and convince*



# WANT TO LEARN MORE?

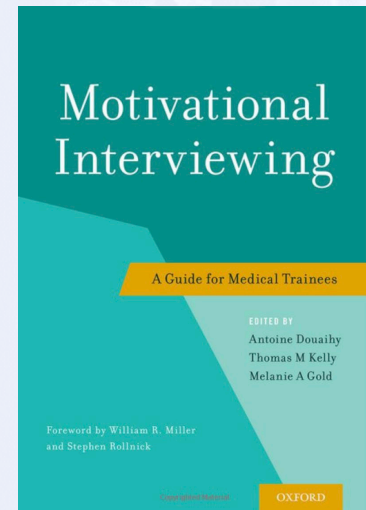
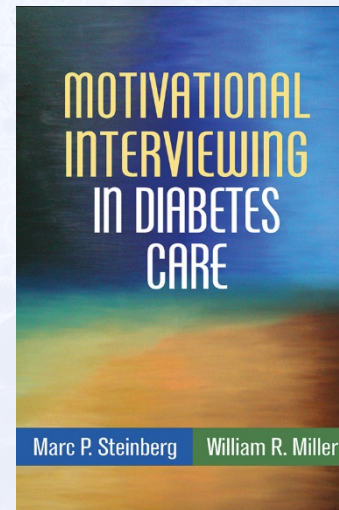
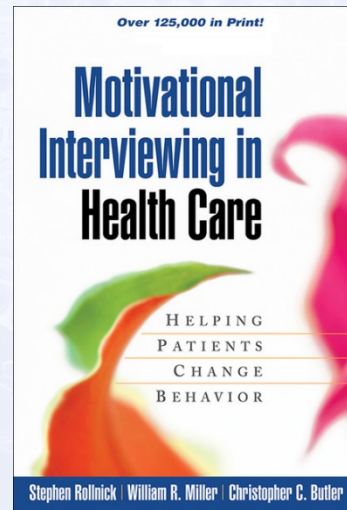
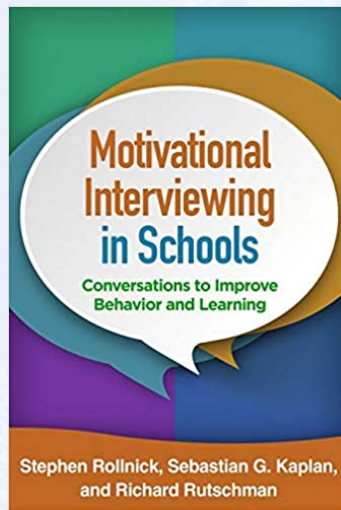
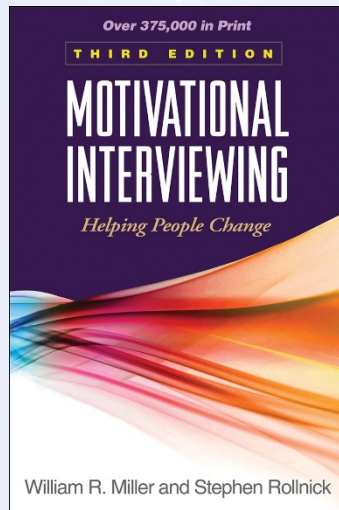


[www.motivationalinterviewing.org](http://www.motivationalinterviewing.org)

<https://williamrmiller.net>

[www.stephenrollnick.com/](http://www.stephenrollnick.com/)

<https://theresamoyers.com>





*It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one directly, affects all indirectly.*

Dr. Martin Luther King Jr.  
1967 Christmas Sermon



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- Jeremy Skinner, PhD and Susan O'Neill, PhD, University of Missouri

## OUR PATIENTS







# THANK YOU!