

Marijuana Prevention Conference

Science of Prevention
for Professionals



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for Professionals**

**Understanding and Applying
the Science of Prevention**

Preventing Marijuana Use Among Young People: The Motivational Interviewing Approach to Dealing with Ambivalence & Resistance to the Prevention Message

An Invited Presentation at
The Marijuana Prevention Conference:
The Science of Prevention for Professionals

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WHAT IS MOTIVATIONAL INTERVIEWING?

"Motivational Interviewing is a collaborative conversation style for strengthening a person's own motivation and commitment to change."

Taken from Motivational Interviewing, third edition, 2013

AMBIVALENCE

Definition of ambivalence

am·biv·a·lence

1. **simultaneous and contradictory attitudes or feelings (as attraction and repulsion) toward an object, person, or action**
2. **continual fluctuation (as between one thing and its opposite)**
3. **uncertainty as to which approach to follow**

Mindsets for Approaching Ambivalence...

- "Lack of motivation" is often ambivalence; both sides are already within the person
- If you argue for one side, a person experiencing ambivalence is likely to defend the other side
- As a person defends the status quo, the likelihood of change decreases
- Resist the "righting reflex" and temptation - to take up the "good" side of the ambivalence; allow the conversation to include the "good reasons" to maintain "bad behavior"

Thoughtfully and Strategically Using “OARS” to Create “CHANGE TALK”

- Open-Ended Questions
- Affirmations
- Reflective Listening
- Summarizing



Guiding the Conversation with the “Customer” in such a Way that Results in the “Customer” Discussing the Possibility of Making a Change in a Specific Behavior

CHANGE TALK

Four Critical & Sequential Elements...

1. Problem Recognition
2. Increasing Level of Concern
3. Supporting Intention to Change
4. Building & Nurturing Optimism

RESISTANCE

Definition of Resistance

re·sis·tance

1. refusal to accept something new or different
2. effort made to stop or to fight against someone or something
3. the ability to prevent something from having an effect

Example Strategies Used to Deal with Resistance

1. Simple Reflection –
2. Double-Sided Reflection –
3. Shifting Focus –
4. Emphasizing Personal Control -
5. Siding with the Negative –

A Final Thought Concerning Motivation

“People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily.”

Zig Ziglar

This slide is for big graphs and images