

Effective Communication Techniques

Scott Gee, MD, Anne Feder, RN, Sandra Roberts, RN, Sheila Miligan, MPH
Regional Health Education – Kaiser Permanente Northern California

Communication Techniques

Lifestyle Advice

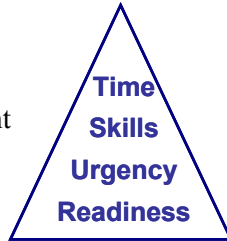
- < 1 minute – Any Visit
- Normal Weight or Overweight

Brief Focused Advice

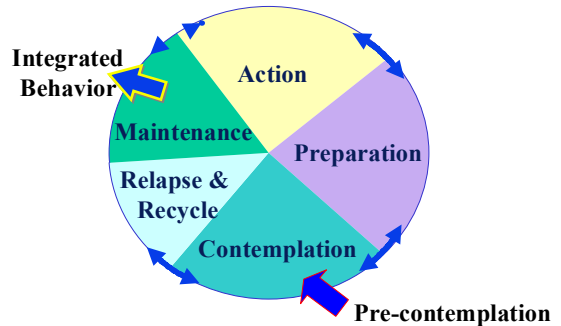
- < 3 minutes – Any Visit
- Overweight or Obese

Brief Negotiation, Motivational Interviewing & Cognitive Behavioral Skills

- 10 + minutes – Consultation or Follow-Up Visit
- Obese Often with Medical Complications



Stages of Behavior Change



Prochaska & Di Clemente: *Transtheoretical Model of Behavior Change*

Lifestyle Advice

To stay healthy and have more energy:

- Be more active every day
- Eat more fruits and vegetables
- Eat less fast foods and junk foods
- Eat smaller portions

Brief Focused Advice

Step # 1: Engage the Patient / Parent

- Can we take a few minutes together to discuss your health and weight?
- What do you feel about your health and weight?

Step # 2: Share Information (optional)

- Your current weight puts you at risk for developing heart disease and diabetes.
- What do you make of this?
- Some ideas for staying healthy include...
- What are ideas for working toward a healthy weight?

Step # 3: Make a Key Advice Statement

- I strongly encourage you to...
 - ▶ Be more physically active
 - ▶ Eat more fruits and vegetables
 - ▶ Eat less fast foods and junk foods
 - ▶ Eat smaller portions
 - ▶ Use patient ideas from step # 2

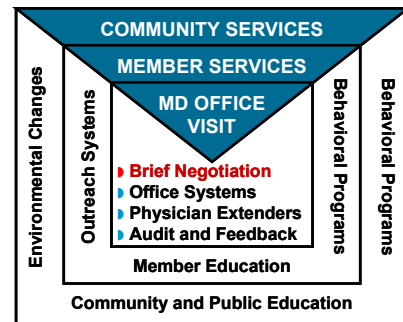
Step # 4: Arrange for Follow up

- Would you be interested in more information on ways to reach a healthier weight? AND / OR
- Let's set up an appointment in __weeks to talk further.

Brief Negotiation

(see next page)

An Important Component of Comprehensive Preventive Services and Chronic Conditions Management



Effective for Contemplative/Ambivalent Patients

- Asking open ended questions
- Listening
- Summarizing
- Clinician is empathetic, accepting, collaborative

Cognitive Behavior Skills

For Patients Ready and Willing to Make Changes

- Develop awareness of eating habits, activity and parenting behavior
- Identification of problem behaviors
- Problem solving and problem behavior modification
- Weekly goal setting for children and parents on dietary, activity and self-esteem/parenting goals
- Positive reward systems
- Record keeping
- Weight checks

Brief Negotiation

Overweight Sensitivity

"Do no harm!"



- **Fatness/Excess Fat**
- **Obesity**
- **Large Size**
- **Heaviness**
- **Unhealthy BMI**
- **Unhealthy Weight**
- **Weight Problem**

- **Weight**
- **Excess Weight**
- **BMI**
- **Overweight?**

Open the Encounter

Ask Permission

- *Would you be willing to spend a few minutes discussing your weight? / Are you interested in discussing ways to improve your health?*

Ask an Open-Ended Question - Listen - Summarize

- *What do you think /How do you feel about your weight? / What have you tried so far to work toward a healthier weight?*

Share BMI / Weight / Risk Factors (optional)

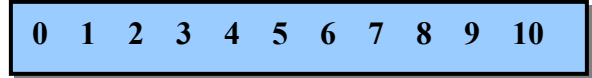
- *Your current weight puts you at risk for developing heart disease and diabetes.*
- Ask for the patient's interpretation: *"What do you make of this?"*
- Add your own interpretation or advice as needed AFTER eliciting the patient's / parent's response

Negotiate the Agenda

- *There are a number of ways to achieve a healthy weight. They include:*
 Being More Physically Active Eating 5 Servings of Fruits & Vegetables a Day
 Cutting Back on Fast Food and Junk Food Eating Smaller Portions
- *Is there one of these you'd like to discuss further today? Or perhaps you have another idea that isn't listed here.*

Assess Readiness

- *On a scale from 0 to 10, how ready are you to consider [option chosen above]*
- Straight question: *Why a 5?*
- Backward question: *Why a 5 and not a 3?*
- Forward question: *What would it take to move you from a 5 to a 7?*



Explore Ambivalence

Step 1: Ask a pair of questions to help the patient explore the pros and cons of the issue

- *What are the things you like about ___? AND What are the things you don't like about ___? OR*
- *What are the advantages of keeping things the same? AND What are the advantages of making a change?*

Step 2:

- Summarize Ambivalence: *Let me see if I understand what you've told me so far.....*
 (begin with reasons for maintaining the status quo, end with reasons for making a change)
- Ask: *Did I get it all? / Did I get it right?*

Tailor the Invention

Stage of Readiness	Key Questions
<p>Not Ready 0 – 3</p> <ul style="list-style-type: none"> • Raise Awareness • Elicit Change Talk • Advise and Encourage 	<ul style="list-style-type: none"> • <i>Would you be interested in knowing more about reaching a healthy weight?</i> • <i>How can I help?</i> • <i>What might need to be different for you to consider a change in the future?</i>
<p>Unsure 4 – 6</p> <ul style="list-style-type: none"> • Evaluate Ambivalence • Elicit Change Talk • Build Readiness 	<ul style="list-style-type: none"> • <i>Where does that leave you now?</i> • <i>What do you see as your next steps?</i> • <i>What are you thinking / feeling at this point?</i> • <i>Where does _____ fit into your future?</i>
<p>Ready 7 – 10</p> <ul style="list-style-type: none"> • Strengthen Commitment • Elicit Change Talk • Facilitate Action Planning 	<ul style="list-style-type: none"> • <i>Why is this important to you now?</i> • <i>What are your ideas for making this work?</i> • <i>What might get in the way? How might you work around the barriers?</i> • <i>How might you reward yourself along the way?</i>

Close the Encounter

- Summarize: *Our time is almost up. Let's take a look at what you've worked through today...*
- Show Appreciation / Acknowledge willingness to discuss change: *Thank you for being willing to discuss your weight.*
- Offer advice, emphasize choice, express confidence: *I strongly encourage you to be more physically active. The choice to increase your activity, of course, is entirely yours. I am confident that if you decide to be more active you can be successful.*
- Confirm next steps and arrange for follow up: *Are you able to come back in 1 month so we can continue to work together?*