




Creating Change in 15 Minute Consults

**BEHAVIOUR CHANGE
APPROACH**

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Traditional approach


- Assessment, diagnosis, intervention and follow up – agenda led by the health practitioner
- Client/patient answers questions and provides information requested so that the HP can formulate a suitable intervention
- HP often provides client with information to assist them with decision making

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Long-term health behaviour change requires a different approach to acute disease management.

Change begins with awareness.

Our first step is becoming aware of our assumptions and current approach and questioning them



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“Health coaching is the practice of health education and health promotion within a coaching context to enhance the well-being of individuals and to facilitate the achievement of their health-related goals”.

Palmer S, Tobias J. Whybrow W. Health coaching to facilitate the promotion of healthy behaviour and achievement of health-related goals. Int J Health Promot Educ. 2003;4(1):91-93. doi: 10.1080/1462240.2003.10806231

What creates resistance?

- ✗ Advice giving
- ✗ Solving problems for clients
- ✗ Providing unsolicited information
- ✗ What works for me...
- ✗ Judgement
- ✗ Arguing against 'excuses'
- ✗ Pushing them into taking action when they are not ready
- ✗ Persuading about benefits / warning about consequence (you should change because)

'could you, can you try, what about doing...
would you be able to... what you need to do is'





What promotes change?

- ✓ Curiosity (ie. demonstrated by open ended inquiry)
- ✓ Focus is on the client and their priorities/agenda
- ✓ Empathy
- ✓ Client centred - what are client's ideas/priorities?
- ✓ Communicate autonomy - it's your choice
- ✓ Clients talk about why change is important to them
- ✓ Clients gets insight into their behaviour
- ✓ Client finds their own solutions
- ✓ Client feels accepted

Tell me more... what /how/who

The traditional
approach

The health
coaching
approach

Traditional Medical Approach	Behaviour Change Approach
 <ul style="list-style-type: none"> Acute conditions Need diagnosis Diagnostic tests Prescribe medication Referral to a specialist Education: Newly diagnosed, explanations of treatment plans etc 	 <ul style="list-style-type: none"> Client centred Supports clients in behaviour change techniques Promotes self-efficacy, self-determination and self-responsibility
 <ul style="list-style-type: none"> Not designed to equip the client with behaviour change strategies Doesn't empower the client to manage their own health. Clients can become passive 	 <ul style="list-style-type: none"> Not prescriptive Doesn't diagnose

Traditional Approach	Coaching Approach
Practitioner, as the expert, knows what is best for the patient/client's life	Patient/client respected as the expert in their own life
Telling the patient/client what to do and how to do it	Offering evidence-based options & information Catalysing insights – helping people to have 'aha' moments
Health practitioner pushes the goals they think are important	Patient/client chooses own goals, strategies and plan
Information overload and standard approach for all, despite how ready the patient/client is	Communication & approach matched to patient/client's readiness to change
Health practitioner focuses on why patient/client hasn't made changes	Health practitioner focuses on and affirms the positives
Health practitioner is frustrated with the patient/client's excuses	Health practitioner views obstacles and setbacks as learning opportunities and helps patient/client to see them this way

Goals of Health Behaviour Change

The outcomes of the health coaching process *is to help clients become independent, confident, self aware, self responsible and self motivated!*

A behaviour change approach

To achieve sustainable health behaviours and outcomes, patients need to be supported in behaviour change techniques that promote self-efficacy, self-determination and self-responsibility

Mindset

- ✓ Open
- ✓ Curious
- ✓ Flexible
- ✓ Client-centred

Focus

- Foster a growth-promoting relationship
- Elicit self-motivation
- Build confidence
- Follow a process of change

Open, Curious, Flexible



The opposite is :

- Closed thinking
- Jumping to conclusions
- Making judgements
- Belief that they aren't trying
- Making assumptions based on past clients
- Conveying that they should try harder
- Assessing as pass/fail (blood results still too high etc)
- Expecting it to be linear- following our agenda



Check your mindset

- Am I present?
- Am I judging or assuming I know this clients perspective?
- What can I learn about this client?
- Where are they at right now?
- Am I treating this client with unconditional positive regard?
- Where are they coming from?
- Do I understand the client's perspective and concerns?
- Why do they feel this way?
- How can I best support them?
- What do they need from me?

Client Centred



The Client decides the agenda, the priority and the actions they are ready to take

The opposite is :

- Seeing the client as needing to be fixed
Client needs our help and solutions
- Being directive, taking over
- Providing solutions based on your experience
- Telling them why it's important to change
Having an attitude that 'I know best'
- Prioritising -time is ticking - efficiency based
- Prioritising for them based on our assessment

Incorporate The Coaching Approach Client centred questions

- Tell me more
- What is important about changing this for you? Why is this change important?
- What would it look like if you did change?
- What would be possible if you made this change?
- How would you feel if you did make the change?
- What barriers are in the way? How could you remove them?
- What type of change feels possible?
- How could you make that happen?

Autonomy

The client is always in the drivers seat, choosing the destination, making decisions about the journey



#Assumption - Change is our responsibility

- We may feel we have failed if clients don't change their behaviour
- As the expert we decide the agenda, provide the solutions and the motivation
- By us claiming responsibility, it removes competence, makes clients passive
- It can also create resistance, clients may rebel to reclaim their autonomy - *'you tell, they rebel'*

Instead:

- We can empower clients to change by letting them know they are in charge
 - 'the decision to change is always yours'
 - 'you are the expert in you and your life'

	Traditional Mindset	Behaviour Change Mindset
Client Centred	Clients come to me for expert advice and I help them with their problem	What are the client's priorities, needs & experiences & how can I support them to come up with reasons & strategies for change?
Readiness	If only they would listen to me - then they would start getting results	What stage of change is the client in? Are they ready to take action?
Partnership	I'm collaborative. We talk about the changes I want them to make and they agree to them.	I'm here to support the client to move forward in areas that matter to them

	Traditional Mindset	Behaviour Change Mindset
Agenda	I'm clear about what we need to focus on and achieve	What are the client's priorities? What would they like to achieve right now?
Motivation	They don't seem motivated to take action - don't they know how bad this behaviour is?	Is this change/behaviour important to them? What else is important for them?
Information & advice	I know exactly how to explain this so the client understands what is going on/what they need to do	What does the client already know? What information do they need from me?

	Traditional Mindset	Behaviour Change Mindset
Approach to obstacles	More excuses! They are saying changing their behaviour is important but they are still not taking action!	→ Their confidence may be low. We can explore the barriers together and see what solutions they can come up with.
Strategy & solutions	I have some great ideas and solutions and know what the client needs to fix this	→ I wonder what the client has tried before or is thinking about trying now?
Action plan	I'll give them a list of actions to do, at the end of the appointment	→ What action (if any) is the client ready to take? Where are they ready to start?

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In Your Consultations This Week...

Reflect Upon....

- Who talks more? You or client/patient?
- Who decides the health priorities?
- Who provides the solutions and strategies?
- Who is the expert in the room?
- Who is responsible for change?
- How do you respond when a client doesn't achieve their goals?

Take home message - client centred approach

Clients begin to take responsibility for their health when they feel empowered and in control of their own journey

- Approach each consultation with openness, non judgment and curiosity
- Don't assume you know what is going on, or the best solution.

We can help communicate autonomy, that our clients are in charge and that we are there to support them.
