



**National Behavioral  
Health Network**

*for Tobacco & Cancer Control*

from NATIONAL COUNCIL FOR  
MENTAL WELLBEING

# Motivational Interviewing 101 for Tobacco Cessation

Pam Pietruszewski, Senior Advisor and Member of the  
Motivational Interviewing Network of Trainers

**Thursday, February 23<sup>rd</sup> | 2 – 3 pm ET**

*Session 1 of a 2-part series*

# Welcome!



**Tamanna Patel, MPH**  
Director  
Practice Improvement



**Samara Tahmid**  
Project Manager,  
Practice Improvement



**Coyle Shropshire**  
Project Coordinator,  
Practice  
Improvement

# Housekeeping



This session is being recorded.



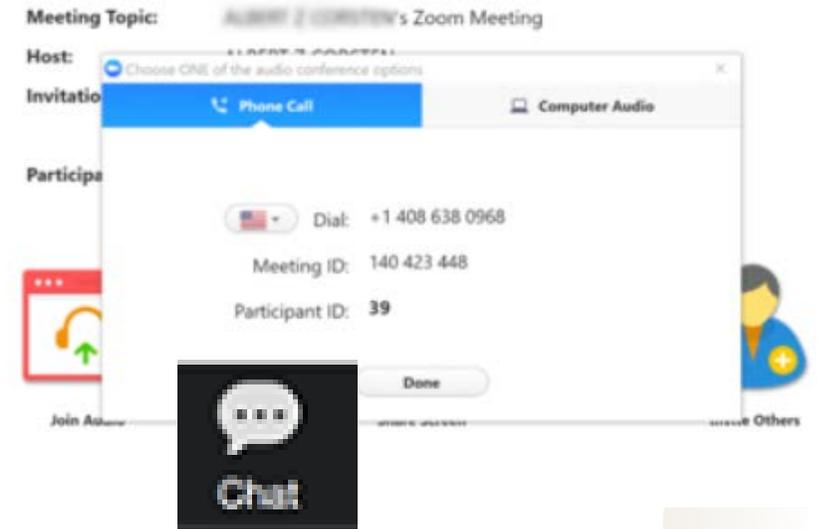
For audio access, participants can either dial into the conference line or listen through your computer speakers.



You can submit questions by typing them into the chat box or using the Q&A panel.



Closed captioning can be accessed by turning on the closed captioning feature on the zoom dashboard.



# National Behavioral Health Network for Tobacco & Cancer Control

- Jointly funded by CDC's *Office on Smoking & Health & Division of Cancer Prevention & Control*
- Provides resources and tools to help organizations reduce tobacco use and cancer among individuals experiencing mental health and substance use challenged
- 1 of 8 CDC National Networks to eliminate cancer and tobacco disparities in priority populations



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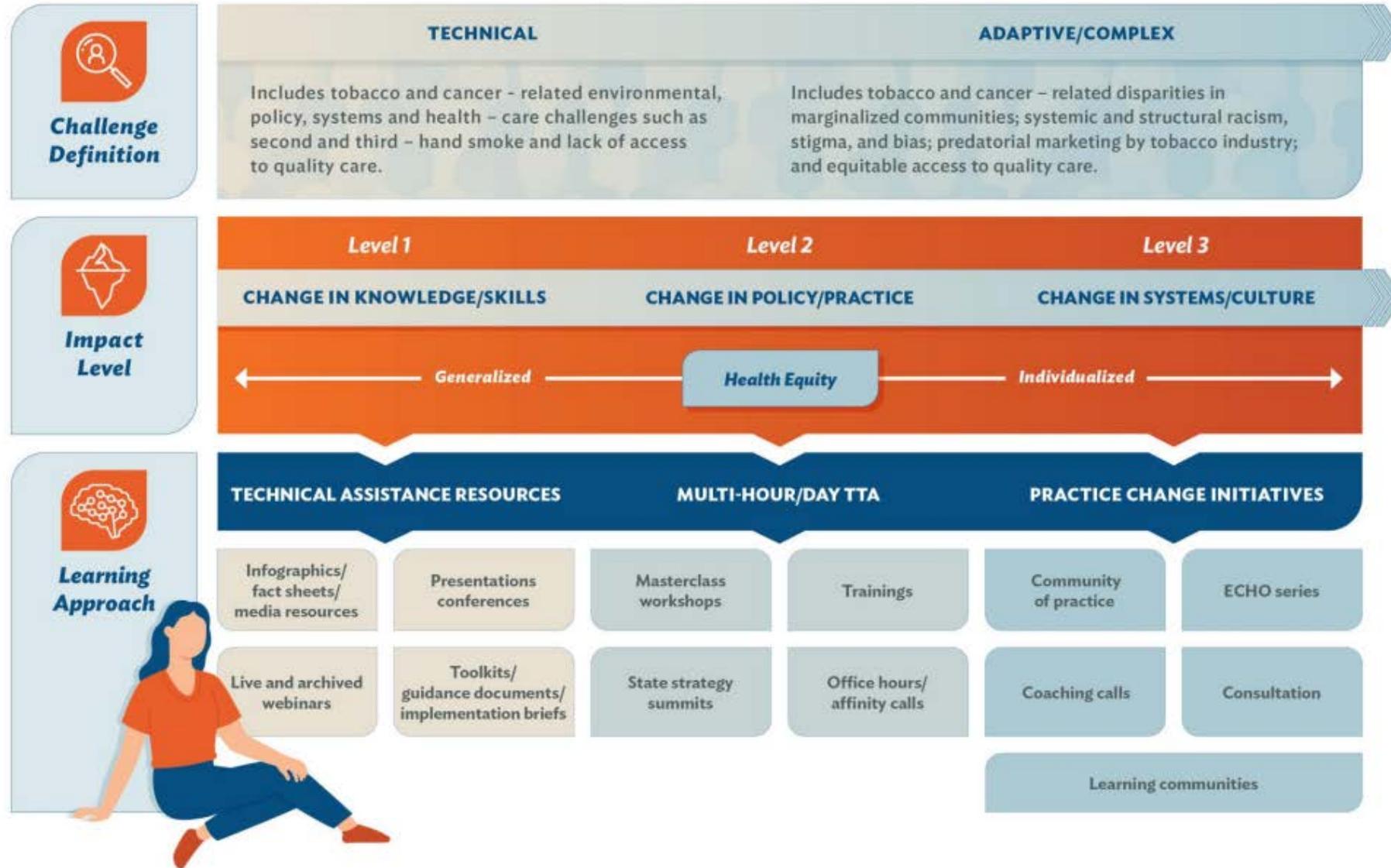
State Strategy Sessions

Communities of Practice



# National Behavioral Health Network for Tobacco & Cancer Control

## Learning Agenda





National Behavioral Health Network

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from NATIONAL COUNCIL FOR MENTAL WELLBEING

## NBHN's learning agenda is designed to advance health equity by...



Reducing tobacco and cancer-related disparities among individuals with mental health and substance use challenges.



Improving the availability, accessibility and effectiveness for cessation and counseling services.



Addressing social and political that influence tobacco and cancer-related disparities.



Implementing trauma-informed resilience oriented prevention and cessation messaging.



Strengthening, supporting and mobilizing communities and partnerships in tobacco control, cancer control and behavioral health.



Building a diverse and skilled tobacco control, cancer control and behavioral health workforce.



Building, championing, and implementing tobacco-free policies, plans and laws.



Promoting the improvement, access, and utilization of tobacco, cancer and behavioral health data.

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# A Note on Language & Terminology

- **Mental wellbeing:** thriving regardless of a mental health or substance use challenge.
- **Commercial tobacco use/tobacco use:** The use of commercial tobacco and nicotine products (including electronic nicotine devices, otherwise known as ENDS).\*
- **\*All references to smoking and tobacco use is referring to commercial tobacco and not the sacred and traditional use of tobacco by some American Indian and Alaskan Native communities.**

# Learning Objectives



- Identify the core components of MI
- Understand how MI skills can enhance behavior change
- Apply MI to client scenarios involving tobacco cessation

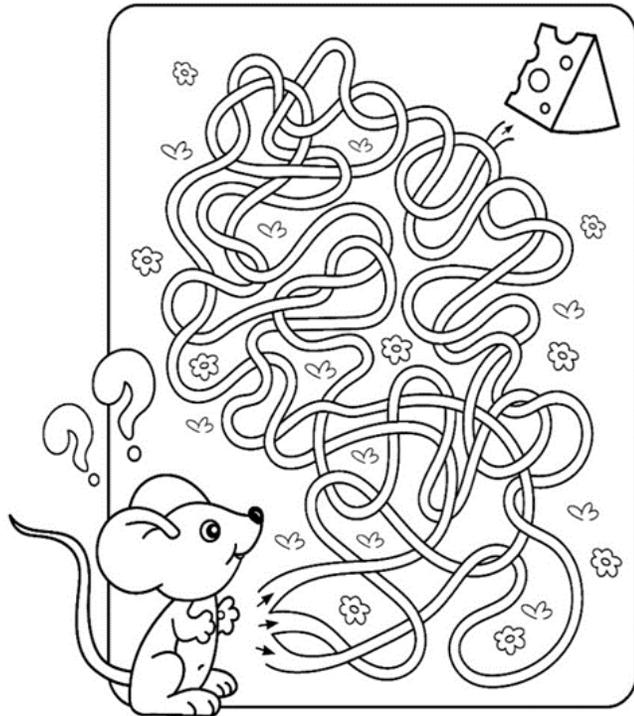


# Today's Featured Speaker



**Pam Pietruszewski, MA**  
Senior Advisor  
Practice Improvement

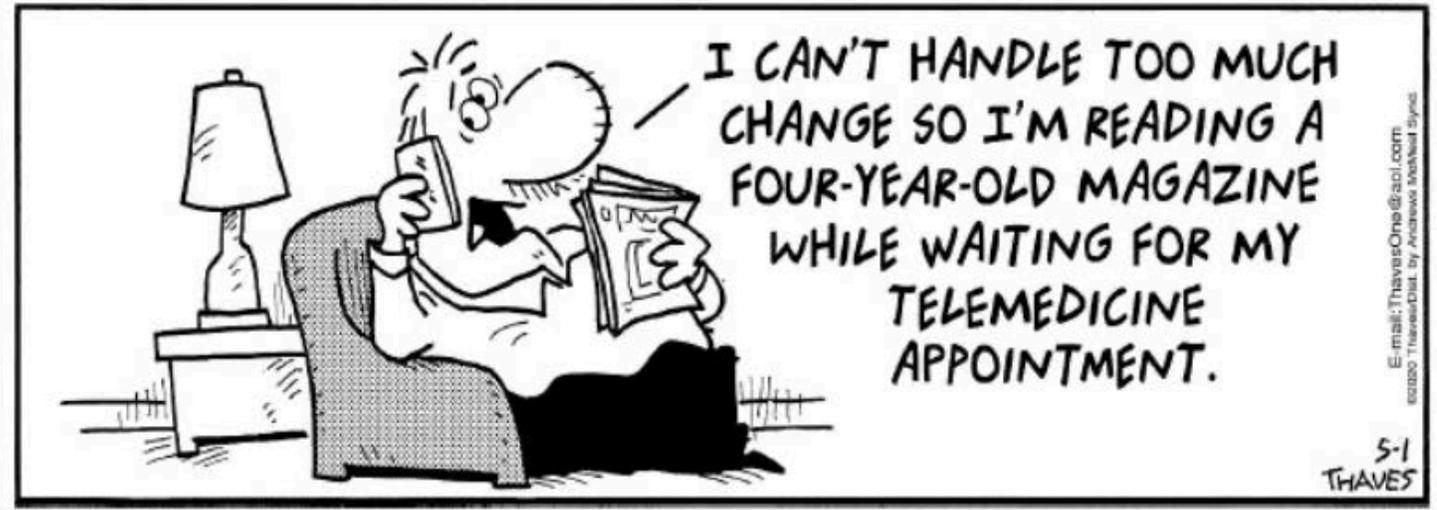
# Principles of Motivation



- **Change** rarely follows a straight line.
- **Ambivalence** is a normal part of the process.
- **Pushing** too hard will evoke resistance.
- Evoking the person's **own change** talk increases the likelihood of change.

# Change can be hard

Frank & Ernest by Bob Thaves



Ex-

ercise

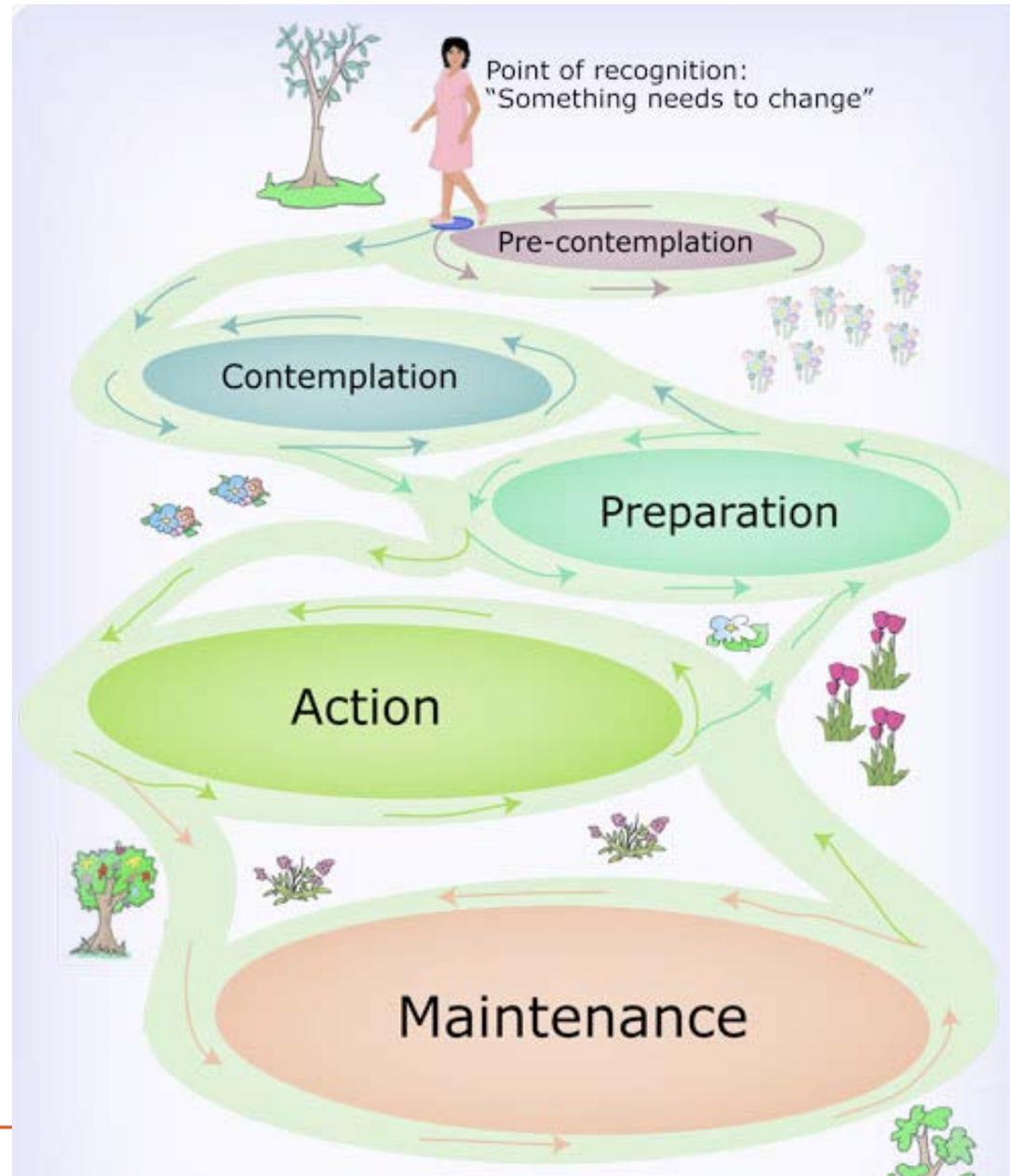
tra fries



## and often involves ambivalence

# Stages of Change

DiClemente, 1983;  
DiClemente 2018



# Ready... Set... Go

Between 60-65% of people with a mental illness who used tobacco had intentions to quit.

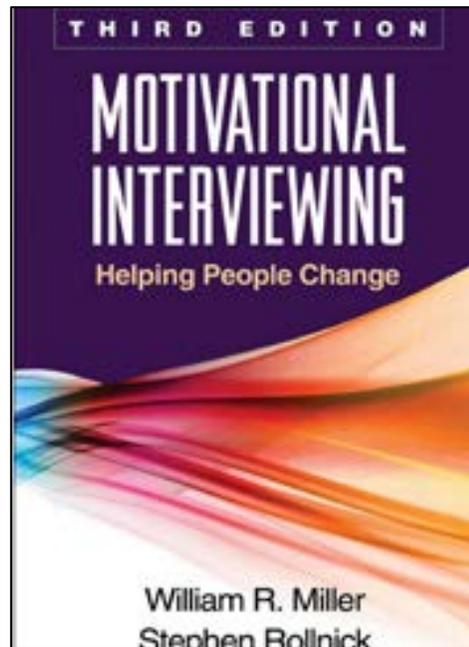
Smokers with mental illness were generally as likely to attempt to quit and more likely to use cessation support.

Smokers with mental illness who had quit reported lower levels of psychological distress than those still smoking.

Prochaska, 2011, NEJM

Greenhalgh, 2022 Australian and New Zealand Journal of Public Health

**Motivational Interviewing (MI)** is  
a particular way of talking with people  
about change and growth  
to strengthen their own motivations and commitment.



# Many applications, for example...



- ❖ Addictions
- ❖ Tobacco cessation
- ❖ Medication adherence
- ❖ Diabetes
- ❖ Relationships
- ❖ Employment
- ❖ Oral health
- ❖ Housing stability
- ❖ Health behaviors (nutrition, activity, etc)
- ❖ Supervision, leadership, organizations
- ❖ Immunizations
- ❖ Recycling
- ❖ Pre-HIV exposure in transgender women
- ❖ Spiritual hopelessness in dialysis patients

# The Spirit of MI





## Wrestling vs. Dancing

You should...  
Why didn't you...  
I think...

Yes and...  
I wonder...  
You've considered...

# OARS Skills



Open-Ended Inquiry

Affirmations

Reflections

Summaries



# Open-ended inquiry



- How...What...Tell me...
- Asks for examples & elaboration
- Neutral rather than “leading the witness”



# Closed to Open



Instead of	Try
1. Are you still using NRT?	Tell me about your NRT.
2. Why are you not ready to quit?	How did you approach quitting before?
3. Do you want to end up with health problems?	
4. Can you give the quit line a call?	

# Affirmations

- Supportive, testaments of character
- Genuine, direct reinforcements
- Demonstrate understanding



**Forgiving**  
**Assertive**      **Determined**  
**Adaptable**      **Truthful**      **Hopeful**      **Creative**  
**Patient**      **Reasonable**  
**Reliable**      **Brave**      **Persistent**

# Reflections

- Listening statements
- Simple reflection restates
- Complex reflection expands



Starters:

*It seems... It sounds...*

*You are thinking, feeling, wanting, needing...*

# Example Reflections



I'm working with my case manager to follow the treatment plan. Now the psychiatrist says I need to quit smoking - but it's the one thing that I look forward to!

Your psychiatrist wants you to quit smoking.

It's unsettling to be told to stop something that is important to you.

You've been really committed to your treatment plan.

It's hard to imagine giving up smoking – and yet you've thought about the reasons your psychiatrist mentioned this.

# Try an OAR

Why are you making this such a big deal? Your no smoking policy is unrealistic. I'm trying to quit but you have no idea how hard it is.

- **Reflection?**
- **Open-Ended Question?**
- **Affirmation?**



# Summarizing



- Collect and link the person's words, especially those in favor of change
- Helps if conversation is stuck or unproductive
- Where does this leave you? What else is important?



# What are we especially listening for?

The person's own arguments for change!



**D**esire  
**A**bility  
**R**easons  
**N**eed

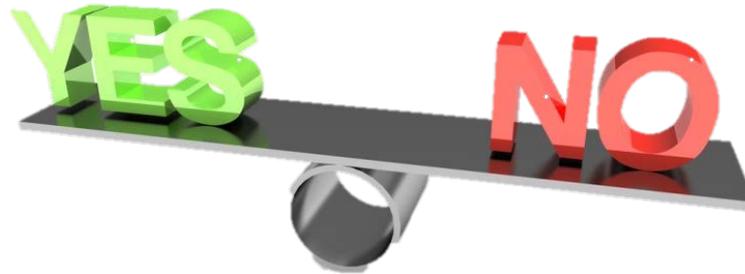
**C**ommitment  
**A**ctivation  
**T**aking steps



# Ambivalence

## Change Talk

I want...  
I know...  
It's important that...  
I need...  
I started to...  
I've tried...  
I could...



## Sustain Talk

I can't...  
It's too hard...  
I don't know...

## Video: MI for Tobacco Cessation



Listen for change talk and put in chat box

# Readiness Rulers

On a scale of 0 to 10, *how important is it for you* to do X?

On a scale of 0 to 10, *how confident are you* that you can do X?



# The MI Sandwich



## 1. Ask

Would you be open to hearing about...?

What do you know about...?

What would you most like to know about ...?

## 2. Provide Information

## 3. Ask

What do you make of this?

How, if at all, has this impacted your thinking?

What might be your next step?



# The Fixing Reflex



## Common Reactions



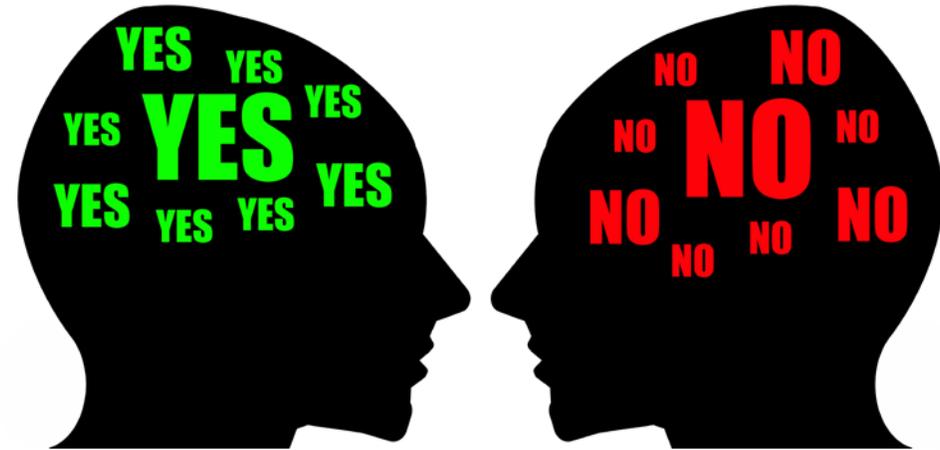
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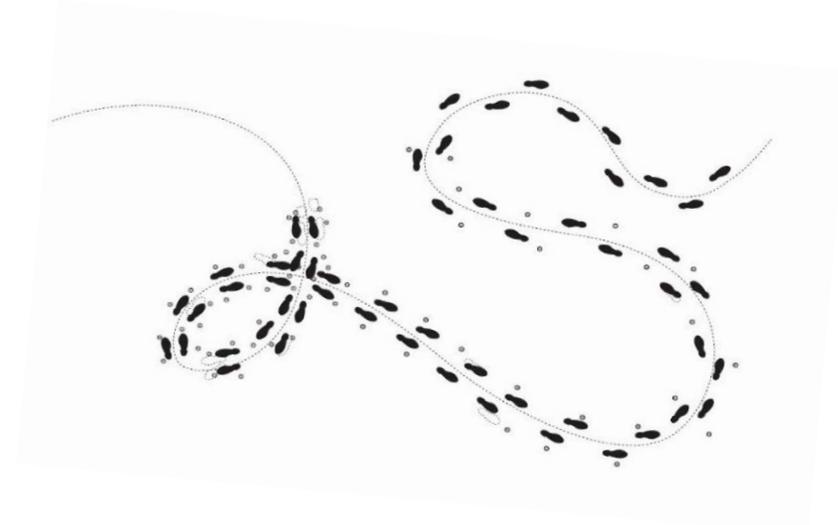
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# Difficult Conversations

- Focus on engagement – nothing else
- Reflect, Reflect, Reflect
- Ask for their story
- Then summarize

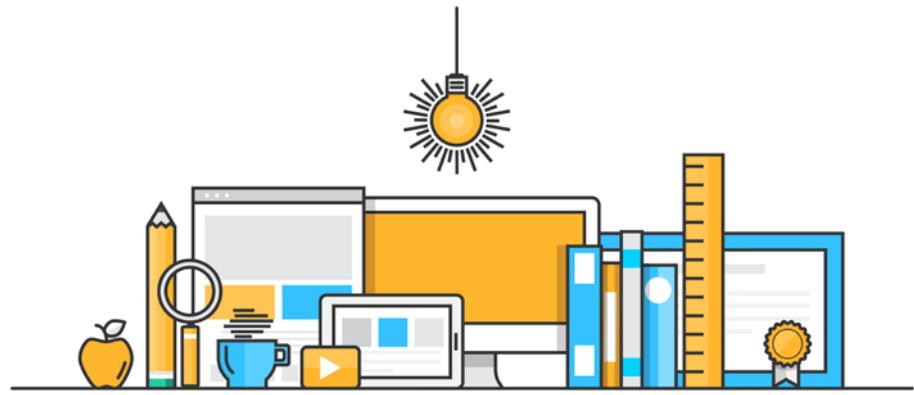


# The Dance of MI



1. More curious, less clever.
2. The more skilled you are at listening, the faster is your progress.
3. Am I listening to understand the other person's perspective?
4. Am I actively evoking the other person's motivations for change?
5. Sprinkle it in and pay attention to the impact.

# Resources

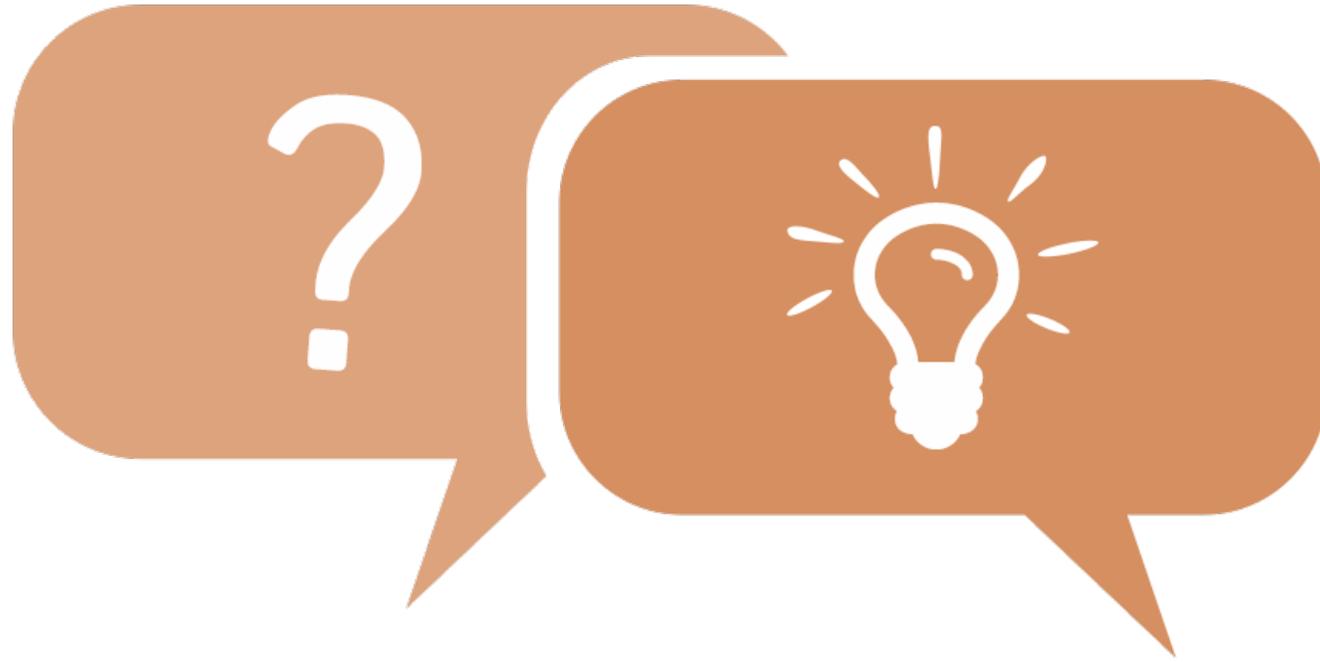


Motivational Interviewing 3<sup>rd</sup> edition. Miller, W.R. and Rollnick, S. The Guilford Press 2013

Talking to Change podcast: <https://www.glennhinds.com/talking-to-change/>

Motivational Interviewing Network of Trainers: <https://motivationalinterviewing.org/>

National Council MI Trainings: <https://thenationalcouncil.org/motivationalinterviewing>



# Questions?



*Are you curious about how you can apply MI strategies to drive organizational systems or policy change?*

## **Motivational Interviewing Part II as a Masterclass Workshop**

**March 15<sup>th</sup>, from 2 – 4pm ET**



**Participants are encouraged to bring their own scenarios to the Masterclass to workshop.**

# Thank You for Joining Us!!

*Please be sure to complete the brief post-event evaluation*

Visit [https \*\*Bhthechange.org\*\*](https://Bhthechange.org) and become a member for FREE!!



For questions, contact us at  
[BHtheChange@thenationalcouncil.org](mailto:BHtheChange@thenationalcouncil.org)