

*Motivation**

An issue in the tobacco field has been how to motivate nicotine-addicted persons to seek and initiate treatment, and also how to remain involved with treatment. Motivational approaches have been used to encourage and enhance an individual's motivation to change. Motivation is defined as purposeful, intentional and positive and directed towards the best interests of the self. Research has shown that a person's level of motivation is a strong predictor of whether the individual's substance use will change or remain the same. Motivation enhancing techniques are associated with increased participation in treatment and other such positive outcomes as reductions in consumption, higher abstinence rates, better social adjustment, and successful referrals to treatment. Also having a positive attitude toward change and being committed to change are associated with positive treatment outcomes. A panel of experts from the substance abuse area developed a series of recommendations based upon both scientific evidence and clinical experience in the area of motivation.

Assumptions about Motivation

- ❖ Motivation is a key to change
- ❖ Motivation is multidimensional
- ❖ Motivation is a dynamic and fluctuating state
- ❖ Motivation can be modified
- ❖ Motivation is interactive
- ❖ The clinician's style influences client motivation

A clinician may encourage the client to change behaviors through uses of the following recommended strategies.

Empirical Evidence Strategy Recommendations

- ❖ **Treatment is individualized and client centered**
- ❖ **Use of empathy, not power**
- ❖ **Focus on less intensive treatments**
- ❖ **Recognize that many clients have more than one substance abuse disorder**
- ❖ **Recognize that some clients may have other co-existing disorders that affect all stages of the change process**

Clinical Strategy Recommendations

- ❖ **Focus on the clients' strengths rather than their weakness**
- ❖ **Respect their autonomy and decisions**
- ❖ **Do not depersonalize the person by using labels like addict**
- ❖ **Develop a therapeutic partnership**
- ❖ **Focus on early interventions**
- ❖ **Accept new treatment goals, which may involve interim, incremental or even temporary steps toward ultimate goals**
- ❖ **Use motivational approaches in nontraditional settings**

In summary, the motivational approaches build upon these concepts. They emphasize treating the client as an individual. They shift control from the clinician and towards the client. Treating tobacco use is seen as a cyclical process rather than as a linear process and that recurrence of use does not mean failure.

Motivational Interventions

A clinical strategy designed to enhance the client's motivation for change is considered a motivational intervention. These may include

client assessment, counseling, multiple sessions or a brief intervention. Research has shown that simple motivation enhancing interventions are effective for encouraging clients return for another consultation, return to treatment following a missed appointment, staying involved in treatment, and increasing compliance. The panel has identified the critical elements of a motivational approach that promotes positive change. They include the following approaches---

- The FRAMES approach
- Decisional balance exercises
- Developing discrepancy
- Personal contact with persons who are not actively in treatment
- Flexible pacing

The FRAMES approach involves the following elements-----

FEEDBACK - Is used to provide risk and impairment after an assessment.

RESPONSIBILITY - Change is up to the individual. Clients have the option and choice to continue their tobacco use or to change it.

ADVICE - About changing—either reducing or stopping, tobacco use is given to the client by the clinician in a non-judgmental manner. It is better to suggest than to tell. Clients are often more receptive if they are asked permission to offer advice.

MENU - A menu of self directed change options and alternatives is offered to the client.

EMPATHY - An empathic approach that shows warmth, respect and understanding is important.

SELF EFFICACY – The use of positive and optimistic empowerment is used to encourage change.

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