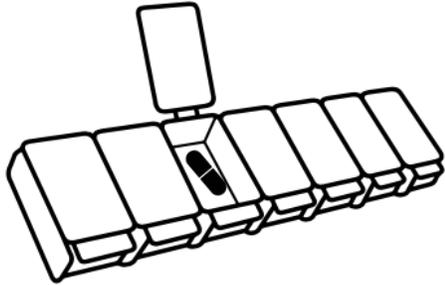




# Chat 4 Change

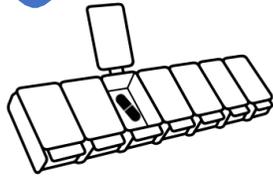
Behavior Change

# What are we trying to “change” by chatting?



- We view **starting PrEP** as a positive behavior change, like starting an exercise routine

# Behavior Change

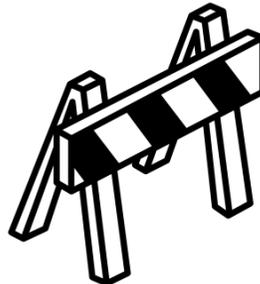
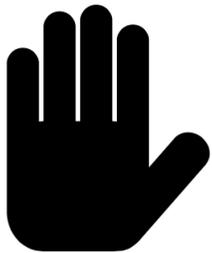
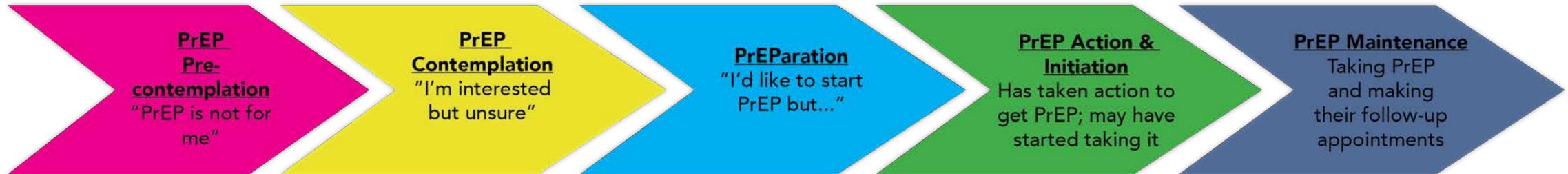


- Behavior change is a process, and many people go through a common series of steps on their way to changing a behavior.
  - What are some steps to getting into a regular exercise routine?
- Based on past successful behavior change research and programs we have guiding principles to work from
- Knowing where a person is at in this behavior change process can better help us to help them

# Motivational Interviewing

- “MI is about arranging conversations so that people talk themselves into change, based on their own values and interests”

# Starting PrEP: Stages of Change



# PrEP isn't for me: Pre-Contemplation



Pre-contemplation is when someone isn't interested in PrEP. Often it doesn't even seem relevant to them.

# PrEP isn't for me: Pre-Contemplation



**PrEP  
Pre-  
Contemplation**

What are some examples of things you've heard people say who aren't interested in PrEP or think it isn't for them?

# PrEP isn't for me: Pre-Contemplation



PrEP is for... \_\_\_\_\_ (other people but not me)

guys who sleep around  
gay guys

I'm not \_\_\_\_\_ so I don't need PrEP

risky  
a drug user  
single  
like that

# Helping People in Pre-Contemplation



Help them understand their HIV risk:

What actually puts someone at risk and what actions keep them safe?

Is PrEP for me tool

<http://www.ispreprightforme.com>

CDC Risk tool

<https://hivrisk.cdc.gov/risk-estimator-tool/#-sb>

# Starting PrEP: Behavior Change Process



Find out what does motivate them and help to connect it to PrEP

Maybe staying negative HIV isn't a priority but \_\_\_\_\_ is.

A personal motivation is one of the strongest ways to help someone navigate the process (and yes, it can be a bit of a process) of getting PrEP.

Telling them they *should* take PrEP will probably not help at all.

# I'm on the fence: Contemplation



**PrEP  
Contemplation**

PrEP Contemplation is when someone is undecided about PrEP. They've given it some thought, but aren't sure that they want to pursue starting it.

# I'm on the fence: Contemplation



**PrEP  
Contemplation**

What are some examples of things you've heard people say who are undecided about PrEP?

# I'm on the fence: Contemplation



## PrEP Contemplation

I'm interested, but... I don't think I need it right now  
it's not worth the hassle  
I'm worried about what \_\_\_\_ would think  
I'm worried about side effects  
I don't want to take a pill every day

# I'm on the fence: Contemplation



## PrEP Contemplation

Most people won't change their mind in one conversation – it can take weeks or even months. Building a relationship with trust and respect is important to stay engaged over time.

# Helping People in Contemplation



## PrEP Contemplation

Help to address the challenges a person is anticipating or has experienced:

If they're nervous or worried about talking about sex with a doctor, share your positive experience or ask them to check out the C4C website with info about local LGBT-affirming medical providers

If they're concerned about side effects, let them know that they're less common than people think and that regular checkups will make sure PrEP isn't harming them.

# Helping People in Contemplation

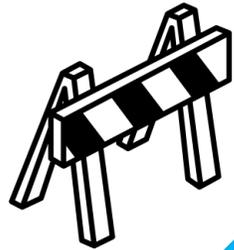


## PrEP Contemplation

If they're concerned about payment, let them know most people end up paying little or nothing for PrEP and that we can get them help with that.

If they're worried about what others might think...

# I want PrEP, but... : PrEPparation



**PrEPparation**

PrEPparation is where someone has thought about PrEP and is interested in getting it. However, one or more logistical barriers are standing in their way

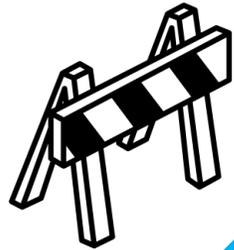
# I want PrEP, but... : PrEPparation



**PrEPparation**

What are some examples of things that stop people who are interested in PrEP from getting it or even trying to?

# I want PrEP, but... : PrEPparation



**PrEPparation**

I want PrEP, but... I don't think I can afford it  
my doctor wouldn't prescribe it  
I'm on my mom's insurance

# Starting PrEP: Behavior Change Process



**PrEP  
Action, Initiation,  
Maintenance**

PrEP Action and Initiation is when someone has taken steps to get PrEP but may not yet be taking it daily.

# Starting PrEP: Behavior Change Process



**PrEP  
Action & Initiation**

What are some things you've experienced or heard about that can stand in someone's way even when they've already gotten a prescription or even have recently started taking PrEP?

# Starting PrEP: Behavior Change Process



## PrEP Action & Initiation

I lost my job so now my insurance changed  
I'm on PrEP but I haven't filled it since the pandemic  
I forget to take it lately because I'm not hooking up much  
I haven't felt like taking it lately

# Motivational Interviewing

- “a collaborative, goal-oriented style of communication...designed to strengthen personal motivation for, and commitment to, a specific goal by eliciting and exploring the person’s own reasons for change within an atmosphere of acceptance and compassion”

# Motivational Interviewing

- “a collaborative, goal-oriented style of communication...designed to strengthen **personal motivation** for, and commitment to, a specific goal by **eliciting** and **exploring** the person’s own reasons for change within an atmosphere of **acceptance and compassion**”

# Motivational Interviewing

- “MI is about arranging conversations so that people talk themselves into change, based on their own values and interests”

# OARS



**Open-Ended Questions**



**Affirmations**



**Reflective Listening**



**Summarizing**

# Open-Ended Questions

Questions that require more than a one-word answer (i.e. can't be answered yes/no)

- Encourage people to tell their story
- Yes/No question words: do, are, can?
- Open-ended question words: how, what, when, why?

# Open-Ended Questions

Turn these closed-ended questions into open-ended:

- Do you use condoms?
- Are you sexually active these days?

# Affirmations

Statements that recognize peoples' strengths and accomplishments

Examples of affirmations:

- You've clearly given this some thought
- That's great that you're asserting yourself
- Thanks for being willing to talk about this

# Reflective Listening

Statements intended to mirror what the other person just said

Can be as simple as repeating what they've said

Focus is on the meaning of what they said or implied

# Reflective Listening

The purpose of using reflective listening is to:

Demonstrate that you are listening and trying to understand his situation

Offer the other person an opportunity to “hear” his own words, feelings and behaviors

# Summarizing

Summarizing is a kind of reflective listening that helps to make a transition to the next part of the conversation

# Discrepancy

Discrepancy is the difference between a person's values, beliefs, or goals, and their current behavior

## Values or Goals

Sex without worry  
or shame

Staying healthy

Discrepancy



## Current Behavior

Regret the morning  
after condomless sex

Potentially risking HIV  
exposure

# Discrepancy

Highlighting these differences between values, beliefs, or goals, and current behavior is known as “developing discrepancy”

This might involve helping a person see the impact or consequences of behavior, such as on their mood or their relationships

# MI for PrEP Adoption

The purpose of using MI is to see where the person is at and identify goals specific to the individual that PrEP might help them achieve

Be patient: Ambivalence, or being unsure about adopting a new behavior like PrEP for HIV prevention is normal and expected

MI is never about arguing with someone or imposing solutions. Be empathetic to their situation, patient, and supportive