

**Health Behavior Change**  
Kelly Kruse Nelles MS RN APRN-BC  
Lead Faculty

NATIONAL Registered Nurse Case Manager Certificate Program

1

**KEYWORDS**

- Motivational Interviewing
- Health Coaching
- Problem Solving
- Prioritization & Negotiation
- Health Behavior Change

- 5 As
- Transtheoretical Model
- Brief Action Planning
- SMART Goal Setting

NATIONAL Registered Nurse Case Manager Certificate Program

2

**Evidence-based Health Behavior Change Skills RNCMs Can Use in Practice**

NATIONAL Registered Nurse Case Manager Certificate Program

3

**Evidence-Based Health Behavior Change Strategies**

- ✓ Group Visits/Shared Medical Visits
- ✓ Self-Management Support Groups
- ✓ Communication Techniques - Shared Decision Making (knowledge) & Teach Back Technique (understanding)
  - Motivational Interviewing (motivation)
  - Health Coaching
  - Problem Solving
  - Prioritization & Negotiation

NATIONAL Registered Nurse Case Manager Certificate Program

4

**Motivational Interviewing**

- A guided method of communication to elicit and strengthen motivation to change behavior
- Based on Prochaska and DiClemente's Stages of Change Model
- MI health coaching shows an increase in patient activation
- Evidence supports MI as an effective chronic care management intervention – positively impacts health outcomes

NATIONAL Registered Nurse Case Manager Certificate Program

5

**Motivational Interviewing** is an evidence-based, patient centered conversation style shown to support patients who struggle with health behavior change

- Principles that help patient's move towards changing health behavior:
  - Expressing empathy through reflective listening
  - Developing discrepancy between patient's goals or values and their current behavior
  - Avoiding argument and direct confrontation
  - Adjusting to client resistance rather than opposing it directly
  - Supporting self-efficacy and optimism

NATIONAL Registered Nurse Case Manager Certificate Program

6

**Four Steps of MI:**

- Engaging the Patient
- Encouraging the Patient to Focus on Something They're Willing to Address
- Evoking the Patient's Motivation
- Planning for the First Step They Can Take along their change path

NATIONAL Registered Nurse Case Manager Certificate Program

7

**Outcomes of Motivational Interviewing**

- Improves Patient Activation
  - Collaborates to identify the patient's knowledge, skill and confidence regarding change processes
  - Supports patient autonomy to enhance their perception of choice about change
  - Provides a process for patients to discover their own path to change
  - Offers an opportunity to express empathy that values and reinforces the patient's experience and understanding
  - Provides direction towards the target behavior that the patient chooses



NATIONAL Registered Nurse Case Manager Certificate Program

8

**Nurse Health Coaching**

- Builds off of principles of MI and goal setting
- Health Coaching Process involves:
  - Establishing a relationship
  - Motivational Interviewing
  - Wellness vision
  - Goal setting
- Education and Credentialing available
  - Nurse Coach-Board Certified (NC-BC)
  - Health and Wellness Nurse Coach-Board Certified (HWNC-BC)



NATIONAL Registered Nurse Case Manager Certificate Program

9

**Outcomes of Nurse Health Coaching**

- Positive effect on patients' knowledge, skill, self-efficacy and behavior change
- Improved quality of life
- Increased confidence



NATIONAL Registered Nurse Case Manager Certificate Program

10

**Problem Solving**

Straight forward approach

- Can be done individually or with input from a group
- 1. Identify the problem
- 2. List all possible solutions
- 3. Pick one
- 4. Try it for 2 weeks
- 5. If it doesn't work, try another
- 6. If that doesn't work, find a resource for ideas
- 7. If that doesn't work, accept that the problem may not be solvable now.



NATIONAL Registered Nurse Case Manager Certificate Program

11

**Prioritizing & Negotiation**

**Dinner Plate Approach**

- Tool to "get started"
- Allows patient to prioritize
- Can be used with
  - Problem Solving
  - Motivational Interviewing
  - Shared Decision Making
  - Goal Setting

**Ways to Manage Your Diabetes**

- These things are very important to your health.
- No patients do these perfectly.
- It's best to work on one at a time.
- You won't be pushed into changing.
- Which one (if any) do you want to discuss?



NATIONAL Registered Nurse Case Manager Certificate Program

12

## The Process of Health Behavior Change RNCMs Can Apply in Practice



National Registered Nurse Case Manager Certificate Program

13

### Changing Individual Behavior

- Health Behavior Change is relatively new
- The old model of healthcare – reactive system that treats illnesses after the fact
- Globally – a shift to patient centered approaches, prevention and management of on-going chronic conditions is occurring
  - Driven by an aging population and increasing incidence of behaviorally induced chronic conditions
  - Emphasis on primary care
  - New care models
  - Pay for value reimbursement



National Registered Nurse Case Manager Certificate Program

14

### Reorientation towards

- Prevention
- Long term management of chronic conditions
- Effective strategies to encourage people to:
  - Change their behavior
  - Make healthier lifestyle choices
  - Seek and receive appropriate preventive and primary care to manage their health conditions



National Registered Nurse Case Manager Certificate Program

15

### New RNCM paradigm - Person-focused Approaches

- Orientated towards making changes to benefit health
- Recognizes that health behavior decision making is impacted by people's lived experiences
  - Social determinants of health
  - Literacy and cognition
  - Social support
- Will need to design and implement strategies that **enable persons to sustain their positive behavior change**

Goal is to move patients towards successful Self-Management



National Registered Nurse Case Manager Certificate Program

16



National Registered Nurse Case Manager Certificate Program

17

### The 5 As Change Process

<b>5As</b>	<b>Modified 5 As</b>
• Ask	• Ask
• Assess	• Assess
• Advise	• Advise
• Agree	• Agree
• Assist	• Assist
• Arrange	• Arrange



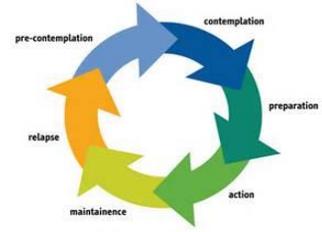
National Registered Nurse Case Manager Certificate Program

18

**1<sup>st</sup> A - ASK**

- Ask permission to discuss the health problem
- Explore readiness for change
- Non-judgmental in your approach

19



Transtheoretical Model of Change  
Prochaska & DiClemente

20

**Trans-theoretical Model of Change**



Adapted from Prochaska and DiClemente's cycle of change model.

21

**Case Study 1: Pre-contemplative**

Mrs. Jones age 50, is newly diagnosed with Type 2 Diabetes and has been added to your caseload. In reviewing her health history, you note that she is >30% her ideal weight and drinks several sodas/day. In talking with her you ask if her soda intake is a concern for her. She responds, "I never really thought about it."

22

**Case Study 2: Contemplative**

Mr. Brown is a 65 year old retired steel worker diagnosed with hypertension and COPD. He smokes 2 packs cigarettes/day. You ask him about his smoking and if he is interested in cutting back or stopping smoking and he responds, "I've thought about it but it's not really a problem for me."

23

**Case Study 3: Preparation**

Ms. Diaz has decided that she would like to focus on lifestyle changes to reduce her risk for medication management for pre-diabetes. She has started bringing her lunch to work and thinks she may want to pack her tennis shoes and walk on her lunch hour.

24

**Case Study 4: Action**

Mr. Vierra has been attending a healthy eating group to help him with weight loss for the past month.

25

**Case Study 5: Maintenance**

Mr. Tanner is experiencing success with his weight loss. Over the past 9 months he has lost >50 lbs by walking daily and keeping a daily food record. With his weight loss he has been able to discontinue his diabetes medication.

26

**Case Study 6: Relapse**

Mr. Tanner comes in today discouraged. You notice that he has experienced a 10 lb weight gain. When talking with him he shares that he hasn't been able to keep up his walking program or food diaries since his job change last month.

27

**2<sup>nd</sup> A - ASSESS**

- Risk factors
- Beliefs
- Behavior
- Knowledge

28

**Assess**

- Uses brief standardized assessment tools
  - Knowledge Supports
  - Skills Barriers
  - Confidence Risk Factors
- Uses objective data
- Includes patient's view of progress based on health choice and goals

29

**ASSESS – Knowledge and Confidence Scales**

- Simple Tool
- Supports:
  - Exploration of patient reasons for health behavior change
  - Prioritizes the health behavior changes the patient wants to work on
  - "Links" change behaviors to patient's confidence and importance

30

How **confident** are you that you can control any symptoms or health problems you have so that they don't interfere with the things you want to do?

Not at all confident    1   2   3   4   5   6   7   8   9   10    Totally confident

Example of Simple 1-10 Scale to Assess Confidence  
 Lorig et al Outcome Measures for Health Education and other Health Care Interventions, SAGE Publications, 1996

NATIONAL Registered Nurse Case Manager Certificate Program

31

How **important** is it to you that you can control any symptoms or health problems you have so that they don't interfere with the things you want to do?

Not at all important    1   2   3   4   5   6   7   8   9   10    Totally important

Example of Simple 1-10 Scale to Assess Confidence  
 Lorig et al Outcome Measures for Health Education and other Health Care Interventions, SAGE Publications, 1996

NATIONAL Registered Nurse Case Manager Certificate Program

32

**Patient Activation Measure® (PAM)®**

Assesses Knowledge, Skills & Confidence

Assesses one's own ability to self-manage

Measured on 100-point scale

Two key metrics: score & level of activation

<https://www.insigniahealth.com/products/pam>

**Activation Measure Items**

1. When all is said and done, I am the person who is responsible for taking care of my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
2. Taking an active role in my own health care is the most important thing that affects my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
3. I know what each of my prescribed medications do.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
4. I am confident that I can tell whether I need to go to the doctor or whether I can take care of a health problem myself.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
5. I am confident that I can follow through on medical treatments I may need to do at home.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
7. I have been able to maintain (keep up with) lifestyle changes, like eating right or exercising.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
8. I know how to prevent problems with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
9. I am confident I can figure out solutions when new problems arise with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
10. I am confident that I can maintain lifestyle changes, like eating right and exercising, even during times of stress.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A

NATIONAL Registered Nurse Case Manager Certificate Program

33

**Nurse Coaching for Activation (Cfa)**

- Many Healthcare Organizations are now using
- Nurse Health Coaches use PAM to tailor interventions to improve patient knowledge, skills & confidence to self-manage chronic conditions

NATIONAL Registered Nurse Case Manager Certificate Program

34

**Self-Efficacy for Managing Chronic Disease Scale**

6 item scale aimed at assessing confidence

**Self-Efficacy for Managing Chronic Disease 6-Item Scale**

We would like to know how confident you are in doing certain activities. For each of the following activities, please indicate how confident you are in doing each activity on the scale below.

- How confident are you that you can... (Scale 1-10)
- ... (Scale 1-10)

Scoring: Add up the scores for all 6 items. The total score ranges from 6 to 60. A score of 60 indicates the highest self-efficacy.

NATIONAL Registered Nurse Case Manager Certificate Program

35

**3<sup>rd</sup> A - ADVISE**

- Provide specific personalized information about:
  - health risks of chronic conditions
  - benefits of change
  - the need for a long-term health strategy and on-going treatment options
- RNCMs begins to formulate
  - Long term health strategy and options
  - Short action plan to move towards long term goals

NATIONAL Registered Nurse Case Manager Certificate Program

36

**Tips on Advising:**

- Make the source of advice clear
  - (medical knowledge or from similar patients)
- Personalize lab values, health status and how choices affect outcomes
- Provide patient-determined level of information to make decisions
- Tailor information to the person and their environment
- Listen more than you talk
- Have a key message for each condition or symptom

37

**4<sup>th</sup> A - AGREE**

- Collaboratively select goals and treatment methods based on patient's priorities and confidence in their ability to change the behavior
- Realistic expectations and targets
- SMART: **S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**imely

38

**SMART Goal Setting**

- Long Term Goals are important and represent the overall health behavior change a patient wants to move towards
  - For Example: "I need to lose weight" or "I want to get my HgbA1c within normal"
- SMART goals
  - Assist in getting focused
  - Define the "steps" to reaching the overall goal
  - Example: "I will work to reduce my cigarette use by postponing my smoking by 15 minutes when I get the urge for a cigarette over the next 2 weeks. I can track this by keeping a record."

39

**Personal Action Plan (PAP)**  
**Brief Action Planning (BAP)**

- Focuses on shorter periods of time
  1. Identify something you WANT to do
  2. Describes
 

How	Where	What	Frequency	When
-----	-------	------	-----------	------
  3. Anticipates Barriers
  4. Plans to overcome barriers
  5. Confidence rating (1-10)
  6. Follow-Up plan



40

**Reassess Confidence to Carry Out Personal Action Plan**

- How **confident** are you that you can move forward with this plan of action?

Not at all 1 2 3 4 5 6 7 8 9 10 Totally confident

41

**Tips on Creating Agreement**

- Goals should be
  - Based on the patient's priorities
  - Achievable in 3-6 months
  - Use Personal Action Plans as specific steps that move patients towards achieving health goals
    - SMART: Specific, Measurable, Achievable, Relevant, Timely

*Remember the goal is the patient's and we want them to be successful!*

42

**5th A – ASSIST**

- Identify and addressing personal barriers
- Explore strategies and problem-solving techniques
- Provide social and environmental support
- Arrange follow up

NATIONAL Registered Nurse Case Manager Certificate Program

43

**6<sup>th</sup> A - ARRANGE**

- “Close the Loop”
- Specify plans for follow up
  - Visits
  - Phone calls
  - Mailed reminders
  - Secured Messaging
- RNCM Goals:
  - Provide ongoing assistance and support
  - Adjust the personal action plan as needed
  - Reassessment
  - Referrals as appropriate



NATIONAL Registered Nurse Case Manager Certificate Program

44

**Final Steps –**

- Document in the EHR
  - List specific goals in behavioral terms
  - List barriers and strategies to address
  - Specify plan for follow up
  - Make sure the patient has a copy of the plan, share with social support if appropriate
- Communicate with the health care team

NATIONAL Registered Nurse Case Manager Certificate Program

45

**Next Steps**

- Review the posted Resources. Download any you would like to keep.
- Complete the Practice Development Activity
- Take the Test Your Knowledge Self-Assessment Quiz.
- When you’re ready move onto the next topic
- Questions? Let me know:
  - [Kelly.kruse@nationalrn.com](mailto:Kelly.kruse@nationalrn.com)
  - (608) 437-6035 CST

**Small Steps Are Still Steps!**



NATIONAL Registered Nurse Case Manager Certificate Program

46