Appreciative Inquiry and Motivational Interviewing

Appreciative Inquiry

- ☐ Helps participant increase confidence
- ☐ Focuses on success talk
- ☐ During the visit: more engaged and receptive
- ☐ After the visit: more empowered and ready to act

Motivational Interviewing

- ☐ Helps participant increase motivation
- ☐ Focuses on change talk
- ☐ During the visit: more committed to change
- ☐ After the visit: more likely to do the desired behavior
- ☐ Explores feelings of motivation and determination

Appreciative inquiry (AI) is a conversational approach that focuses on framing questions around positive feelings related to what went well in the past, is going well in the present, or what the family wants for the future.

AI is being used in the WIC setting and can help participants:
- ☐ Feel more confident and energized by focusing on what is going well
- ☐ Connect actions to health outcomes
- ☐ Be more likely to be successful with behavior change

AI focuses the assessment away from deficiencies and instead acknowledges strengths. It sets the stage for a participant-centered visit and helps determine the most appropriate nutrition education.

Motivational Interviewing (MI) helps participants discover why they might want to change. MI can also be used as a foundation to discover what factors may motivate participants to change. By using AI and MI together you can help participants' increase their confidence and motivation.

Resources

This job aid was adapted from a 2013 training conducted by Nora Lynch, MS, RD for Colorado WIC. The training overview with practice activities is available online.

Colorado WIC's webinar on Equipping Paraprofessional Staff to Deliver VENA (January 2015) is available on the WIC Works Resource System.

To learn more about AI visit the Appreciative Inquiry Commons and The Center for Appreciative Inquiry. To learn more about MI, review this article.