

Alix Scarborough

Membership Program Manager

Movability Austin

Winning at Behavior Change



movability

CommuteCon 2018

Winning at Behavior Change



*Leveraging employee mobility programs
to reach your business goals*

Movability is Central Texas' transportation management association (TMA) working hand in hand with organizations to improve the region's economic vitality by connecting organizations with mobility options that save time and money.

Behavior Change is Hard



What is Motivational Interviewing?

Motivational interviewing is a person-centered, guiding method of communication to elicit and strengthen motivation for change



Smart Trips Austin

During the 2016 Smart Trips program:

- 3.3% decrease in drive-alone mode share
- 5.9% increase in transit mode share
- 2.6% in walking mode share



So much to learn!

Active
Listening

Summaries

Guiding

Reflections

Change Talk

Cycle of
Change

Affirmations

Following

Righting Reflex

Open Ended
Questions

Ambivalence

Directing

Informing

Resistance

So why don't people change?

... and what does it take?

The simple answers:

- They don't **see** (denial, insight, etc.)...

Give them **Insight** - if you can just make people *see*, then they will change

- They don't **know**...

Give them **Knowledge** - if people just *know* enough, then they will change

- They don't know **how**...

Give them **Skills** - if you can just teach people *how* to change, then they will do it

- They don't **care**...

Make them “**concerned**” - if you can just make people feel *bad* or *afraid* enough, they will change

But it's a bit more complicated...

Cycle of Change

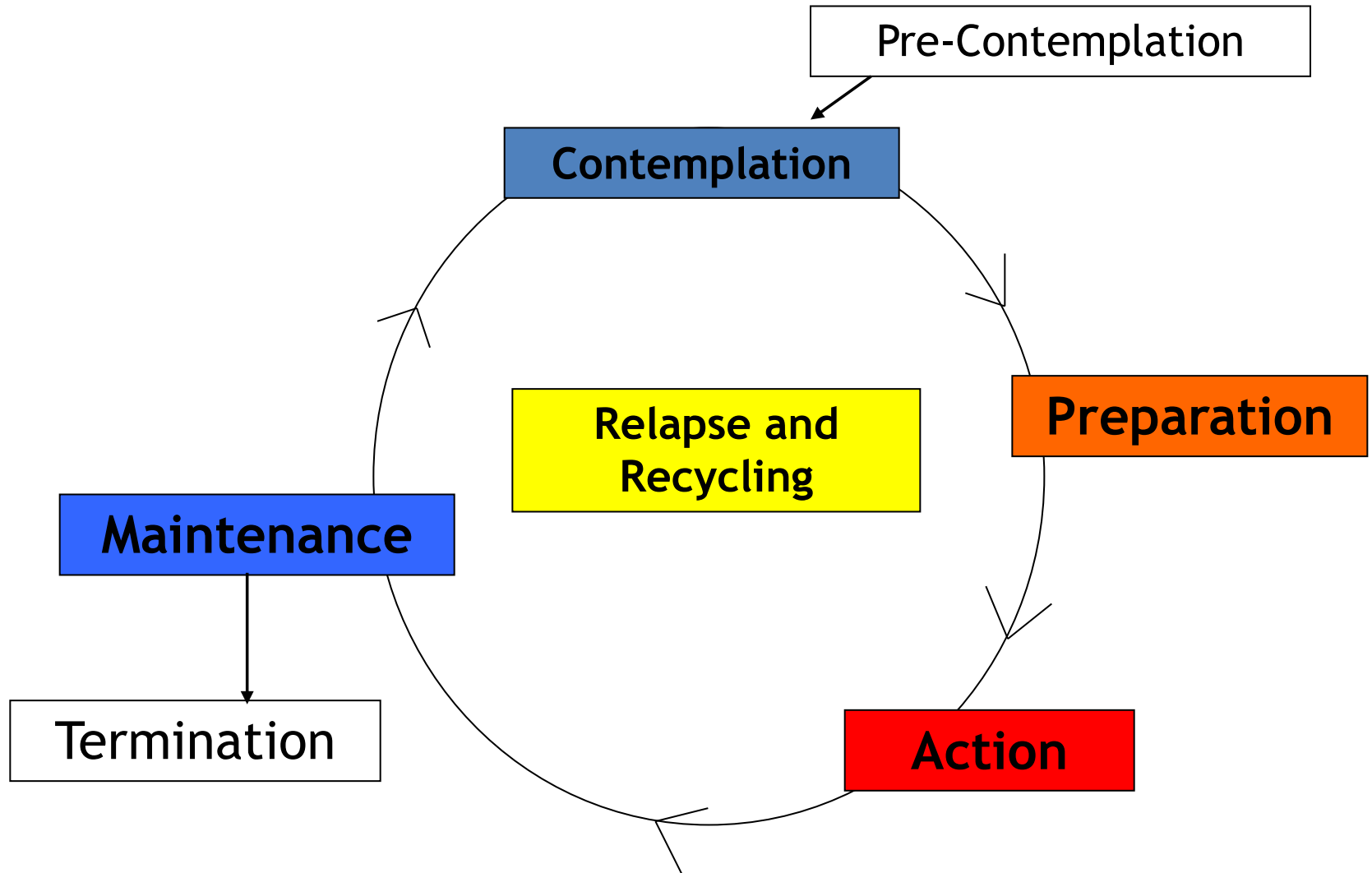


Figure 1 – Adapted from Carlo C. DiClemente Addiction and Change 2003

Reflective Listening

Speaker

Listener

What I say

What I hear

1

2

3

What I mean
or feel

What I understand

4

(Gordon, 1970)

Forming Reflections

- **Reflecting** – short summaries of what the traveller has said with a neutral inflection
- A reflective listening response is a statement
- Allowing silences
- Just asking questions is not showing active listening

Examples

Resident: *"I would like to cycle to work but it's not safe"*

TA: "So you would like to cycle to work but feel that it's not safe to do so."

TA: "So you don't want to cycle to work because you are worried that you may have an accident on your bike."

TA: "On the one hand you would like to cycle to work but on the other hand you feel it is unsafe to do so."

Forming Reflections

- It sounds like you....
- It seems like.....
- You feel...
- So you think that....
- You mean that you....
- So you...
- You.....

(Miller & Rollnick, 2002)

Become a Practitioner

Join us in sunny Austin, TX for 2 days of motivational interview training and practice!

2018 dates TBA

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Questions?

Alix Scarborough

alix@movabilityaustin.org

512.586.8981



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