Results from the Motivational Interviewing Pilot Project

Presented by:

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Hosted by: BC Centre for Employment Excellence

The webinar will begin shortly.

Welcome & Agenda

Agenda

5 mins   Welcome & Introductions
45 mins   Presentation
10 mins   Discussion

We encourage you to ask questions! We will address them after the presentation. To submit a question:

➢ Use the "Questions" tab at the right of your screen (at any time during the presentation.)

Results from the Motivational Interviewing Pilot Project

Reuben Ford

BC CfEE Webinar   **23 July 2014**

SRDC SRSA

Social Research and Demonstration Corporation   Société de recherche sociale appliquée

Transitions: The motivational interviewing pilot project for Income Assistance clients in BC

- Transitions was a research project with two key objectives:

    1. To test the feasibility of using a motivational interviewing model in a public service setting

    2. To determine how well MI helps clients improve their access to the labour market, sustain employment, and reduce income assistance use

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Can MI increase Income Assistance clients transitions towards sustainable employment?

- Services are often designed with the assumption that clients are in a position to engage actively in changing their lives.

- But IA clients may not be ready to change.

- Many IA clients have lost confidence in their ability to secure employment:

  - The recipient may have lost their motivation;

  - Low self-confidence and self-esteem may challenge clients in making transitions, leading to failure in and dropping out of programs offering services and support.

- An important step can be missed in employment development work. Job seekers will be at different stages of readiness, and thus need different forms of support.

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The role of Motivational Interviewing (MI)

- **Motivation.** Motivational Interviewing is a communication method intended to move a person toward change, focusing on exploring and resolving ambivalence as a key to eliciting that change.

  - MI is intended to facilitate and engage intrinsic motivation within the client in order to change behaviour.

  - Using MI, the interviewer seeks to elicit "change talk" from the participant so that it is the participant who initiates discussion about the idea of changing.

- **Assessment.** A client's readiness for change is assessed before and after using MI.

# Assessment framework: Stages of Change model

1. Pre-contemplation – when the participant is not considering change because of no perceived need for change
2. Contemplation – when the participant is thinking about making some changes
3. Preparation – when the participant is preparing for or becoming determined to make changes
4. Action – when the participant is actively making changes
5. Maintenance – when the participant consistently attends to and is working to maintain the change
6. Termination – when the participant no longer needs to attend to the task of maintaining
   - Rarely pass through six stages without interruption. "Recycling" through stages is normal, perhaps for 80 per cent of those making efforts to change

[Prochaska et al., 2008]

The importance of testing MI in BC

- In Manitoba, Opportunities for Employment Inc. – a not-for-profit organization providing employment assistance services in Winnipeg – tested MI within a Stages of Change setting for a three-year research project.

- The first phase – with 432 program group members and 478 control group members – found 63 per cent of the program group moved to employment compared to 47 per cent of the control group. In the second phase, first-time employment and sustainable employment improved.

- There could be selective effect of clients into a specific agency. Only half the subjects were assistance recipients. Broader applicability to income assistance recipients is required.

The test of MI in BC

- HRSDC – now ESDC – funded SRDC to set up a project that trains Employment Plan workers and Case Managers dealing with IA clients to use MI in a systematic way to assess its effectiveness in assisting their clients' transitions to employment.

- This involved establishing a way to integrate MI into the client flow for suitable IA clients.

- Important to maintain experience of communications with MI and without MI in different settings.
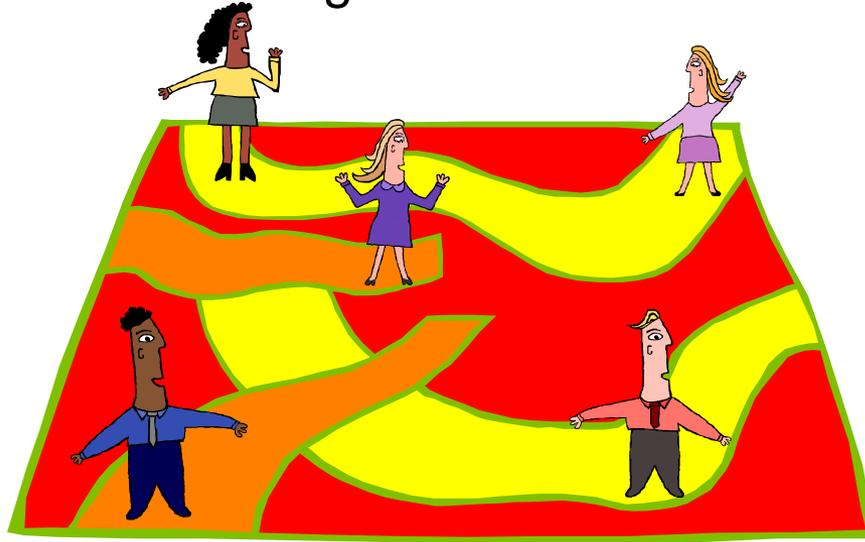
Partners

- Employment and Social Development Canada
- Social Research and Demonstration Corporation
- BC Ministry of Social Development and Social Innovation
  - Employment and Income Assistance Offices in two cities
- Contractors operating Work BC Employment Service Centres in two BC cities
- Empowering Change Inc. – MI trainer involved in previous Winnipeg study

Who can participate?

- IA clients designated "Employment obligated" who:
  - Reside in either city; AND
    - Have been in receipt of Income Assistance payments for at least the past 12 consecutive months; OR
    - Are single parents with children who are all at least 3 years of age
- Clients already in "preparation" stage of change supposedly do not need MI, but its use is unlikely to harm them. All clients in program were invited to sessions where MI would be used (at least one session).

Data Sources

- **From surveys:**
  - Employment seeking activities
  - Confidence in employment seeking activities
  - Clarity in employment goals
  - Reasons for seeking employment
  - Barriers to employment
  - Employment
  - Enrollment in education or training
  - Health, physical or mental condition, life satisfaction
  - Change readiness assessments
    - Modified Work Readiness Assessment – University of Rhode Island Change Assessment Scale (WRA-URICA)
    - Work Readiness Scale – expanded from A. Zuckoff (Univ. of Pittsburgh)

- **From administrative records:**
  - Income Assistance receipt and amounts
  - Use of ESC Services
  - Changes of status
  - Proxy of Employment

- **WRA-URICA tracking**
  - Assessments results uploaded to a centralized database.

Participation (1)

- The program successfully enrolled and randomly assigned 154 participants. The response rate for the follow-up survey was 71%.

	Control Group Number	Program Group Number	Total Number of Participants
Number of people			
Completed baseline survey	78	76	154
Did not complete any URICA assessment	2	2	4
Completed URICA assessment at baseline	76	74	150
Responded to the follow-up survey	55	55	110

- Participants' demographics were not substantially different from the population.

- There were no significant differences between the two groups in observed characteristics, mean scale measurements, or income assistance receipt prior to the program.

Selected Participant Characteristics at Baseline

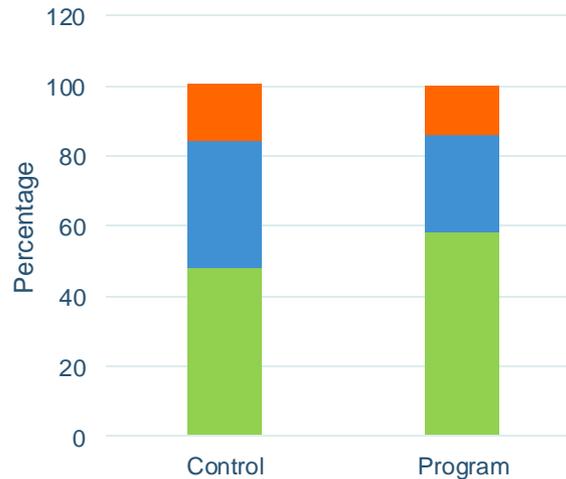|	Control Group Mean (%)	Program Group Mean (%)	Difference	Standard Error
Gender				
Male	47.4	44.7	-2.7	(5.7)
Female	52.6	55.3	2.7	(5.7)
Age				
15 to 24	11.5	10.5	-1.0	(3.6)
25 to 34	19.2	22.4	3.1	(4.6)
35 to 44	35.9	31.6	-4.3	(5.4)
45 to 54	20.5	25.0	4.5	(4.8)
55 to 64	10.3	7.9	-2.4	(3.3)
Income Assistance Record Type				
Long-term employable	75.6	72.4	-3.3	(5.0)
Single parent	24.4	27.6	3.3	(5.0)
Immigrant Status				
Born in Canada	90.9	86.8	-4.1	(3.6)
Immigrant	9.1	13.2	4.1	(3.6)
Aboriginal Status				
Not Aboriginal	84.0	80.6	-3.4	(4.4)
Aboriginal	16.0	19.4	3.4	(4.4)
Highest Level of Education				
Elementary school or below	13.7	10.7	-3.0	(3.8)
Some secondary school	42.5	48.0	5.5	(5.9)
High school diploma	23.3	21.3	-2.0	(4.9)
Trade, college, or university degree	20.5	20.0	-0.5	(4.7)

Participation (2)

- While not statistically significant, there is some suggestive evidence that the program group had a higher proportion of clients further away from seeking employment at baseline. Chance variations following assignment are a side effect of small sample size.
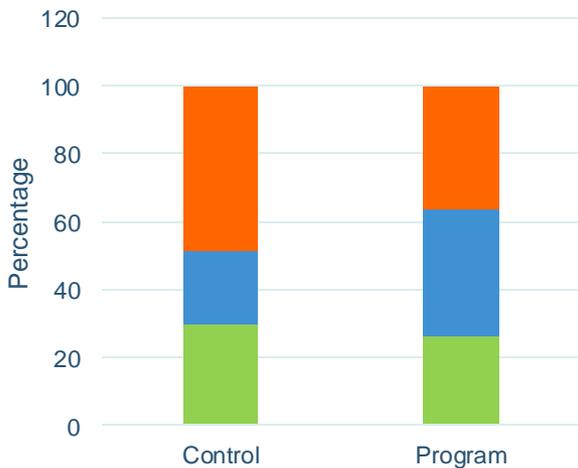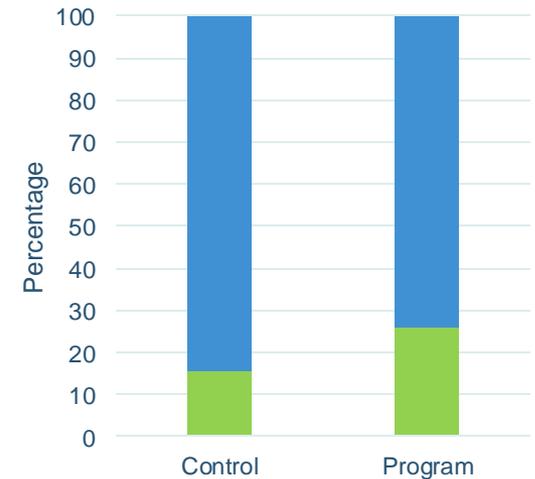

URICA Assessment at Baseline — Control, Program (Pre-contemplation, Contemplation, Preparation)

Work Readiness Scale at Baseline — Control, Program (Pre-contemplation, Contemplation, Preparation)

Self Determination Scale at Baseline — Control, Program (Negative Score, Zero or Positive Score)

Participation (3)

- Face-to-face workers, EP-EAWs, and Case Managers were instructed to upload completed URICA assessments to an online application.

- The uploading is the only data source to quantify MI activities. The resulting data represents only a lower-bound estimate of MI activity levels.

- Only 47 per cent of the program group have more than one day's records in the assessment.

- Only 41 per cent have MI activities recorded after the first week of the initial assessment.

Impacts on Employment and Education (1)

- There were a few more program group participants who received work support allowance or who had earned income deduction during and after the program.

- MI has a marginally significant positive employment impact (at 8 percentage points).

Proportions who had received work support allowance or who had been subjected to earned income deduction
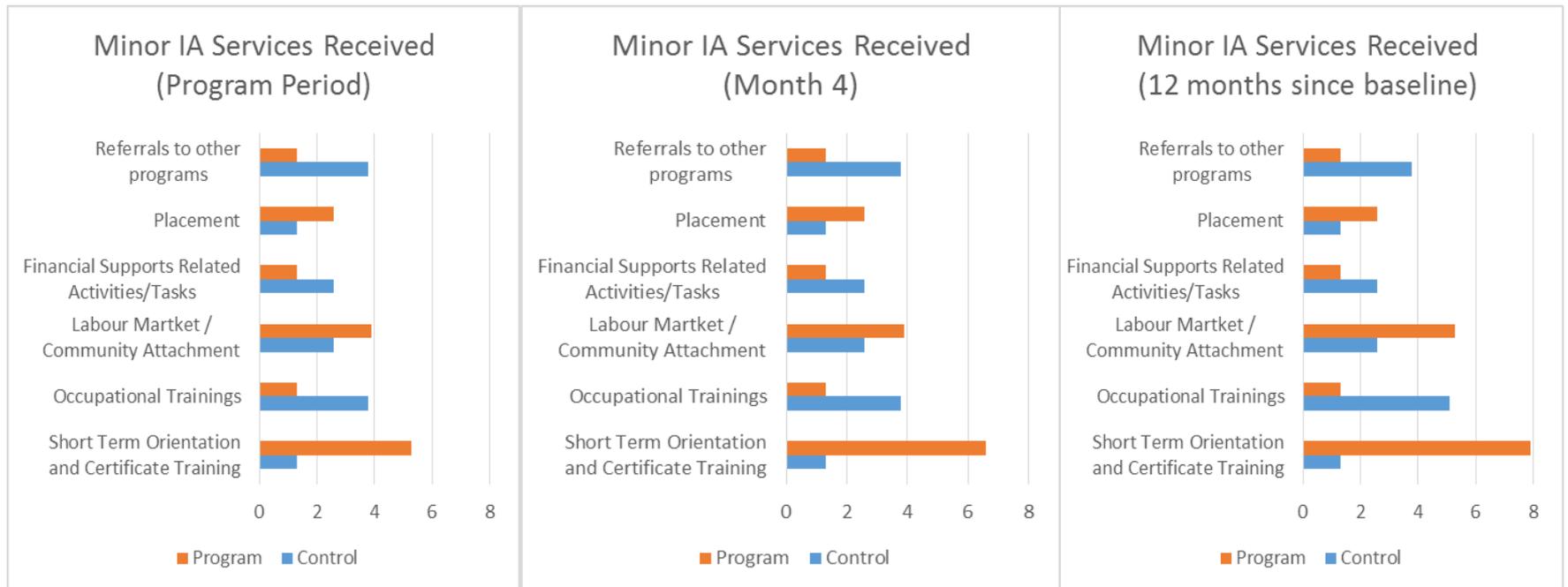

Relative Month Since Program Start
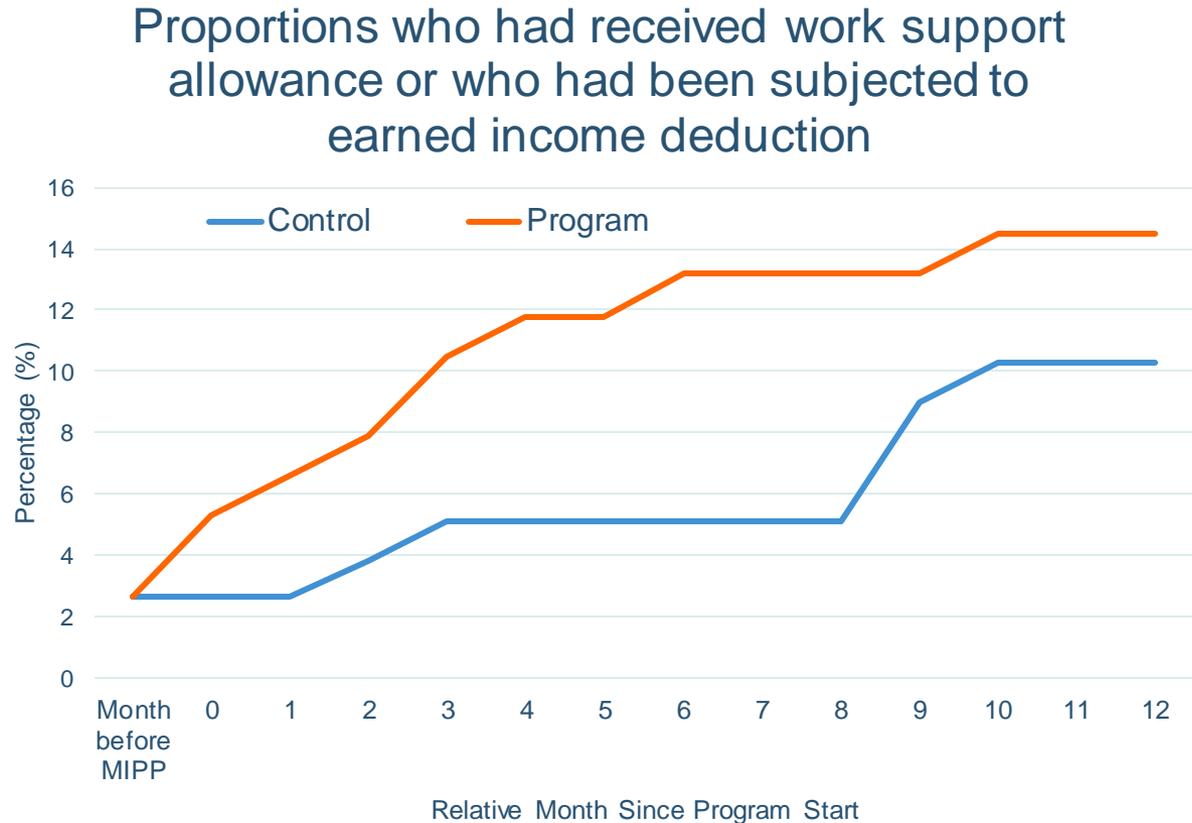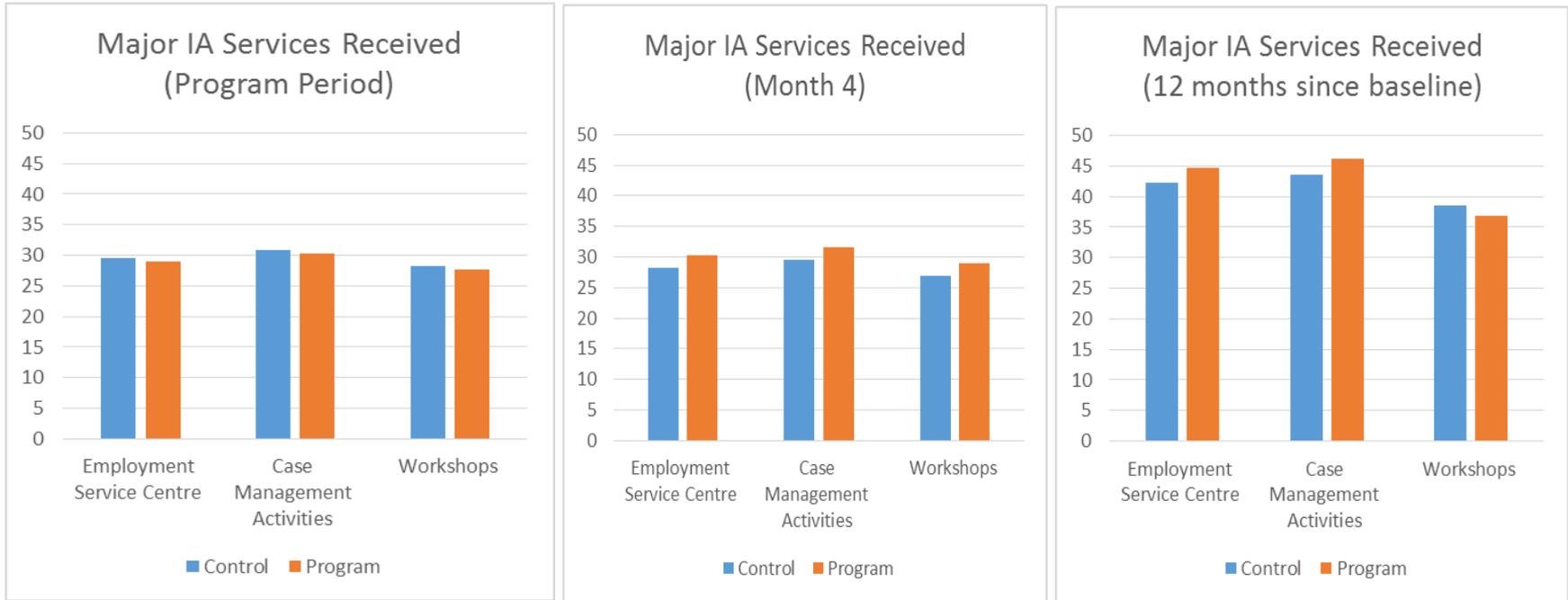
Impacts on Employment and Education (2)

- At the time of the follow-up survey, there was a net increase of client-reported employment by 7.8 percentage points among the MI stream participants.

  - The proportion in the control group working declined from 4.0 to 2.0 per cent, while the proportion working in the MI-stream increased from 3.5 to 9.4 per cent.

- MI had no significant impact on overall participation in education at the time of the follow-up survey

- However, MI seemed to change the type of education:

  - Participation in an apprenticeship, trade school, or college program decreased by 5.7 percentage points;

  - Participation in other non-PSE program(s) increased by 9.0 percentage points.

Impacts – Income Assistance (1)

- MI significantly increased usage of Short Term Orientation and Certificate Training by over 5 percentage points immediately after the program (month 4), and in the intermediate term.

Impacts – Income Assistance (2)

Major IA Services Received (Program Period) — Control / Program bars for Employment Service Centre, Case Management Activities, Workshops

Major IA Services Received (Month 4) — Control / Program bars for Employment Service Centre, Case Management Activities, Workshops

Major IA Services Received (12 months since baseline) — Control / Program bars for Employment Service Centre, Case Management Activities, Workshops

- MI had no statistically significant impacts on major IA services received during the follow-up period, immediately after the program (month 4), or in the longer term.
- MI also had no significant impact on IA benefit received (a reduction of $267 – out of $11,054 – within a year since baseline).

Immediate Impacts – Survey Outcomes (1)

- MI had no significant short-term impact on these measures:
  - Job search clarity scale
  - Barriers to employment scale (employment constraints)
  - Health
  - Life satisfaction
  - Work readiness scale
  - Self-determination scale

Immediate Impacts – Survey Outcomes (2)

- MI had a short-term negative impact on these measures
  - *Average number of job search activities at the follow-up survey* (by -0.8 times out of the average 2.7 times among the control group)
  - *Job search intensity scale* (by -21 percentage points in the proportion engaging in job search 3 or more times, compared to 44% of the control group)
  - *Job search self-efficacy scale* (the proportion with lower efficacy at follow-up compared to baseline was 19 percentage points larger in program group, compared to 29% of the control group)
  - *URICA assessment* (the proportion at a lower stage at follow-up compared to baseline was 17 percentage points larger in program group, compared to 16% of the control group)

Interpreting MIPP Results (1)

- From the assessments undertaken, MI had no impact or negative impact on employment readiness, attitudes, and activities with respect to job search.

- MI accelerated participation in short-term training and employment participation among some participants.

- The target sample of long-term IA recipients normally made virtually no net progress towards employment. Many long-term IA recipients face multiple barriers to seeking work.

- Additional MI-induced employment may actually represent quite an achievement, given the presence of these barriers.

Interpreting MIPP Results (2)

- Potential reasons for conflicting results from assessments compared to behaviour:

  - Assessment tools are not performing effectively;

  - A segment of the MI-stream group became more disillusioned with their lives and job search as a result of being targeted for MI; and/or

  - Sampling error due to the small sample.

- Replication of the study with potential improvements in implementation and assessment is recommended.

Considerations for Replication

- Target the program to those with employment motivation issues:
  - Screen out clients who face additional employment barriers such as housing, addiction, physical or mental health issues; or
  - Include interventions specifically to tackle these barriers that go beyond employment motivation.
- More effective assessment tools are needed. The commonly-used assessment tools did not perform as expected.
- It is unclear through which channel – IA workers or employment service professionals – MI made the most difference to client outcomes. More work is needed with a larger sample size and preferably randomized access to case managers before recommendations can be made with respect to whether and where MI training is most effectively directed.

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Questions and Discussion

To submit your question:

➢ Please use the "Questions" tab to the right of your screen.

Upcoming Webinars

We are in the process of organizing a three-part series in August and September on research from the Centre's call for papers on youth employment.

Keep an eye on our website and newsletter for an announcement about registration.

Thank you for attending today!

Continue the conversation at **www.cfeebc.org**.