

# Report - 10th November 2009

Professor Steve Rollnick addressed the society on Tuesday 10th November 2009 and gave a well received lecture titled.

## **"How many times must I tell you?" The challenge of behaviour change**

It is not uncommon for practitioners in all settings to find it hard to encourage patients to change their behaviour, be this medication adherence, diet, exercise, smoking, help-seeking behaviour, and so on; neither is it uncommon for patients to feel ambivalent about behaviour change. The traditional approach has been to give patients advice, and the success rates are modest, although sometimes frustrating for both parties. Patients often resist advice and seem to lack motivation. Professor Rollnick will use this challenge as the starting point for describing a method called motivational interviewing, in which arguments for change are elicited from patients themselves, with better results across some but not all behaviour change scenarios.

He had widely research the challenging subject of behaviour change.