

# Project CHOICES

An FASD prevention program designed to lower women's risk of having an alcohol exposed pregnancy.

# What is Project CHOICES?

- Based on a research project in the U.S.
- We are the 1<sup>st</sup> province in Canada to offer Project CHOICES
- Results showed that 69% of women who received the CHOICES intervention had reduced their risk of AEP
- Nor'West Co-op Community Health Centre & Klinik Community Health Centre are offering this program city wide

# Partnerships

Project CHOICES is currently offered at:

- ◉ 2 community clinic locations
- ◉ Manitoba Youth Centre

Developing partnerships at various organizations and high schools

# Why is this a good idea?

- Drinking alcohol during pregnancy is the leading cause of developmental disabilities and birth defects
- Approximately half of all pregnancies are unplanned
- There is no known safe amount of alcohol during any stage of pregnancy
- FASD includes many serious, life long conditions
- **FASD is preventable!**

# Who can participate?

- ◉ At least 16 years old
- ◉ Not currently pregnant
- ◉ Sexually active
- ◉ Drinks alcohol
  - > 3 or more standard drinks in one day or
  - > 9 or more drinks per week
- ◉ Ineffective or inconsistent contraception use

# How does it work?

- 4 sessions with a CHOICES Counsellor
  - approximately 1 hour sessions to discuss drinking, sexual activity and birth control
- 1 session with a Birth Control Specialist
- Clients set their own goals, based on their internal motivation and interest
- Uses Motivational Interviewing

# Motivational Interviewing

- ◉ A goal oriented, client centred counselling style, which helps clarify and resolve ambivalence about behavioural change
- ◉ Readiness to Change
- ◉ Focus on Reducing Resistance
- ◉ Understanding Client's Motivation

# Effectiveness to Date

- Teenagers are responsive to the direct approach of Motivational Interviewing
- Encourages individuals to make their own informed choices
- Exercises used explore how individual's choices may not match their values and future goals



# What will it be like?

- ◉ Non-judgemental
- ◉ Does not try to convince the client
- ◉ Enhances client's motivation to make realistic, attainable changes
- ◉ Includes journals, and problem solving
- ◉ Dispels myths
- ◉ Little gifts and bus tickets are offered

# Referrals

- ◉ Referrals can come from anywhere
- ◉ Self-referral preferred
- ◉ Project CHOICES counsellors can see clients in many different settings
- ◉ Send referrals directly to the agencies

# Any Questions?



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# Resources

## Project CHOICES:

Floyd, R. L. et al. (2007) Preventing alcohol exposed pregnancies: a randomized controlled trial. *Journal of Preventive Medicine*, 32:1 DOI 10.1016/j.ampere.2006.08.28

Project CHOICES Intervention Research Group. (2003). Reducing the risk of alcohol-exposed pregnancies: a study of a motivational intervention in community settings. *Pediatrics*, 111:4.

## Motivational Interviewing

Rosengren, D. (2009). Building motivational interviewing skills. New York: Guilford Press

Rollnick, S., Miller, W., & Butler, C. (2008). *Motivational interviewing in health care: helping patients change behavior*. New York: Guilford Press.

Web Resources:

[www.motivationalinterview.org](http://www.motivationalinterview.org)