

## **STAGES OF CHANGE ABOUT THE RESEARCH STUDY**

### **A THREE-YEAR RESEARCH STUDY CONDUCTED BY:**

Opportunities for Employment Inc. February 19, 2007 to February 18, 2010

### **FUNDED BY:**

- Human Resources and Social Development Canada: Pan Canadian Innovations Initiative
- The Manitoba Government: Research and Innovation

### **PROJECT FAST FACTS:**

- A three-year study on work readiness; testing the application of the transtheoretical model of change (Stages of Change Model – SOC) and motivational interviewing to employment development.
- The study uses a previously untested approach to increase the labour market participation of those currently underemployed or unemployed by addressing ambivalence and motivation through the application of specific interventions to increase work readiness.
- An estimated 2,854 people will volunteer to participate by the end of the study.
- The project has a strong evaluation framework and in addition to having a full-time researcher assigned to the project, an external evaluator reviews the study framework, data analysis and outcomes annually.

### **INNOVATION:**

- The study of the application of the SOC Model in conjunction with job seeker placement is innovative in that: It addresses an issue often missed in employment development work; Job seekers are at different stages of readiness, and thus need different forms of support.
- It proposes to use a model applied with success in treating addictions and health, to a field where it has not before been used, namely employment development.
- It addresses some of the attitudinal effects of the powerful social forces, which may contribute to unemployment.
- If the model proves to be successful, it can easily be replicated and implemented elsewhere.