



Invitation to an interactive workshop

Why won't they listen?!

An introduction to motivational communication to promote behavior change for chronic disease prevention

03 March 2026 - Tuesday

14.30-15.30

Seminar Room 2nd Floor, Faculty of Medicine, Tr. SNP 1



UQÀM
Université du Québec à Montréal



CANADA RESEARCH CHAIRS
CHAIR IN BEHAVIOURAL MEDICINE



The MOTIVATOR Training Program equips physicians with evidence-based strategies to effectively engage patients in achieving sustainable, long-term health behaviour change. Co-developed by the Montreal Centre for Behavioural Medicine (MCCBM) and the Canadian Thoracic Society, the program integrates behavioural science with practical clinical application. To date, more than 10,000 healthcare professionals across Canada, the United States, Australia, and Europe have participated in its professional training workshops, strengthening their capacity to foster lasting patient outcomes.

Join us for an exclusive preview of Motivational Communication — a time-efficient, patient-centred approach designed to enhance patient engagement and support meaningful health behaviour change. The session will be led by Kim Lavoie, a world-renowned behavioural scientist, who will present the evidence base and practical applications of this communication framework for clinical practice.

Prof. Dr. Kim Lavoie, Ph.D., FCPA, FABMR is a professor and Canada Research Chair in Behavioural Medicine at the University of Quebec at Montreal. She is co-director of the Montreal Behavioural Medicine Centre (MBMC) and co-director of the International Behavioural Trials Network (IBTN). She holds a Tier 1 Canada Research Chair in Behavioural Medicine and is a researcher in the Chronic Disease Research Division at Hôpital du Sacré-Coeur de Montréal (CIUSSS NIM). She is the Chair of the Canadian Network for Health Behaviour Change and Promotion (CAN-Change) and an active member of the CHEP recommendation panel (Adherence Subcommittee). She has received over \$75 million in grants and has published more than 250 peer-reviewed articles, her WoS/Scopus h-index is 43.

[More information](#)

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