When it comes to communication strategies, there are clear winners and losers in terms of impacts on patient health, especially when talking about stigmatized behaviors, such as alcohol consumption and pregnancy.

**SUPERHIGHWAYS TO COMMUNICATION**

Superhighways to communication activate patients and promote change!

- Reflecting
- Highlighting choice
- Affirming
- Collaboration

**ROADBLOCKS TO COMMUNICATION**

Roadblocks to communication lead to resistance or disengagement!

- Unsolicited advice
- Persuasion
- Confrontation
- Getting ahead of patients
- One-way information