



UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD
FACULTY OF HEALTH SCIENCES



FaCE
Department of Family, Community
and Emergency Care

Building Inclusive Communities of Care Together

SEMINAR SERIES

“Easier Said than Done: Giving Advice with Care and Skill.”

Professor Rollnick reflects on 45 years of motivational interviewing, tracing its roots to a pivotal moment in a Cape Town treatment facility in 1976. He explores how advice-giving can be effectively integrated with motivational interviewing in everyday practice. Drawing on experiences in healthcare, sport, and education, he illustrates how to offer advice in a way that enhances its impact while remaining consistent with the principles of motivational interviewing.

CPD accredited

You are warmly invited to join us for a light networking lunch before the seminar.
Venue: HEU Boardroom, Health Economics, Next to Falmouth Building, Entrance 6, FHS
Time: 12:00pm



Professor Steve Rollnick

Family Medicine

Tuesday 02 September 2025

13:00– 14:00

(UTC/GMT + 2)

**Hybrid: MS Teams and HEU
Boardroom, Health Economics, FHS**

Meeting ID: 376 148 769 860 8

Passcode: gy6fQ9nN

<https://tinyurl.com/mr4x5ksn>