

JANINE STOCKDALE



Qualifying as a midwife in 1985, Janine worked in the National Health Service (UK) until in 2002. During her clinical career as a midwife, she became interested in what motivated some women to persist with breastfeeding, while others seemed to lose their motivation. It was this observation that stimulated her interest in the role of motivation when learning; in particular the application of Motivational Instructional Design. Developed as a means of closing the gap between theory and practice, Motivational Instructional Design models are theory-orientated, practically-based models that enable educators to develop optimally motivating instruction. Supported by a five year research fellowship from the Research and Development Office of Northern Ireland, Janine was the first midwife to adapt and apply the principles of motivational instructional design directly to women in relation to health education, in particular breastfeeding.

Through application of the ARCS Model (Keller 1987), Janine explored the in-depth nature and complexities surrounding women's motivation to sustain breastfeeding and work to create a motivationally-enhanced version of current best practice.

As a result of her application of MID to breastfeeding education, Janine was awarded a PhD by the University of Ulster in 2007. In 2008 her research into motivation to breastfeed was awarded the Prize for the Greatest Contribution to Practice by the Royal College of Surgeons in Ireland. She also achieved the Award for Innovation (2008) by the University of Ulster. Since 2008, Janine has joined the academic team at Trinity College Dublin. Application of Motivational Instructional Design to midwifery education has recently resulted in her receiving the Provost Teacher of the Year Award (2011) at Trinity; illustrating again the effectiveness of motivationally-designed instruction.