



Effective Communication to Inspire Behavioral Change

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Objectives

- ▶ 1. The participant will be able to choose an effective form of communication in various situations.
- ▶ 2. The participant will be able to list successful ways to connect with their intended audience.
- ▶ 3. The participant will be able to give and receive feedback appropriately.



Communication Defined

Act of Transferring Information

- ▶ **vocal**
 - ▶ **written** (printed or digital media - books, magazines, websites, emails),
 - ▶ **visually** (using logos, maps, charts or graphs).
- ▶ **Nonverbal** Communication
 - body language
 - gestures
 - tone and pitch of voice

In practice, it is often a combination of several of these.

Forms of Communication

► Face-to-Face



► Social Media



► Written



► Email



Barriers to Effective Communication

- Physical Barriers
- Timing
- Attention/Distracted
- Expectations/Assumptions
- Jargon/Technical Language
- Differences
- Language Differences/Dialect
- Disabilities
 - Hearing
 - Speech
 - Intellectual Disabilities

Overcoming Communication Barriers

- ▶ Visual and Behavioral Cues



- ▶ Augmentative and Alternative Strategies

- ▶ Devices

- ▶ Communication Dictionaries



Miscommunication

- ▶ **Once it's out, it's out!**
 - The process of Interpersonal Communication is **irreversible**.
 - You can wish you hadn't said something and you can apologize for something you said and later regret - **but you can't take it back**.
- ▶ **May be Life Threatening**
 - Problems arise from the perception that the health professional didn't adequately listen and value their concerns.



Miscommunication

- Visually focusing on something else during a conversation
- Thinking about something else while the other person is talking
- Depending on the spoken word without reading the person's nonverbal gestures
- Focusing on what you want/need vs. the other person's wants/needs





Miscommunication

Failure to communicate clearly by one (or both) participants

- ▶ Body gestures that are distracting
 - ▶ Example: elaborate, unnecessary arm /hand movements, looking around the room while talking, etc.
- ▶ Use of jargon/slang, or sarcasm
- ▶ Speaking too quietly/loudly, too quickly, or with complicated vocabulary
- ▶ Increase in number of foreign-born patients and foreign-trained staff
 - ▶ people from different cultural groups describe pain and distress quite differently
 - ▶ patients rely on medically inexperienced, bilingual relatives or non-medical staff
- ▶ Physical disability that limits a person's communication

Developing Effective Communication Skills

- Recognizing and Adjusting to Barriers
- Collaborative, Patient-Centered
- Empathic, Supportive Counseling Style
- Identify Patient's/Client's problems more accurately
- Increase adherence to treatment plan





Skills Needed to Perform Key Tasks

- ▶ Eliciting patients' problems and concerns
- ▶ Giving information
- ▶ Discussing treatment options
- ▶ Being supportive

- ▶ How to acquire the skills
 - ▶ Effective training methods

- ▶ Using new skills in practice



Developing Effective Communication Skills (also important with coworkers)

- ▶ Listening
- ▶ Clarity and Conciseness
- ▶ Friendliness
- ▶ Confidence
- ▶ Open-Mindedness
- ▶ Respect
- ▶ Feedback
- ▶ Choosing the Right Medium



Key Points

- ▶ Being able to communicate effectively is perhaps the most important of all life skills.
- ▶ Non-verbal signals-tone of voice, gestures and general body-language-have a greater impact than words alone.
- ▶ We often behave and therefore communicate to others based on previous communication encounters.
- ▶ Choosing positive words as opposed to negative words can become a key leadership success differentiator.
- ▶ Good communications skills can help identify your patient's/client's problems more accurately and increase adherence to treatment plan.



Websites for Additional Info

- ▶ <https://www.skillsyouneed.com/ips/communication-skills.html>
- ▶ https://store.samhsa.gov/system/files/sma14-4816_litreview.pdf TIC
- ▶ <https://store.samhsa.gov/system/files/sma14-4816.pdf>
- ▶ <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>

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- ▶ <https://traumainformedoregon.org/tic-intro-training-modules/module-1/>

Photo sources - <https://www.pexels.com/>

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