NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

MODULE 2: ATTITUDES, ETHICS, AND HEALTH COMMUNICATION (AETCOM) IN PRIMARY HEALTH CARE

Learning objectives



- Understand attitudes and how it can undermine good clinical practice, delivery of quality health care and patient safety in PHC service delivery
- Understand ethics, its fundamentals and issues relating to ethics
- Understand health communication, its purpose, elements, types and barriers

Overview of AETCOM

2.1	Attitudes of health Workers in Primary Health Care
2.2	Ethics in Primary health Care
2.3	Health Communication in Primary health Care

Learning objectives

By the end of the session, participants should be able to:

01 Understand why attitudes of PHC frontline health workers can undermine good clinical practice, delivery of quality health care and patient safety

02 Understand the definition, components and functions of attitude in healthcare

03 Describe positive and negative attitudes in healthcare

04 Understand the characteristics of attitude and the factors influencing attitude

05 Describe the ways of changing attitudes and the barriers

Session Overview

01 Introduction to Attitude

02 Definition , Components, and Functions of Attitude

03 Characteristics of Attitude

04 Factors Affecting Attitude of PHC Workers

05 Barriers, Steps and ways to Change Attitudes of PHC Workers

Introduction to Attitude



In healthcare work, attitude is important, it governs an individual's everyday encounter in health service delivery.



Health and allied professionals include physicians and other health workforce (nurses, midwives, pharmacists, laboratory scientists/technicians, etc) engaged in actions whose primary intent is to enhance health.



The health and allied profession has always been regarded as, not just a job but a calling, involving selfless service to humanity and putting the patients' interest above everything else.

Introduction Cont..



And to many people, the work of health (and allied profession) is nothing but caring, compassionate and humanitarian service.



Therefore, health and allied professionals are expected to act in a respectful, courteous and civil manner towards their patients, colleagues and others involved in the provision of health care.



Doing so, fosters an atmosphere of trust, shared accountability and collaboration, and is an essential component to upholding the values and principles of medical/clinical professionalism.

Brainstorming



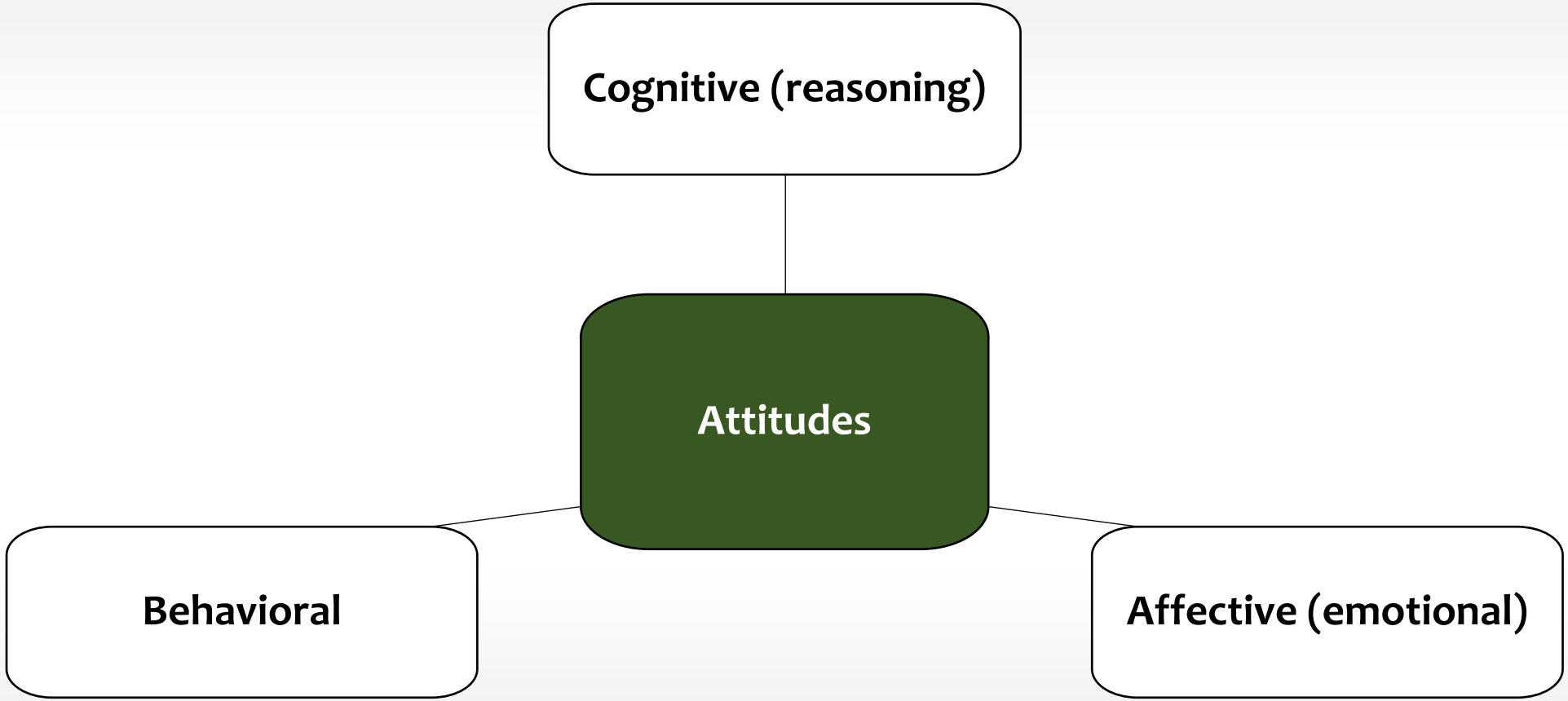
What is your understanding of Attitude?

Definition of Attitude



- Generally, attitude is a behavior a person adopts toward other people, things, incidents, or happenings.
- Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards (together called stimuli).

Components of Attitude



Components Cont..

Cognitive (reasoning) Component	Behavioral Component	Affective (emotional) Component
❑ Refers to the general knowledge of a person. ❑ Based on information or knowledge ❑ Concerns the beliefs, thoughts, and attributes that is associated with an individual ❑ It is the opinion or belief segment of an attitude	❑ Reflects the intention of a person in short run or long run. ❑ Consists of a person's tendencies to behave' in a particular way toward an individual. (e.g 'I cannot touch a patient with a particular illness')	❑ Based on the feelings, and is the emotional or feeling segment of attitude. ❑ Deals with feelings or emotions brought to the surface about something, such as fear or hate (A nurse hating a particular group of patients and being hostile to that group)

Functions of Attitude

Attitude may serve different purposes depending on the person who holds it.



Adjustment Function



Ego-Defensive Function



Value-Expressive Function



Knowledge Function

Functions of Attitude Cont..

Adjustment Function

Ego-Defensive Function

Value-Expressive Function

Knowledge Function

- Attitudes often help health workers to adjust to their work environment. When they are well treated, they are likely to develop a positive attitude toward patients.

- When health workers are criticized and given a minimal salary, they are likely to develop a negative attitude toward patients.

Functions of Attitude Cont..



Adjustment Function



Ego-Defensive Function



Value-Expressive Function



Knowledge Function

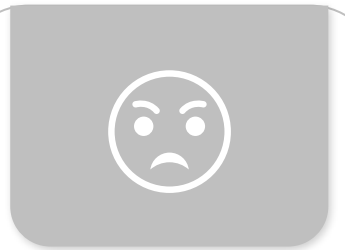
- The ego-defensive function refers to holding attitudes that -protect one's self-esteem or that justify actions that make us feel guilty.

- Mechanisms include denial, repression, projection, rationalization etc.

Functions of Attitude Cont..



Adjustment Function



Ego-Defensive Function



Value-Expressive Function



Knowledge Function

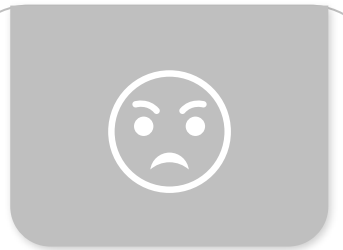
- Whereas ego defensive attitudes are formed to protect a person's self-image, value-expressive attitudes enable the expression of the person's centrally held values.

- Central values tend to establish our identity and gain us social approval thereby showing us who we are, and what we stand for.

Functions of Attitude Cont..



Adjustment Function



Ego-Defensive Function



Value-Expressive Function



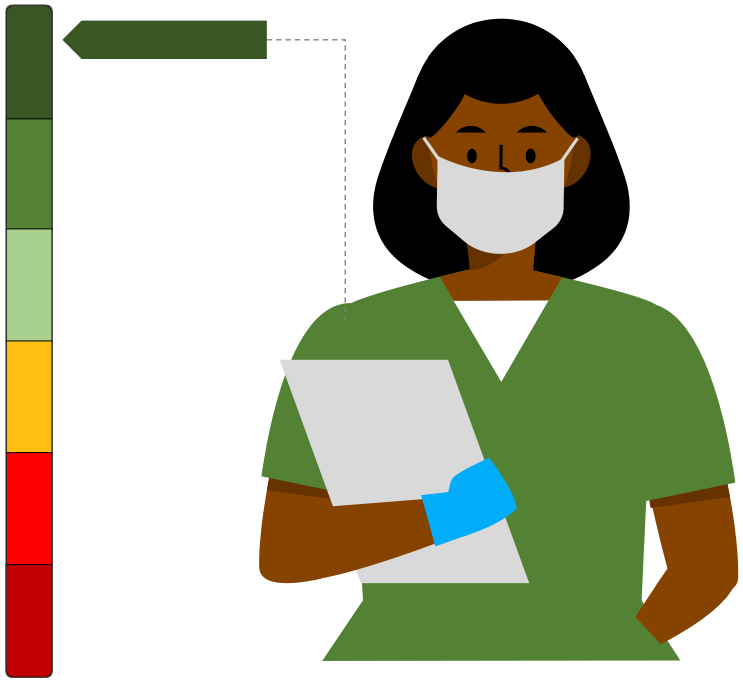
Knowledge Function

- In the absence of knowledge about a person, we may use a stereotyped attitude for judging the person.
- Knowing a person's attitude helps us predict their behavior.
- People ascribe causes to events and direct attention towards features of people or situations that are likely to be useful in making sense of them.

A Positive Attitude in PHC – Not a Choice, a Necessity

Attitude is vitally important in PHC service delivery, frontline workers should be sympathetic, humane and hospitable to patients as they are affected by they do.

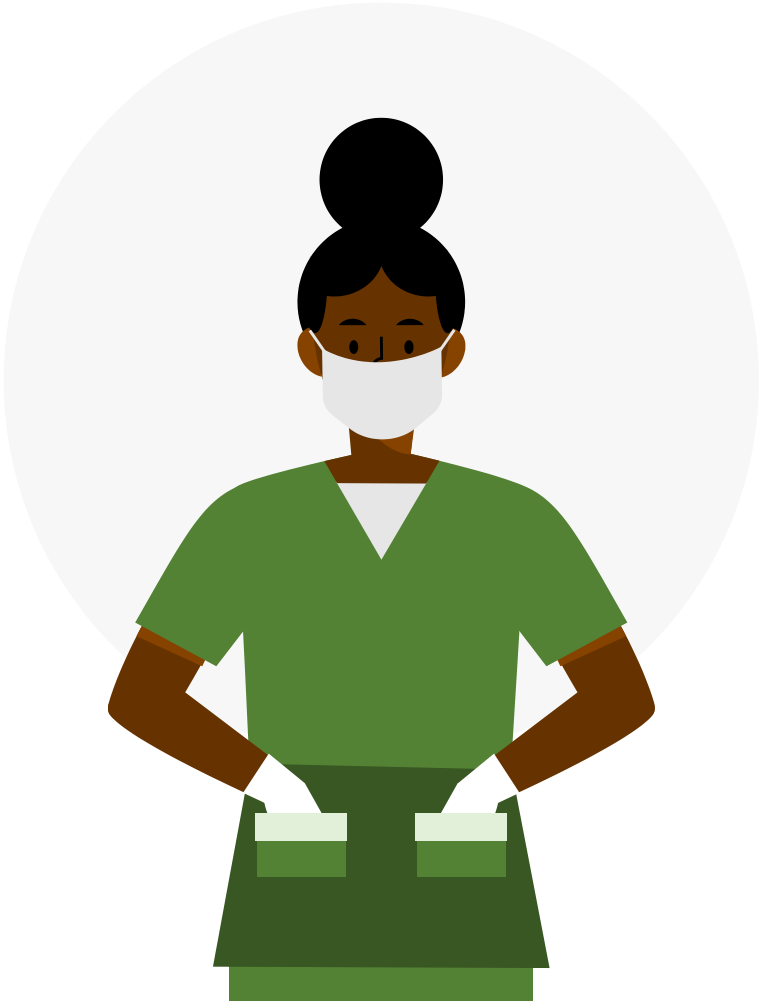
- Positive attitude



- Negative attitude

- This includes their attitude, and demeanor. They are care providers, and the positive attitude they portray is infectious when it comes to patients.
- They will feel they are getting compassionate care from an individual who has their best interest in mind.

Practical Scenario of a Positive Attitude in PHC



A nurse is having a very bad day and fatigued in the facility after tending to so many patients and she runs into a new mom whose child is malnourished and is looking for direction to consult a nutritionist.

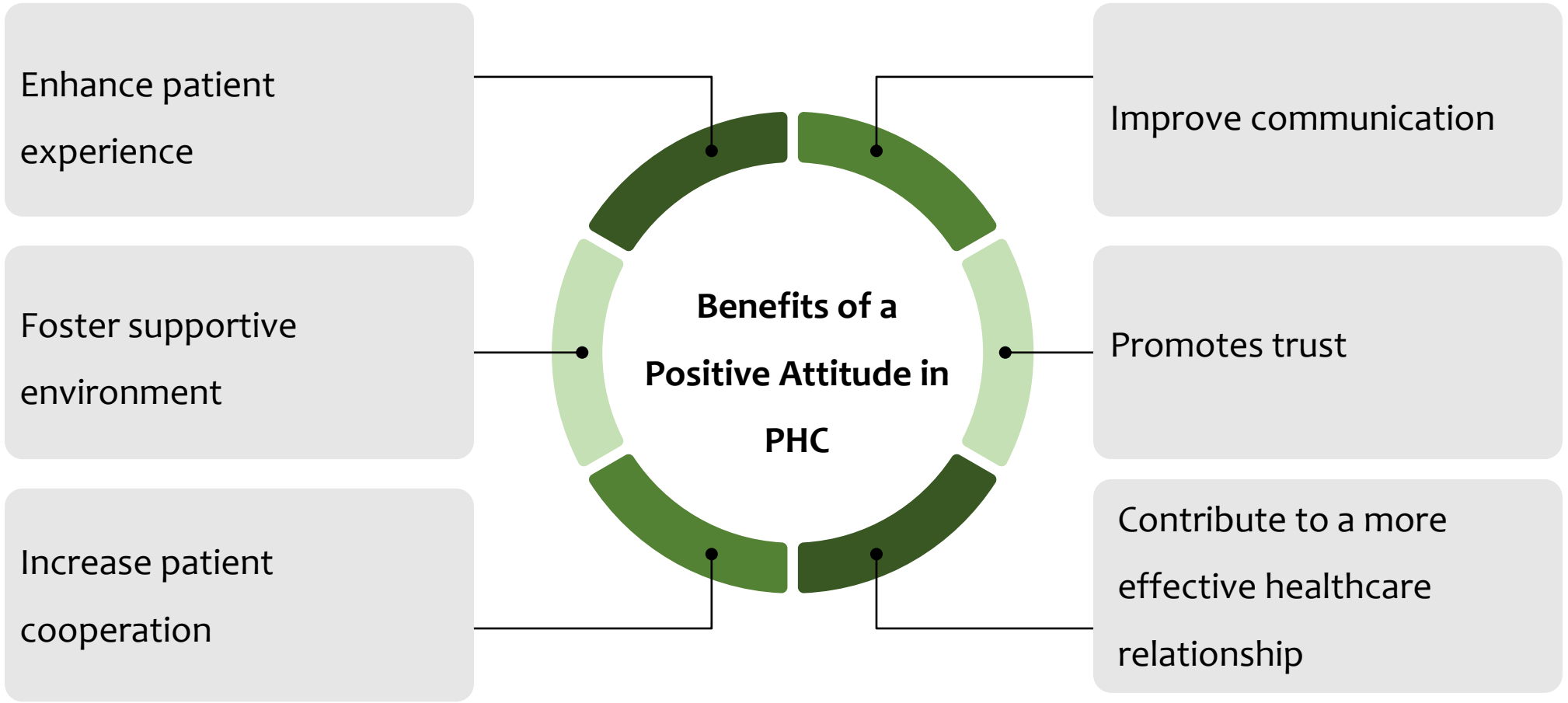
New Mom	"Excuse me nurse?
Nurse	"what can I do to help you" rather than "I cant just do anything for you".

Exercise



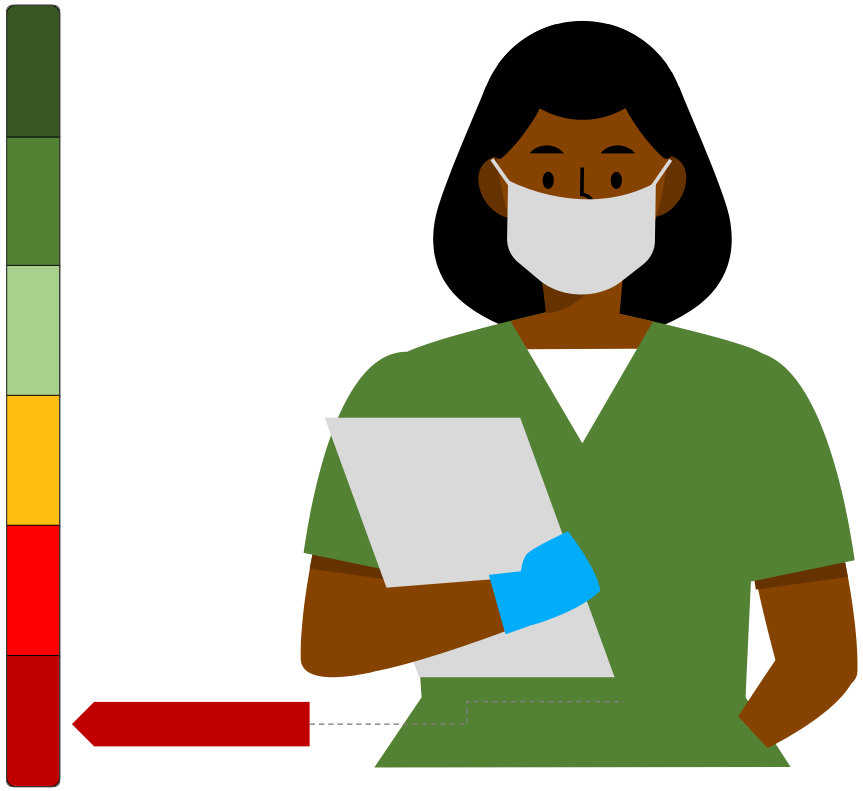
What are the Benefits of a Positive Attitude in PHC Service Delivery?

Benefits of a Positive Attitude in PHC



Negative Attitude in PHC

- Positive attitude



- Negative attitude

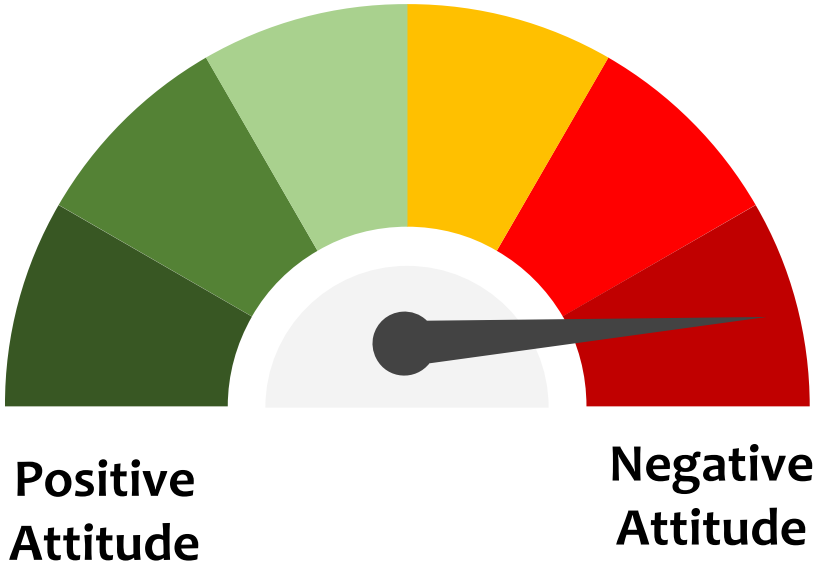
- PHC frontline health workers should avoid hostile and contemptuous attitude towards patients

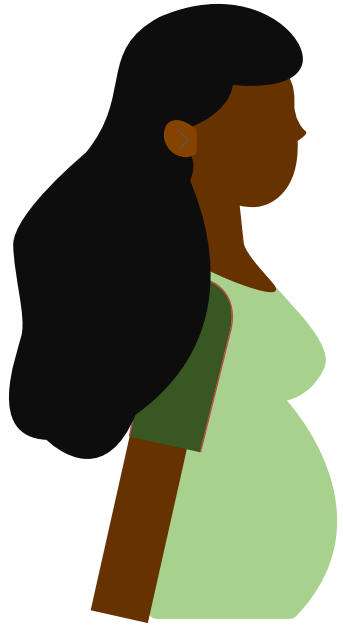
- A negative attitude will bring about ignoring the good and pay attention to the bad in people, situations, events, etc.

Practical Scenario of a Negative Attitude in PHC

A woman is in labor and has so much pain; but the midwife complains and goes on insulting her; well that health worker has a negative attitude.





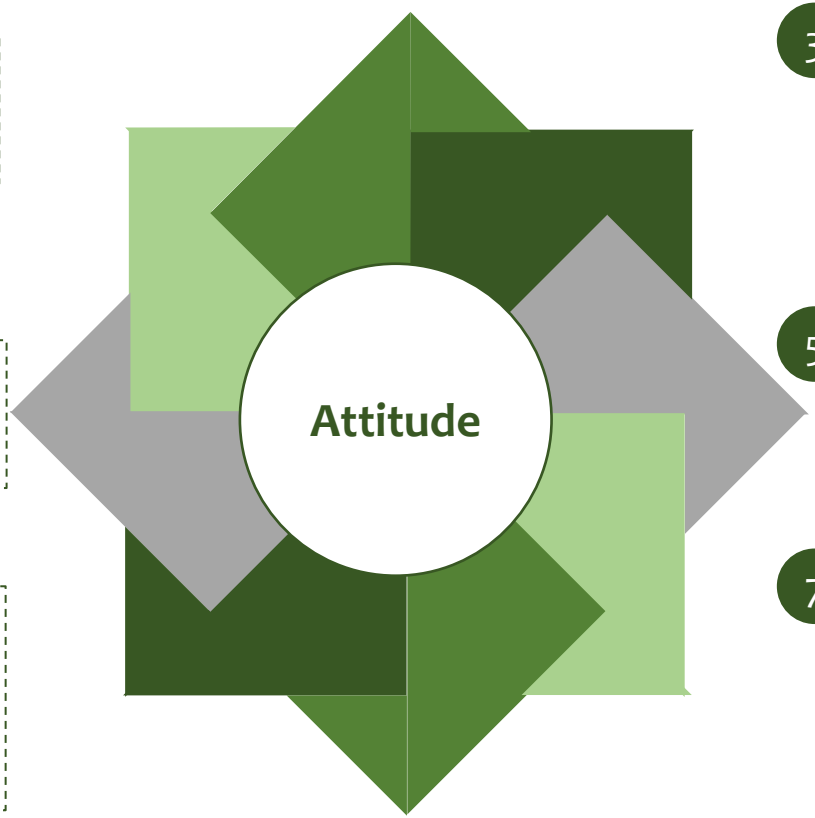


Characteristics of Attitude

1. Attitudes are the complex combination of things we tend to call personality, beliefs, values, behaviors, and motivations.

2. It can fall anywhere along a continuum from very favorable to very unfavorable.

3. Attitude helps us define how we see situations, as well as define how we behave toward the situation or patient.



4. All people, irrespective of their status or intelligence, hold attitudes.

5. It provides us with internal cognitions or beliefs and thoughts about patients

6. An attitude exists in every person's mind. It helps to define our identity, guide our actions, and influence how we judge patients

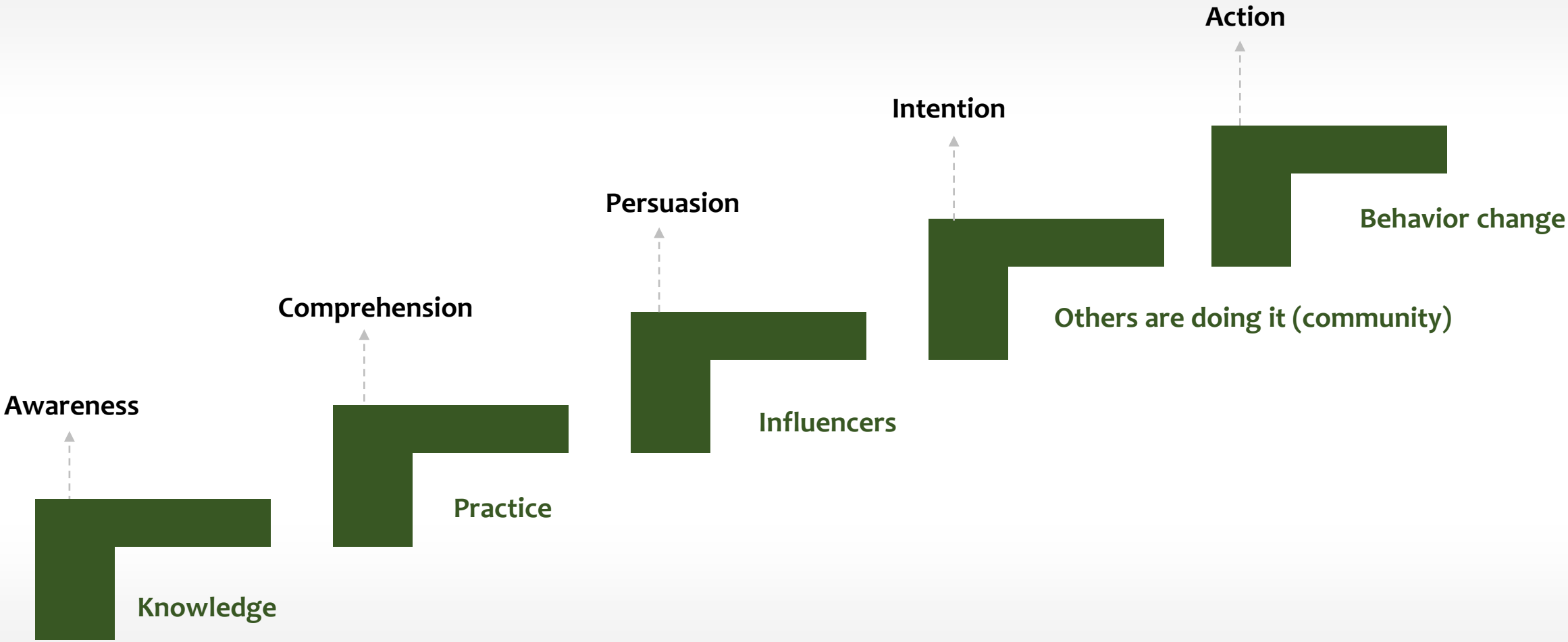
7. Attitudes cause us to behave in a particular way toward patients.

8. It may be positive or negative and may be affected by age, position, and education.

Factors Affecting Attitude

S/N	Factor	Details
1	Work Environment	Conditions, facilities, and resources can impact job satisfaction and attitude
2	Training and Education	Adequate training can enhance skills and confidence, positively affecting attitudes
3	Leadership and Management	Effective leadership can inspire and motivate PHC workers, while poor management may lead to frustration
4	Workload	High workloads may contribute to stress and burnout, affecting overall attitude.
5	Job Security	Job insecurity can create anxiety and impact the commitment and attitude of PHC workers
6	Patient Interactions	Positive or challenging interactions with patients can shape the attitude of PHC workers
7	Community Support	The level of support and engagement from the community can influence job satisfaction
8	Personal Factors	Individual factors like personal life, health, and coping mechanisms can affect attitude at work

Steps to Attitude Change



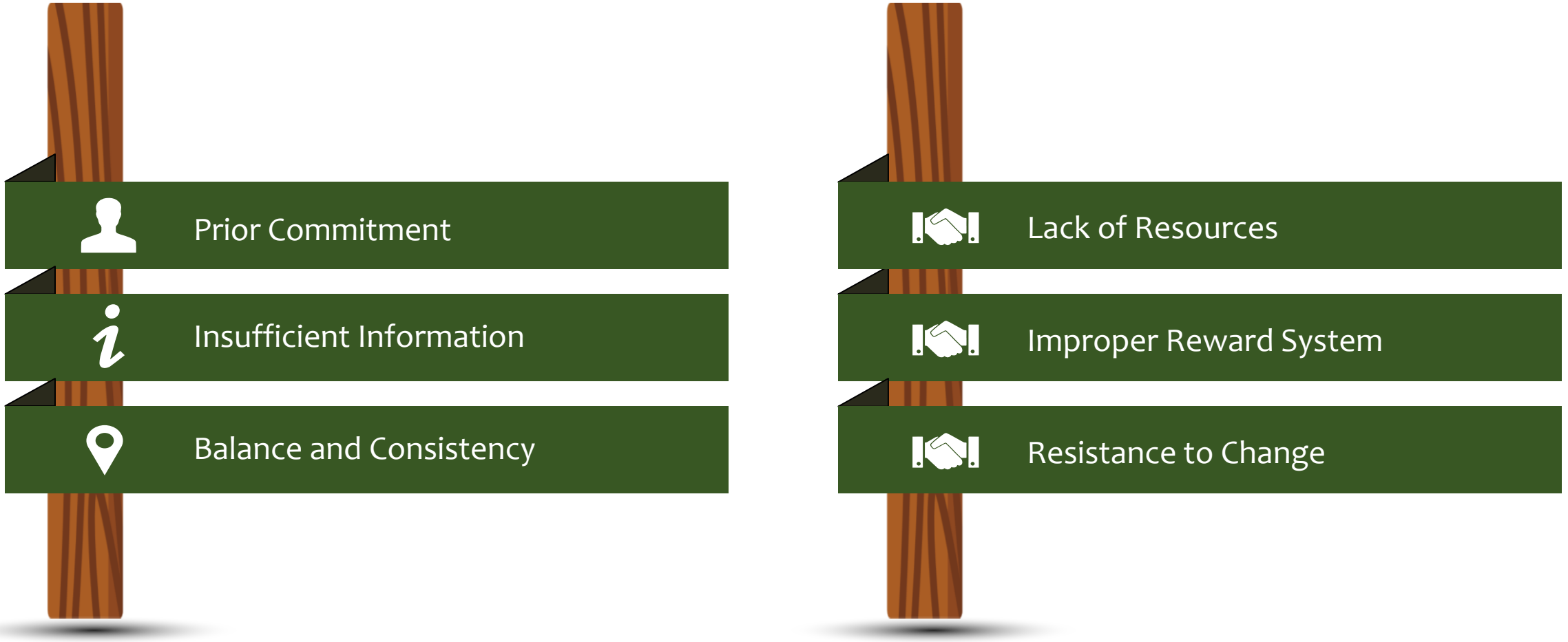
Ways of Changing Attitude of PHC Workers

1	Provide continuous education and training to update knowledge and skills, addressing any gaps that may contribute to negative attitudes
2	Foster open and transparent communication channels to understand concerns and share the benefits of attitude change, emphasizing the positive impact on patient care
3	Engage healthcare leadership to champion the change, setting an example for positive attitudes and creating a supportive environment for staff
4	Recognize and reward positive behavior and attitudes to motivate PHC workers to embrace the desired changes
5	Ensure adequate resources, staffing, and infrastructure to reduce frustration and enable PHC workers to perform their duties effectively.

Ways of Changing Attitude of PHC Workers Cont..

6	Involve PHC workers in decision-making processes to empower them and make them feel valued, leading to a more positive attitude towards change
7	Encourage positive peer interactions and relationships to create a supportive environment that reinforces desired attitudes
8	Establish feedback mechanisms for PHC workers to express concerns, suggestions, and insights, facilitating a collaborative approach to address issues
9	Regularly assess the impact of attitude-changing initiatives, adjusting strategies based on feedback and outcomes to ensure sustained positive change

Barriers to Change Attitudes of PHC Workers



KEY MESSAGES

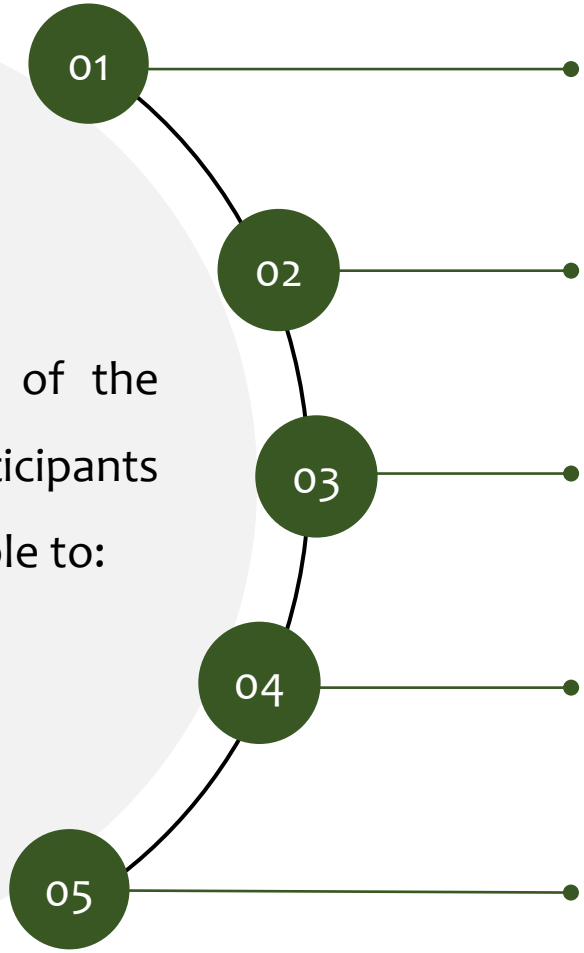
- Healthcare as a profession depends on individual's skill and expertise. However, to a large extent, it relies on relationship within the group and its communication outside the group, i.e., toward patient and family, as well as community.
- Therefore, good behavior, appropriate attitude, proper and timely communication, and empathy are crucial components of healthcare practice.
- Training of health care providers will help them to become committed skilled health providers on whom people can trust

Overview of AETCOM

2.1	Attitudes of health Workers in Primary Health Care
2.2	**Ethics in Primary health Care**
2.3	Health Communication in Primary health Care

Learning objectives

By the end of the session, participants should be able to:



- Understand the definition and key issues relating to Ethics
- Discuss the Principles and Fundamentals of Ethics
- Understand Patients Bill of Rights
- Understand Professional Misconduct and Malpractice, and existing disciplinary mechanisms
- Understand Special Problems in Ethics

Session Overview

01 Introduction to Ethics

02 Principles and Fundamentals of Medical Ethics

03 Patients' Bill of Rights

04 Professional Misconduct and Malpractice, and existing disciplinary mechanisms

05 Special Problems in Ethics

Introduction to Ethics



- Ethics refers to the principles and values that guide health workers in providing care.

- It involves considerations of fairness, integrity, respect for autonomy, and the well-being of patients.

- Ethical practices in PHC include ensuring equal access to healthcare, maintaining patient confidentiality, obtaining informed consent, and delivering care with compassion and empathy.

Introduction Cont..

- Upholding ethical standards is crucial in promoting trust between health workers and patients, as well as ensuring the best possible outcomes for individuals and communities.
- The practice of medicine and the practice of ethics are inseparable.
- Clinical decisions frequently invoke an ethical decision as well
- In many instances, the ethical issue may not be readily apparent.
- In others, conflicts may arise between ethical principles and medical decisions, which require the health workers to be well versed in ethical principles in order to guide the medical decision

Ethics as a Unique Concept



Ethics is not the same as feelings or conscience



Ethics is not religion



Ethics is not following the law



Ethics is not following culturally accepted norms



Ethics is not science

Ethics as a Unique Concept Cont..



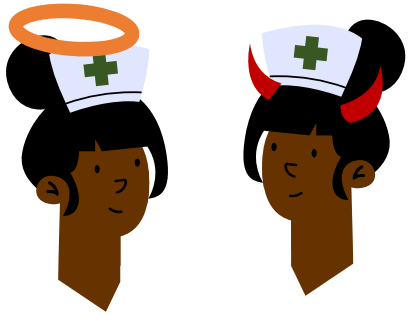
- Historically,
- medical ethics may be traced to guidelines on the duty of physicians such as the Hippocratic oath
- a physician must recognize responsibility to patients first and foremost, as well as to society, to other health professionals, and to self.
- These are not laws, but standards of conduct which define the essentials of honorable behavior for the physician

Ethics as a Unique Concept Cont..

Ethics are …



Moral Principles



What is good and bad



What is right and wrong



Based on value system

Ethical norms are not universal – depends on the sub culture of the society

Ethics as a Unique Concept Cont..

- The community expects PHC health workers to have high standard of medical ability and skill; and also high ethical behaviors.

- Ethics is not law but closely related to law.

- Quite often, ethics prescribes higher standards of behavior than does the law, and occasionally ethics requires that health workers disobey laws that demand unethical behavior.

Principles of Medical Ethics



Autonomy



Beneficence



Confidentiality



Non-maleficence/Do no harm



Equity or Justice

Principles of Medical Ethics

Autonomy | Beneficence | Confidentiality | Non-maleficence/ Do no harm | Equity or Justice

- The Patients will is the supreme law
- Autonomy describe the right of the patient to self – determination
- Patient has freedom of thought, intention and action when making decisions regarding health care procedures
- For a patient to make a fully informed decision, she/he must understand all risks and benefits of the procedure and the likelihood of success.

Principles Cont..

1. Autonomy Cont..

- Always respect the autonomy of the patient – freedom or right of the patient to choose
- Such respect is not simply a matter of attitude, but a way of acting so as to recognize and even promote the autonomous actions of the patient.
- The autonomous patient may freely choose loyalties or systems of religious belief that may adversely affect him
- The patient must be informed clearly the consequences of his action that may affect him adversely.
- Desiring to "benefit" the patient, the health worker may strongly want to intervene believing it to be a clear "medical benefit." The health worker has a duty to respect the autonomous choice of the patient, as well as a duty to avoid harm and to provide a medical benefit.

Principles Cont..

1. Autonomy Cont..

- But the health worker should give greater priority to the respect for patient autonomy than to the other duties.

- However, at times this can be difficult because it can conflict with the paternalistic attitude of many health care professionals.

- However, at times this can be difficult because it can conflict with the paternalistic attitude of many health care professionals.

Principles of Medical Ethics

Autonomy | **Beneficence** | Confidentiality | Non-maleficence/ Do no harm | Equity or Justice

- Requires to take positive actions for the benefit of patients.

- Because patients do not possess medical expertise and maybe vulnerable because of their illness, they rely on physicians to provide sound advice and to promote their well being.

- Truthfulness is part of beneficence – the doctor must tell the truth at all times. Many patients want to know the truth.

- Breaking unpleasant news on "dreaded or feared diseases" can be an ethical dilemma.

Principles Cont..

2. Beneficence Cont..

- Promotes patient best interest by:

1. Understanding patient perspective
2. Address misunderstandings and concern
3. Try to persuade patient
4. Negotiate a mutually acceptable plan of care
5. Ultimately let the patient decide

- The health worker cannot be required to violate fundamental personal values, standards of scientific or ethical practice, or the law.
- If the health worker is unable to carry out the patient's wishes, the health worker must withdraw and transfer care of the patient

Principles of Medical Ethics

Autonomy	Beneficence	**Confidentiality**	Non-maleficence/ Do no harm	Equity or Justice

- Maintain the confidentiality of all personal, medical and treatment information.
- Based on loyalty and trust.
- Information to be revealed for the benefit of the patient and when ethically and legally required.

Principles of Medical Ethics

Autonomy	Beneficence	Confidentiality	**Non-maleficence/ Do no harm**	Equity or Justice

- Make sure that the procedure does not harm the patient or others in society.

- DO NO HARM" forbids health workers

1. From providing ineffective therapies
2. From acting maliciously or selfishly
3. provides limited guidance since many interventions also entail serious risks and side effects.

Principles Cont..

4. Non-maleficence/Do no harm Cont..

1. From acting maliciously or selfishly
2. provides limited guidance since many interventions also entail serious risks and side effects.
3. From providing sub-standard care
4. If no benefit, at least do not harm or make situation worse
5. If benefit equals harm, do not intervene

- health workers are obligated not to prescribe medications they know to be harmful.
  - Some interpret this value to exclude the practice of euthanasia
  - Violation of non-maleficence is the subject of medical malpractice litigation

Principles of Medical Ethics

Autonomy | Beneficence | Confidentiality | Non-maleficence/ Do no harm | **Equity or Justice**

- The term in a general sense means fairness
- It is important to act consistently in cases that are similar in ethically relevant ways. Otherwise, decisions would be arbitrary, biased, and unfair
- The distribution of scarce health resources, and the decision of who gets what treatment "fairness and equality"
- The burdens and benefits of new or experimental treatments must be distributed equally among all groups in the community

Principles Cont..

5. Justice Cont..

- The four main areas that health workers must consider when evaluating justice



1. Fair distribution of scarce resources
2. Competing needs
3. Rights and obligations
4. Potential conflicts with established legislations

Fundamentals of Ethics



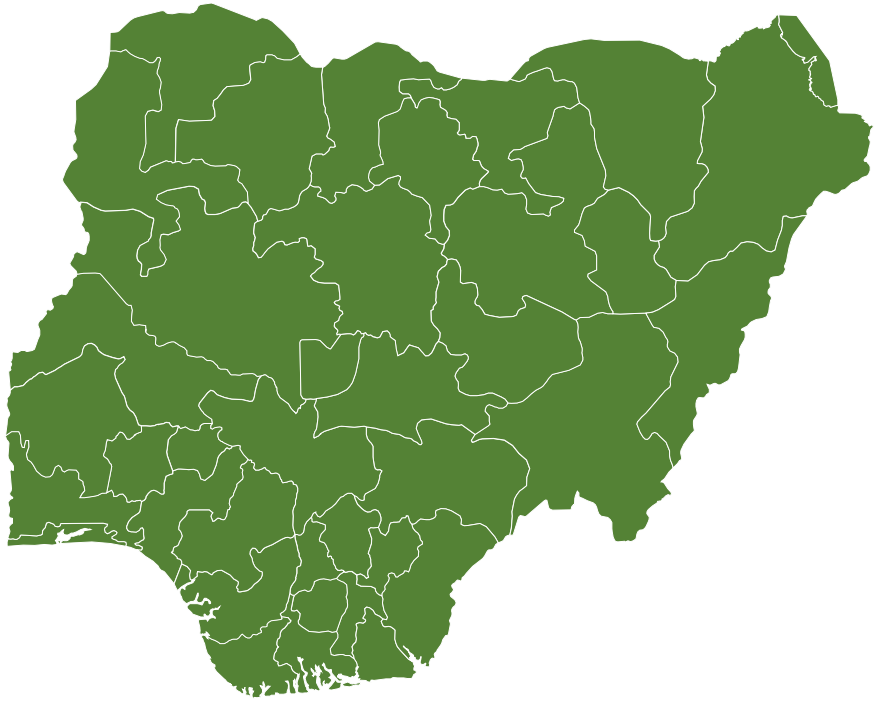
- Respect for persons
- Avoid deception
- Maintain confidentiality
- Act in best interest of patient
- Allocate resources justly

Patients' Bill of Rights

- Patient Rights
- Patient Responsibilities
- Provider Responsibilities



Patients' Bill of Rights



- In Nigeria, the entitlements of citizens as health consumers is clearly enunciated in the Patients' Bill of Rights.
- The bill of rights is a list of guarantees for those receiving medical care.
- It may take the form of a non-binding declaration but could be promulgated into a law.

Patients' Bill of Rights Cont..



- Typically a patient's bill of rights guarantees patients' information, fair treatment, and autonomy over medical decisions, among other rights, patient responsibilities, and provider responsibilities.

- Significantly, Section 20 of the National health Act has converted many of the patients rights into law including the right to emergency healthcare.

Exercise

List some patients right you know



List of Patient Rights

1	Right to relevant information
2	Right to timely access to medical records
3	Right to Transparent Billing
4	Right to Privacy
5	Right to clean Healthcare Environment
6	Right to be Treated with Respect
7	Right to Receive Urgent Care
8	Right to Reasonable Visitation
9	Right to decline care
10	Right to decline or accept to participate in medical reservations
11	Right to quality care
12	Right to complain and express dissatisfaction regarding services received

Breach Of Professional Ethics

- Contravention or violation of medical code of conduct can happen as:

Misconduct	Malpractice
▪ Behavior by health worker that implies an intentional compromise of ethical standards	▪ Breach by a health worker of either a standard of care or a standard of conduct, negligence or misconduct by failure to meet a standard of care or standard of conduct that is recognized by medical profession and reaches the level of malpractice when a patient is injure or damaged because of error.

Disciplinary Mechanism

- Medical and allied health professions are highly regulated through special organs of government “Professional Regulatory Agencies”
- Examples are MDCN, NMCN, PCN, MLSCN, CHPRB etc

Special Problems in Ethics

Problem	Details
Ethics in Industrial strikes	▪ The code of medical ethics in Nigeria, make it permissible for health workers to withdrawal their services in pursuit of rights under the labour laws. ▪ However, it is necessary for health workers wishing to take the course to make necessary arrangement for continuing care of their patients and must give adequate notice of their intention to these patients and to the PHC authorities.
Infertility and Family Planning	▪ Women are put under undue pressure by relatives of the husband to get baby but a significant proportion of infertility are due to health workers' careless handling of family planning and investigation for infertility can easily disrupt a marriage.
Therapeutic Abortion	▪ Procuring or attempting to procure an abortion is a crime. ▪ Therapeutic abortion done with care and skill, and in good faith without criminal intent and for the good of the mother is permitted.

Special Problems Cont..

Problem	Details
Refusal of blood transfusion	▪ Ethical concerns will arise in a Jehovah witness who would not have blood transfusion
Euthanasia (mercy killing):	▪ To speed up the end of human life trapped in pain and suffering when there is no hope of recovery as a result of terminal and incurable condition. ▪ There are profound ethical concerns and no unanimity on euthanasia.
Organ Transplantation	▪ There are deep ethical concerns in organ donation (life organ or cadaveric) and transplantation
Denial of Emergency Care	▪ Part III of the National health Act has converted many ethical issues into law. For example, Section 20 has criminalized refusal to treat medical emergencies

Key messages

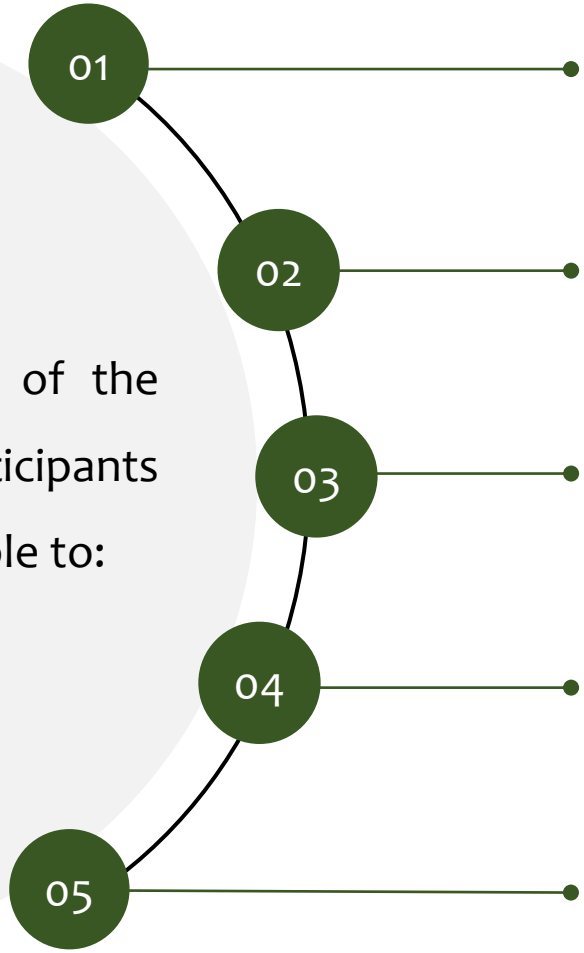
- The practice of medicine and the practice of ethics are inseparable.
- Clinical decisions often invoke an ethical decision as well.
- The community expects health workers at the PHC to not only have high standard of medical ability and skill but also high ethical behaviors.
- It is the responsibility of medical and allied health professional regulatory bodies to institute acceptable standard of ethical behaviors by doctors, nurses and clinical personnel

Overview of AETCOM

2.1	Attitudes of health Workers in Primary Health Care
2.2	Ethics in Primary health Care
2.3	**Health Communication in Primary health Care**

Learning objectives

By the end of the session, participants should be able to:



- Understand Communication, its purpose and elements
- Describe effective communication and know the barriers
- Know, understand and identify the types and levels of communication
- Understand and practice empathy while delivering services
- How to cope with stressors and get mental support while interfacing and communicating with clients

Session Overview

1. Introduction to Communication
2. Purpose and Elements of Communication
3. Effective Communication, Fundamentals and Barriers
4. Types and Levels of Communication
5. Empathy :Elements, Importance and Tips for practicing
6. Communication Skills
7. Health Worker Wellbeing, Copping and Mental support

Introduction to Communication



- Communication is the means by which information is imparted and shared with others.
- It is the transfer of information between a source and one or more receivers.
- Communication is central to our everyday functioning and can be the very essence of the human condition.

Introduction Cont..



- Communication is important when interacting with others in a professional environment, especially at the PHC setting.
- As a health Care Worker, learning how to communicate effectively with patients involves developing certain skills.
- By identifying what effective communication is and how it can facilitates good relationship with patients, you can learn to communicate clearly and concisely.

Exercise



What is the Purpose of Communication?

Purpose of Communication

In Primary health Care (PHC), communication serves the crucial purpose of facilitating the exchange of information between healthcare providers, patients, and communities.

Effective communication in PHC is essential for:

1. Providing information to patients about preventive measures, health promotion, and managing chronic conditions helps empower individuals to make informed decisions about their health.
2. Clear communication between healthcare professionals and patients aids in understanding symptoms, conducting examinations, and explaining diagnoses and treatment plans.
3. Communication plays a key role in promoting preventive measures, such as vaccinations, screenings, and lifestyle changes, contributing to overall community health.

Purpose Cont..

4	Building trust and collaboration with communities is vital for successful PHC programs. Open communication helps address community needs, cultural considerations, and local health challenges.
5	Effective communication campaigns raise awareness about healthy behaviors, nutrition, sanitation, and other factors contributing to community well-being.
6	Communication between different healthcare providers ensures coordinated and seamless care, reducing the likelihood of errors and improving patient outcomes.
7	Accurate communication systems are essential for gathering health data, monitoring disease outbreaks, and reporting public health trends.
8	Clear communication is crucial for implementing and disseminating public health policies, guidelines, and interventions at both individual and community levels.

Elements of Communication

S/N	Element	Details
1	Message	▪ The information, feelings, ideas, thoughts that are being conveyed, either verbally (talking it out) or non-verbally
2	Channel	▪ The medium through which the message is being transmitted such as face-to-face conversation. If the communication is nonverbal, then we use our senses – facial expression, body language etc
3	Noise	▪ Any interference or barrier that can disrupt communication process, affecting the clarity and accuracy of the message. This can include physical noise and distractions.

Elements of Communication

S/N	Element	Details
4	Feedback	▪ Response you get to the message you communicated, responses could be positive or negative, verbal or non-verbal
5	Context	▪ This includes the overall setting in which the communication is taking place, the location , home, school, market, workplace; the person you are communicating with – spouse, friend, co-worker, your peer, boss, client etc.; and whether you are familiar with the person or meeting the person for the first time
6	Effect	▪ How the person communicating the message and the person receiving the communication has influenced the message

The effects could be increased knowledge, or the message may affect you emotionally

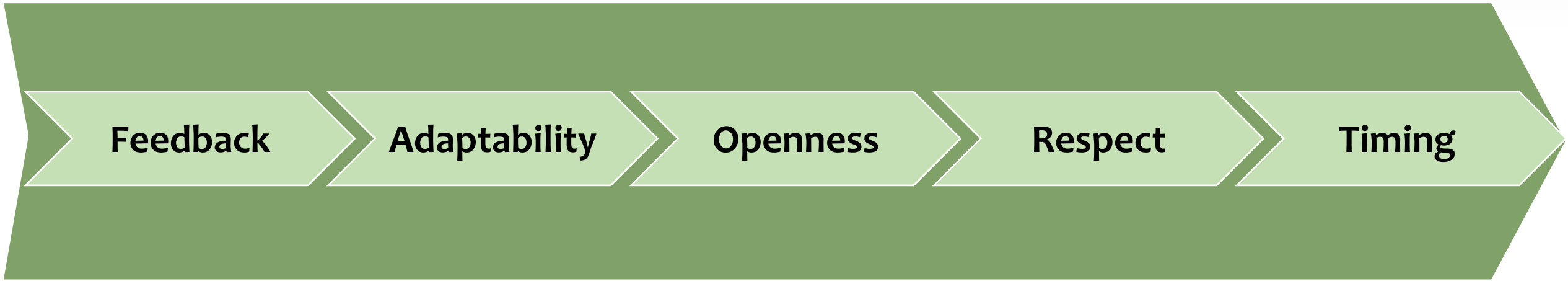
Effective Communication

- Effective communication involves conveying information in a clear, concise and understandable manner, ensuring that the message is accurately received and comprehended by the intended audience.

- Key Components of Effective Communication are:

1. **Clarity**
2. **Conciseness**
3. **Active listening**
4. **Empathy**
5. **Non-verbal Clues**

Fundamentals of Effective Communication



Exercise



What do you think are the Barriers to Effective Communication ?

Barriers to Effective Communication

Language barriers	Difference in Language, dialects can lead to misunderstanding
Cultural barriers	Varied cultural norms, values & communication can lead to misinterpretation
Physical barriers	Distance, noise or other env. Factors could hinder ability to hear or see messages clearly
Emotional barriers	Stress, anger, anxiety can hinder communication
Lack of attention	Lack of focus could lead to misunderstanding of the message Poor Listening skills – Inability to pay attention to speakers perspective
Inadequate feedback	Lack of feedback/clarification contributes to misunderstanding

Addressing the barriers is crucial for promoting **effective communication** thus promoting understanding and minimizing the risk of **miscommunication**

7C's to Effective Communication

Completeness

No necessary information missed

Conciseness

To the point

Consideration

About people

Concreteness

Specifics

Clarity

Simplicity

Courtesy

Respect for audience

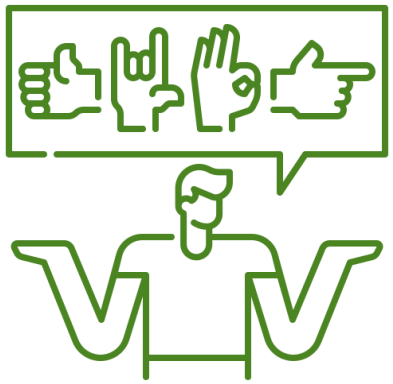
Correctness

Facts or Proofread

Types of Communication



Verbal Communication



Nonverbal Communication

Types of Communication Cont..

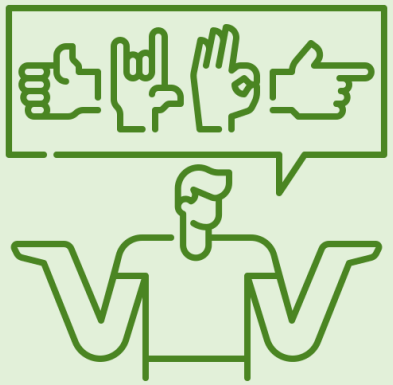
Verbal Communication



- Encompasses all communication using spoken words, or unspoken words as in the case with sign language.
- It is important to understand how to effectively communicate your ideas verbally in order to avoid misunderstandings and maximize interest while you speak.
- Written communication is a form of verbal communication, but it is so different than spoken verbal communication e.g. letters, emails, notes, texts, billboards etc

Types of Communication Cont…

Non-verbal Communication

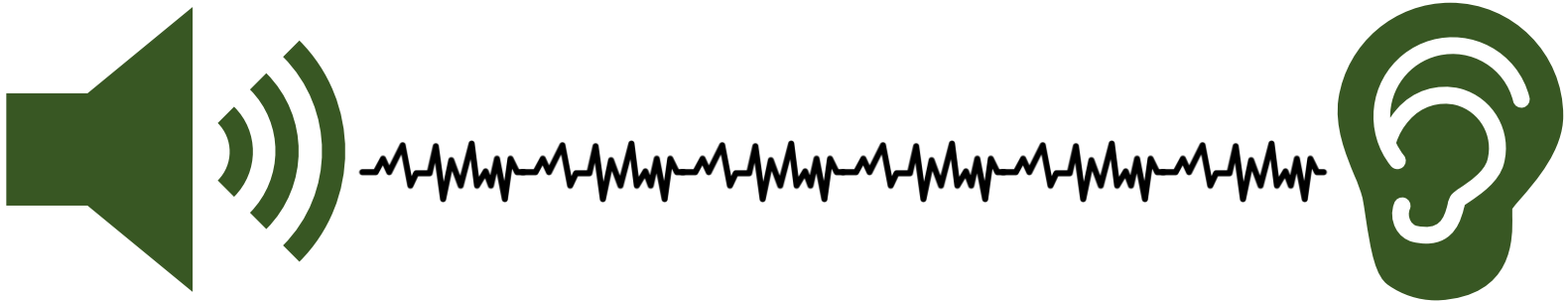


- What is actually being said is only half the battle, the rest lies in what isn't being said.
- This means your tone, facial expressions, body language, hand movements, and eye contact.
- When you make yourself aware of what the rest of you is doing as you speak, you can make corrections and eventually use all the right nonverbal cues to convey your point.

Types of Communication Cont…

Listening

Listening is an important part of communication and in order to be a great communicator, you must master the art of listening. Remember that listening doesn't just mean hearing, or politely waiting for your turn to speak.



Communication Rights and Responsibilities

You've the right to speak and express your own opinion – but you've the responsibility to listen attentively what others say.

You've the right to ask for what you need and want - but you've the responsibility to acknowledge and address the needs of others



You've the right to be treated with respect - but you've the responsibility to treat others with respect.

Levels of Communication

There are three (3) levels of communication



1

Interpersonal Communication



2

Intrapersonal Communication



3

Group Communication (Mass com. Public Com.)

Levels of Communication Cont..



1

Interpersonal Communication

Interpersonal Communication (IPC)

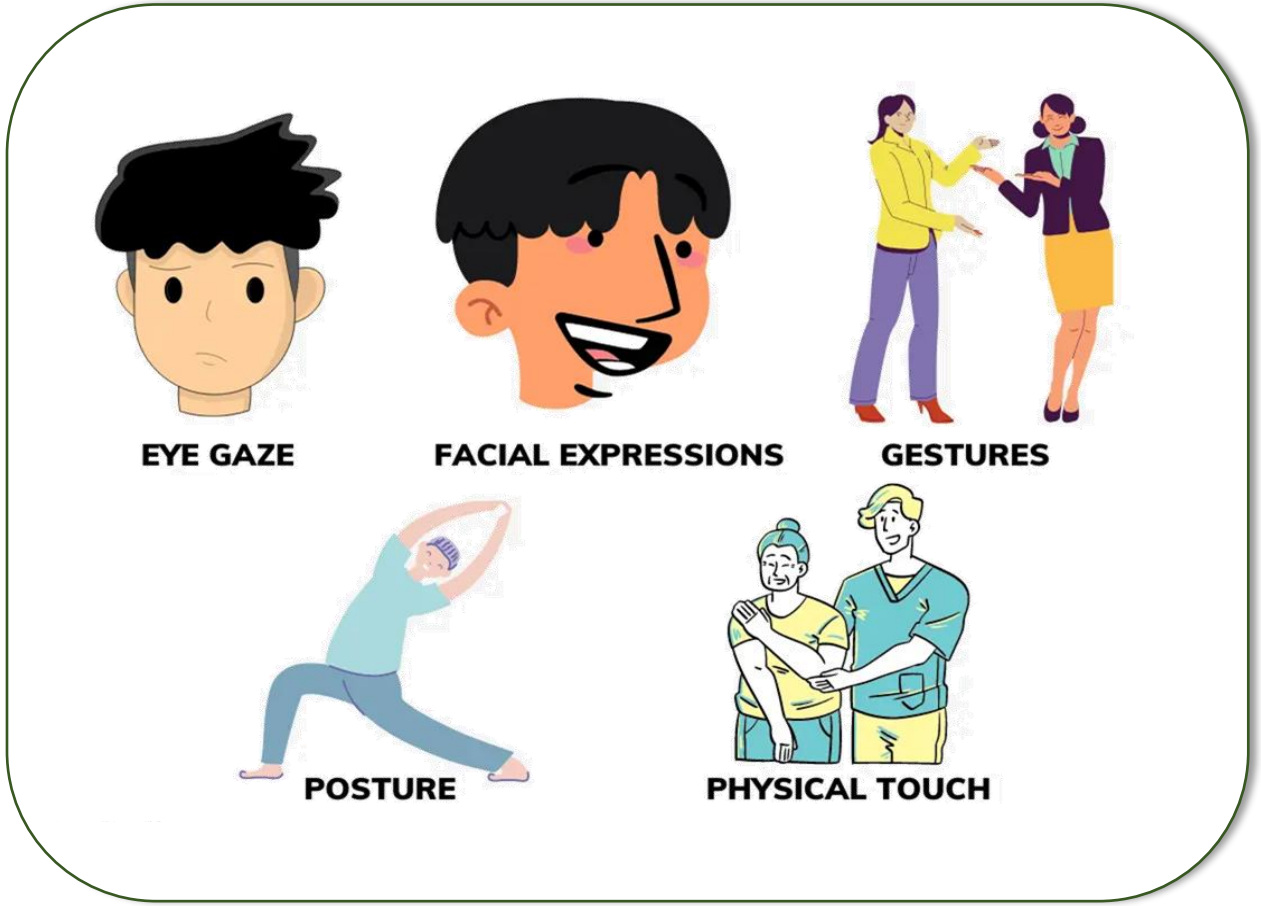
- Interpersonal communication is defined as 'the process by which information, thoughts, ideas and feelings are shared by persons through the exchange of verbal and non-verbal messages'

- It is person-to-person contact in everyday exchanges;
  - ➢ It can be formal or informal
  - ➢ It takes place anywhere

Levels of Communication Cont..

Interpersonal Communication Cont..

- Means of communication includes words, sounds, facial expression, gestures and posture.



Levels of Communication Cont..

Interpersonal Communication Cont..

Verbal IPC consists of spoken and written words that people use to convey ideas. In a healthcare encounter, the choice of words clients and providers use greatly influences how well they understand each other. Some of these includes:



1. Medical jargon
2. Dialects, accents, slang
3. Ways to describe illness, beliefs about origin

Levels of Communication Cont..

Non-verbal IPC involve tone, attitude, gestures, physical positioning, and actions that convey a message.

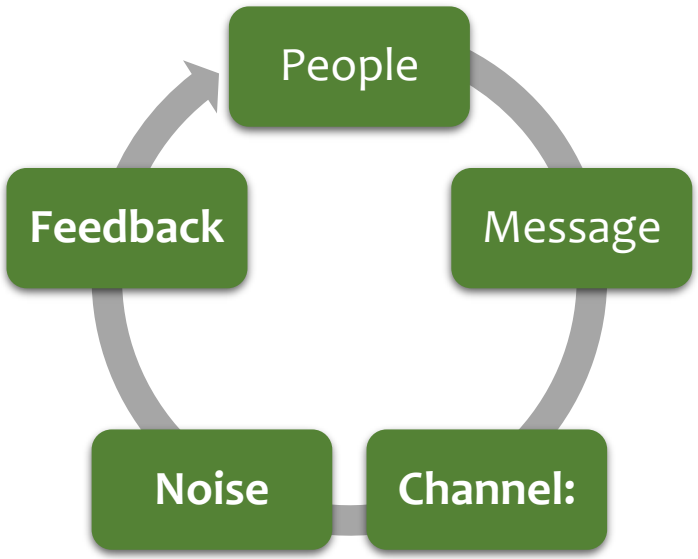


Non-verbal Cues

- Nodding, looking at client
- Distractions (cell phones, computer screens, other case notes, colleagues)
- Physical position toward client
- Tone while talking
- Tone while talking

Levels of Communication Cont..

Importance of Interpersonal Communication



1. IPC provides a two-way opportunity for exchange of information. One individual can get clarification or additional information about an innovation from another individual

2. IPC is more persuasive for addressing a strongly held practice, attitude or belief

3. IPC provides an opportunity to model a recommended practice or behavior in a realistic setting such as an individual's home or community, showing people like them engaging in the desired behavior

Levels of Communication Cont..



2

Intrapersonal Communication

Intrapersonal Communication

- Intrapersonal communication is the process of communicating with oneself to critically understand self and creating a positive self-image.
- It is an essential component of human communication that allows individuals to reflect on their thoughts, feelings, and behavior.
- This communication is a continuous process that takes place throughout a person's life.
- It involves both conscious and subconscious thoughts, which play a crucial role in shaping a person's personality.

Levels of Communication Cont..

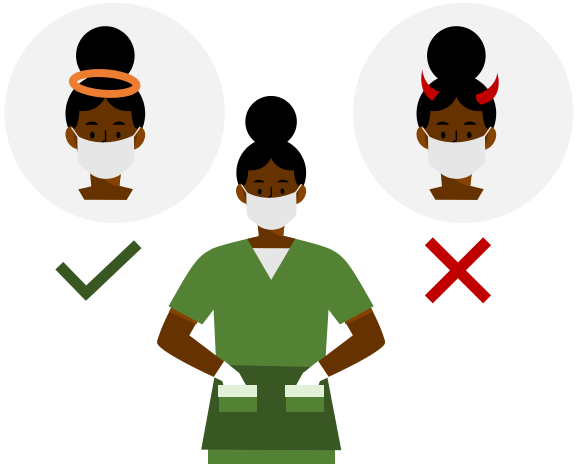


Intrapersonal Communication Cont..

- Intrapersonal communication occurs solely within ourselves. Intrapersonal communications are important for processes such as self-reflection and evaluation.
- It is the key element that underlies our interactions with others.
- Some intrapersonal communication techniques can mimic talking to oneself.
- We use self-talk to make decisions or make sense of the world around us.

Levels of Communication Cont..

Types of Intrapersonal Communication



Self-talk

is the internal dialogue that occurs within an individual's mind. Positive self-talk helps individuals maintain a positive attitude towards life, while negative self-talk can lead to stress and anxiety.



Self-reflection

is the process of examining one's thoughts, feelings, and behavior. It involves introspection and critical thinking, which helps individuals gain insight to inner selves for personal growth and development.

Levels of Communication Cont..

Types of Intrapersonal Communication



Self-concept

is the way individuals perceive their self-image or mental picture of themselves influenced by various factors, such as life experiences, relationships, and cultural background. A positive self-concept enhances self-esteem and confidence, while a negative self-concept can lead to low self-esteem and self-doubt.



Self-esteem

is the evaluation of one's worth or value. It is how individuals feel about themselves and their abilities to improve high self-esteem over low self-esteem leads to self-doubt.

Levels of Communication Cont..



3

Group Communication (Mass com. Public Com.)

Group Communication

- This is a form of communication with at least three individuals working together toward a common objective.
- These groups may occasionally number up to fifteen, but larger groups are far more challenging to control and tend to cause more issues.
- The ability of every group member to communicate with every other group is one characteristic of a small group.

Exercise

Looking at this picture, what is your understanding of empathy ?



Empathy

Empathy is the ability to see things through another person's perspective, understanding and feeling what they are experiencing (despite differences in values).

Empathy helps build trust as patients feel the provider is:

- Being transparent, honest and open through actions, not just by saying so
- Listening to and understanding them and their concerns
- Being sincere about wanting what is best for them

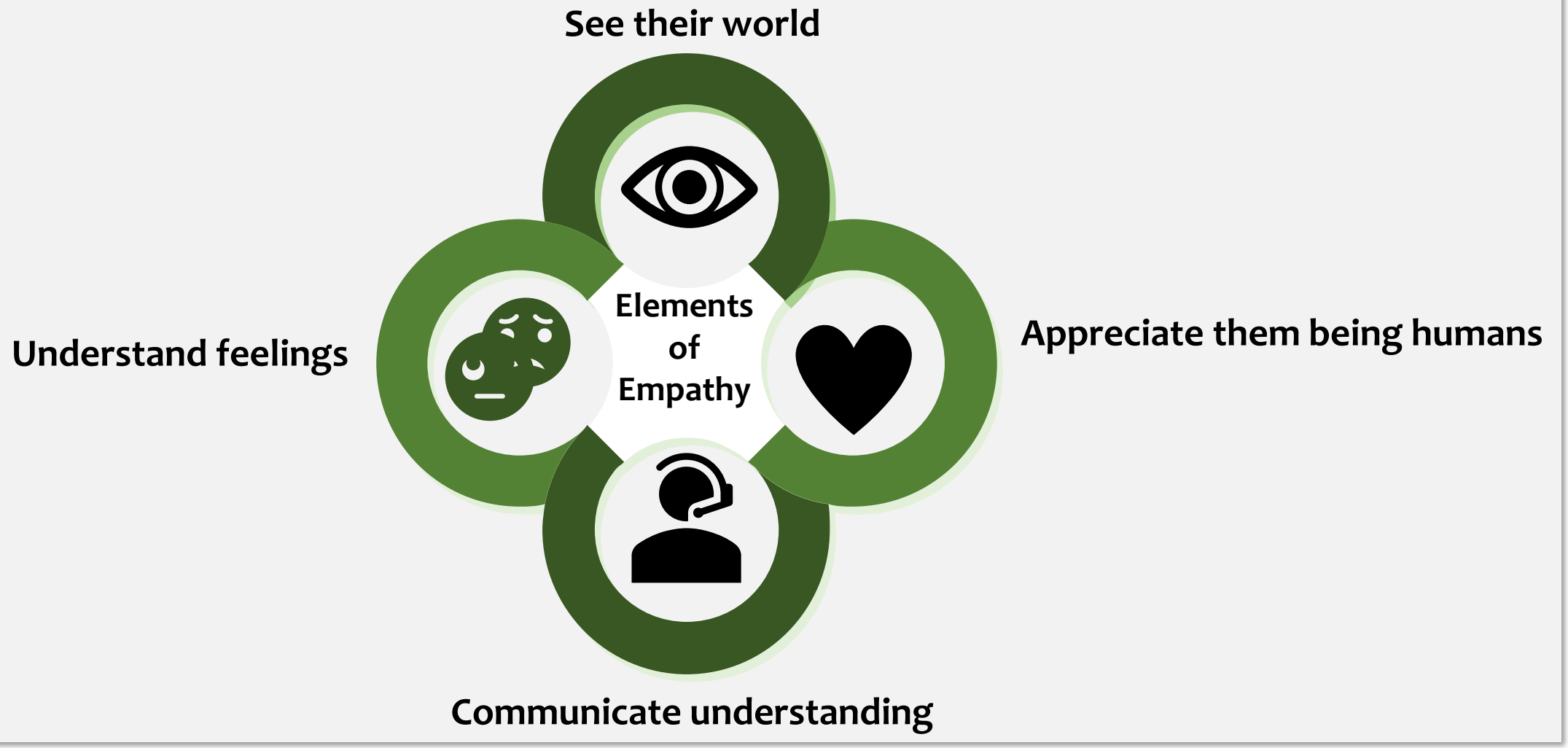
Put Yourself in Your Patients' Shoe





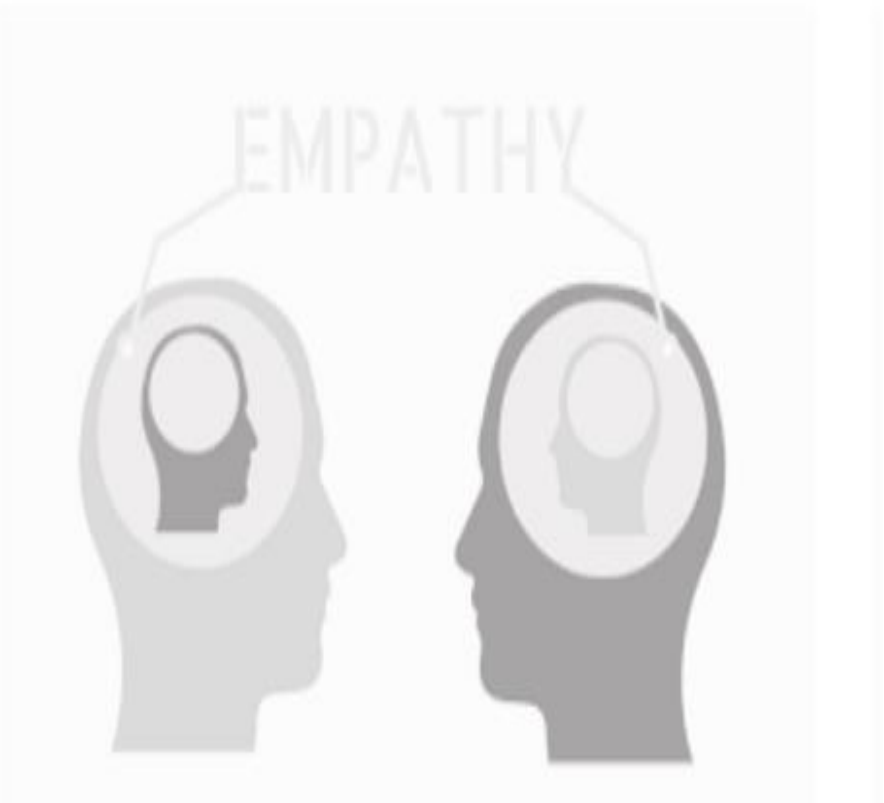



Elements of Empathy

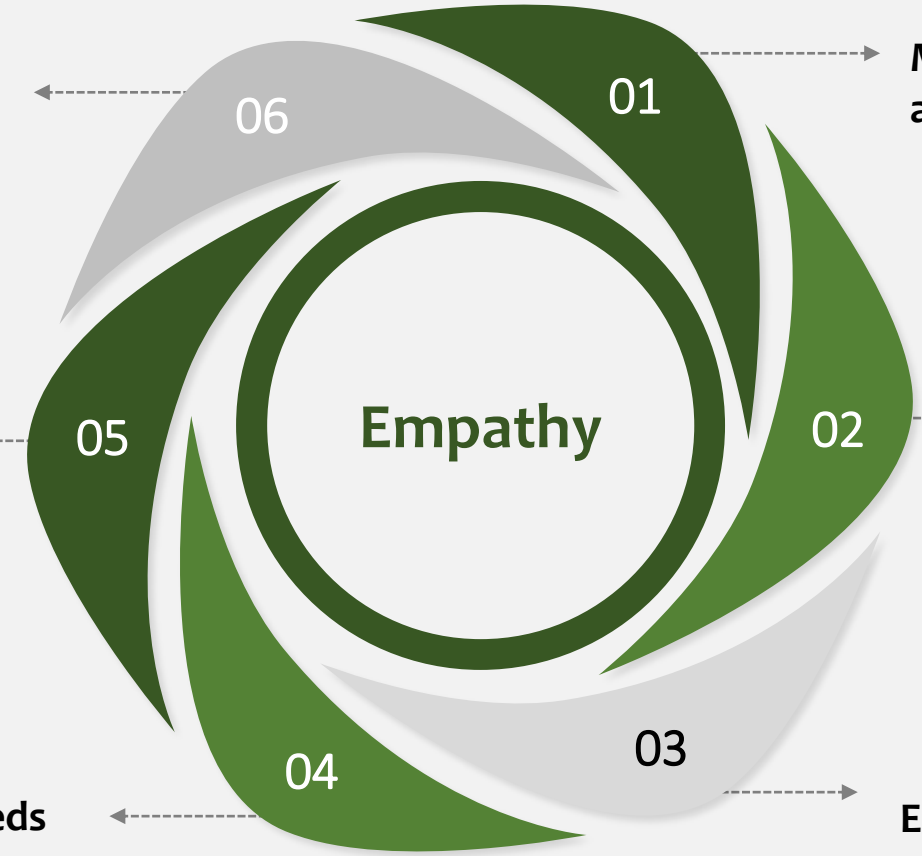


Importance of Empathy

1. Every day health care workers have an opportunity to make a difference in a client's life
2. If you or a loved one have needed care, you may remember what a difference it makes to have caring providers
3. Showing empathy not only improves the client experience, it also makes your job more engaging and rewarding
4. Clients who experience empathetic care have better clinical outcomes



Tips for Practicing Empathy



01 Maintain a friendly, relaxed, and attentive attitude

02 Accept and treat all clients equally, no matter their age, socioeconomic or marital status, religion, parity, physical abilities, ethnicity, tribe, class, or identity

03 Ensure privacy and confidentiality

04 Create safe space by asking questions, listening with empathy and without judgment, to understand the client's needs

05 Show respect for clients

06 Look for feelings of hopelessness, depression, or lack of interest in activities and provide needed support

5.12.4 Samples Compassionate Phrases



Exercise

Participants to list examples of communication skills

Communication Skills: The health Workers' Credibility

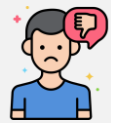
Health Workers show credibility in communication when they have the ability to:

- Effectively listen to clients to ensure they understand concerns and providing empathetic response
- Communicate medical information in clear and understandable manner, avoiding jargon to facilitate client comprehension
- Demonstrate empathy and build trust, by understanding and acknowledging clients' feelings and concerns
- Use non-verbal communication such as body language and facial expressions to convey compassion, reassurance, and attentiveness during interactions
- Be culturally sensitive by respecting diverse backgrounds, adapting communication styles to accommodate different cultural norms and values
- Maintain patience when addressing questions, allowing clients ample to express themselves and ask for clarification
- Handle conflicts or disagreement with diplomacy

Required Qualities/Practices of health Workers at the health Facility

1	Be a good listener
2	Understand client needs and explain all concerns available about services provided
3	Understand the things that stress you (“stressors”) and learn to manage them well
4	Have sympathy for the pain and suffering of clients
5	Feel compassion and provide comfort
6	Be flexible and ready to work hard for many hours

Things to Avoid at the health Facilities

1	Don’t scream at people for any reason- explain things gently 
2	Don’t push or shove people – show respect 
3	Avoid negative comments, complaints, murmuring or criticism 
4	Don’t give wrong answers and don’t make false promises 
5	Avoid negative non-verbal cues (frowning, hissing, etc.) 

Types of Communication Interactions

Caring



The goal is to establish and maintain a positive rapport with the client

Problem Solving



The goal is for the client and provider to share all necessary information for accurate diagnoses and appropriate treatment

Counselling



The goal is for clients to understand their condition and adhere to their treatment or therapeutic regimen

Types of Communication Interactions

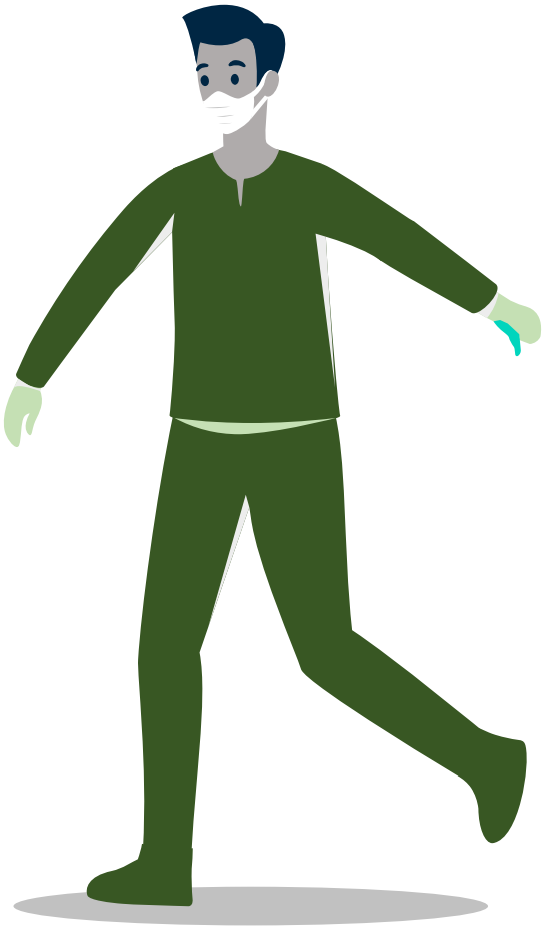
Caring	Problem Solving	Counselling
Have you…		
▪ Greeted the client in an open and appropriate way? ▪ Used verbal and nonverbal communication to show that you are listening? ▪ Invited the client to tell you how he/she feels both physically and emotionally? ▪ Shown the client that they are respected and valued? ▪ Demonstrated concern and empathy? ▪ Echoed the client's emotions? ▪ Expressed support and partnership? ▪ Given realistic encouragement and reassurance? ▪ Acknowledged any service problems, apologized, and offered a solution?	▪ Listened actively? ▪ Encouraged dialogue using open-ended questions? ▪ Avoided interrupting the client? ▪ Avoided distractions? ▪ Asked him/her what they think has caused the ailment? ▪ Probed the client for more information using phrases like "please go on"? ▪ Waited until you have all the relevant information to make a diagnosis? ▪ Confirmed that the client feels their concern has been addressed?	▪ Explored the client's understanding of their condition? ▪ Corrected misunderstandings or misinformation? ▪ Used vocabulary and explanations that the client can understand? ▪ Used visual aids if available? ▪ Recommended concrete behavioural changes? ▪ Collaborated with the client to select an appropriate and feasible solution? ▪ Motivated the client to comply with the solution? ▪ Summarized the diagnosis, treatment, and recommended steps in simple terms? ▪ Asked the client to repeat or describe the treatment terms? ▪ Urged the client to ask additional questions? ▪ Confirmed follow up actions with client?

Reasons to communicate with community members

- To give and receive information about health issues
- To persuade the other person to accept PHC intervention
- To increase understanding of health practices
- To maintain relationships with the community members
- To get ideas about the health needs of the community

Health Care Worker Wellbeing and Resilience

- Healthcare workers are at high-risk of experiencing stress and fatigue.
- The work place has brought on additional stress and psychological trauma.
- Burnout/fatigue is a state of mental, emotional, or physical exhaustion resulting from various stressors.



Health Care Worker Wellbeing Cont..

Consequences of fatigue can include:

1. Feelings of loneliness/disconnection/despair,
2. Feelings of energy depletion or exhaustion,
3. Increased mental distance from one's job, and
4. Feelings of negativism or cynicism related to one's job.

These can lead to increased absenteeism, clinical errors, reduced productivity, breaches in infection control, poorer quality of care and can affect personal/family relations

Coping with Stress and Fatigue for health Worker

1. Accept all of your feelings
2. Before you can look after others, you need to look after yourself
3. Admit that you are stressed
4. Be flexible; go easy on yourself and practice intrapersonal communication
5. Be realistic about what you can and can't control
6. Practice self-care—it is necessary, not selfish



Coping with Stress and Fatigue Cont..

When stressed, think of something you can do to feel better

- What has helped you feel better previously when you felt this way?
- Is there anyone who can help and support you?
- Are there activities that you used to enjoy doing that you could do now? Taking a break or vacation
- Maintain a healthy lifestyle: proper diet, sleep, exercise and social contacts with friends and family.
- Do an activity that you enjoy or find meaningful regularly

Health Workers Mental health Support

Build trust and friendliness

Have confidential discussions with your peers

Listen without judging, making assumptions or giving advice

Avoid conflicts in the workplace as much as possible

Watch out for signs of fatigue and be as supportive as possible





KEY MESSAGES

- Health is an area where effective communication is particularly important, as good communication contributes to all aspects of healthcare.
- Effective communication between PHC workers and patients can have many beneficial effects
- PHC workers have to communicate with patients to achieve a number of different goals


Thank
you