



SNS COLLEGE OF NURSING

SARAVANAMPATTI, COIMBATORE-35

DEPARTMENT OF NURSING

COURSE NAME : BSC (N) I YEAR

SUBJECT : NURSING FOUNDATION

UNIT IV: COMMUNICATION



INTRODUCTION



- Communication is a process involving the sorting, selecting, and sending of symbols in such a way to help the listener perceive and recreate in his/her own mind the meaning contained in the mind of the communicator.
- The word “communication” is derived from Latin word 'communes' which means common.

DEFINITION

- It is a process of giving and receiving information, a form of interaction or transaction.





PURPOSES



- To transfer information between all classes of employee to have common understanding among them.
- To interpret and adopt policies in the organization
- To induce motivation, cooperation and coordination
- To improve employer- employee relationships



PURPOSES



- To recruit, select, train and develop personnel in the organization
- To encourage participation in decision making
- To delegate authority
- To ensure job satisfaction
- To improve public relation
- To get the feedback from the personnel



LEVELS OF COMMUNICATION



- Intrapersonal
- Interpersonal
- Small group
- Electronic
- Public

INTRAPERSONAL COMMUNICATION

- It is a communication of internal use of language or thought Nurse use intrapersonal communication to develop self awareness and a positive self esteem that enhances appropriate self expression



INTERPERSONAL COMMUNICATION

- It is one to one interaction between a nurse and another person that often occurs face to face
- It is an exchange for information between two or more people



- It is the interaction that occurs when a small number of people meet.
- It is usually goal oriented
- It requires understanding of group dynamics
- Nurses work with other disciplines and participate in patient care conference.



PUBLIC COMMUNICATION

- It is interaction with an audience
- It requires special adaptation in eye contact, gestures, voice modulation and use of media materials to communicate messages effectively

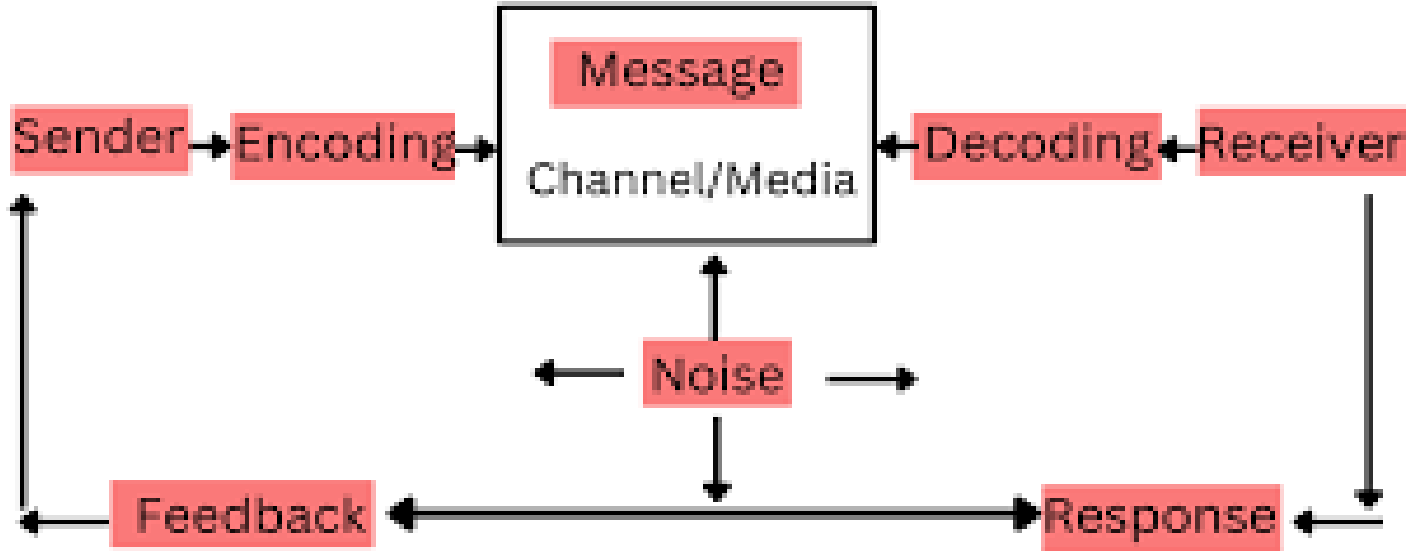


ELECTRONIC COMMUNICATION

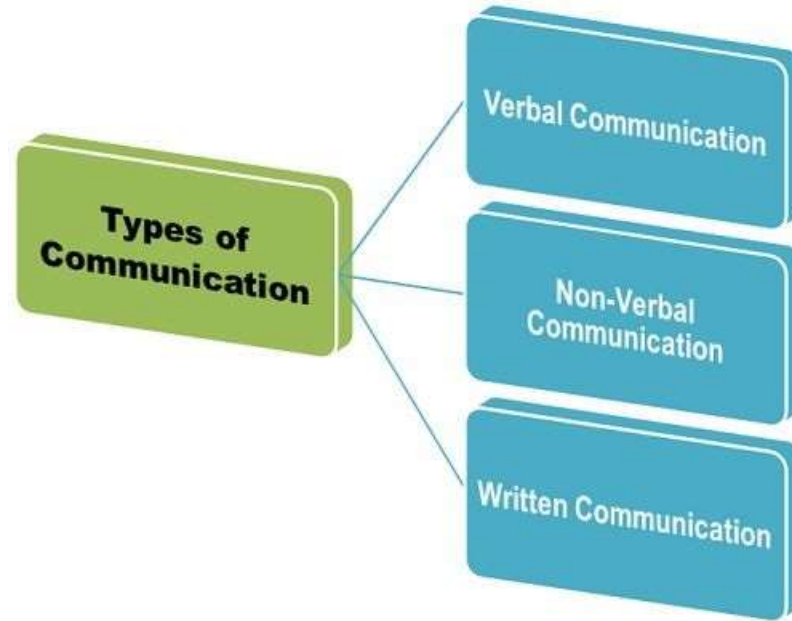
- It is the use technology to create ongoing relationships with patients and their health care team
- Examples: E-mail, social media, text messaging and electronic health records.



ELEMENTS OF COMMUNICATION



FORMS OF COMMUNICATION



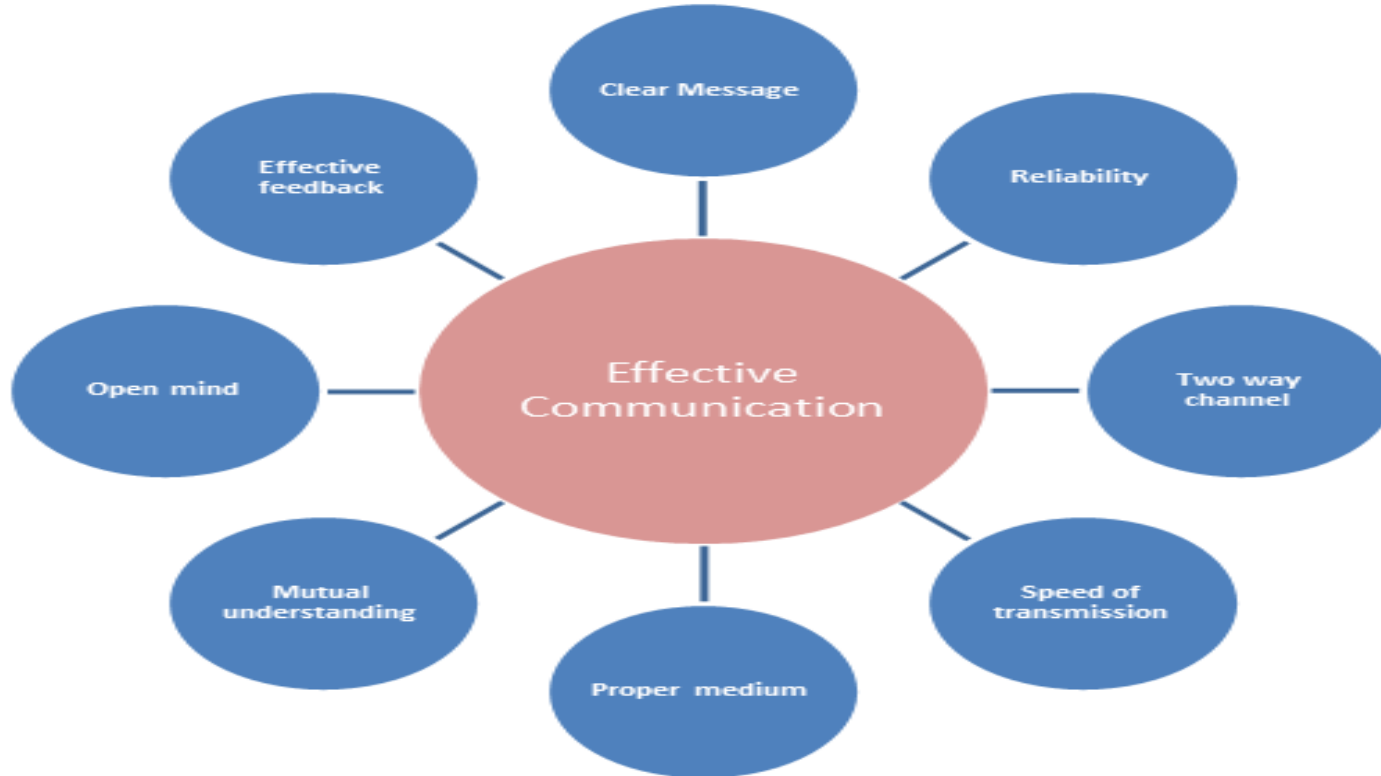


FACTORS AFFECTING COMMUNICATION



- Development: Language, psychosocial & intellectual development
- Gender: Girls- use more language
- Values and Perception
- Personal Space
- Territoriality
- Roles & Relationships
- Environment
- Congruence
- Interpersonal attitudes: caring, warmth, respect

EFFECTIVE COMMUNICATION

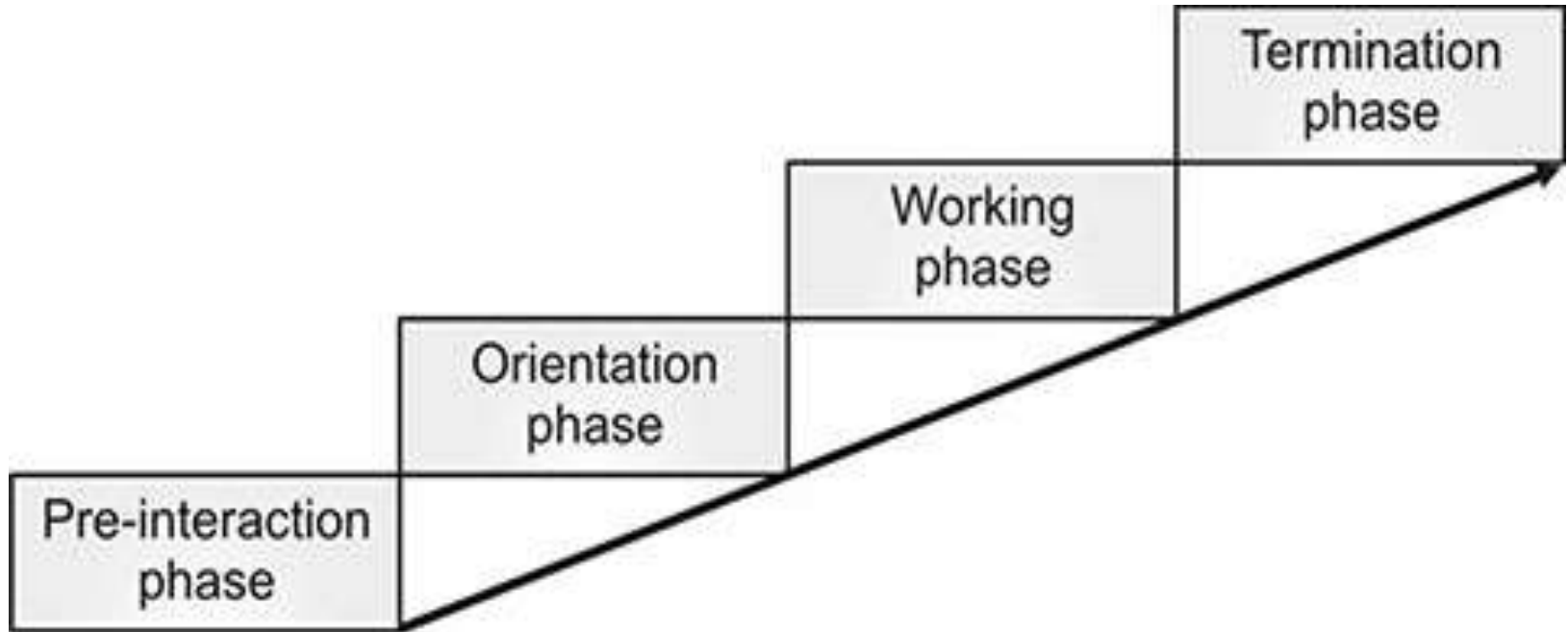


Barriers of communication



- It is the foundation of the clinical nursing practice. In such relations you assume the role of professional helper and come to know a patient as an individual who has unique health needs.





PREINTERACTION PHASE

Before meeting a patient

Review available data, including the medical and nursing history

Talk to other care givers who have information about the patient.

Anticipate health concerns or issues that arise

Identify the location and setting that fosters comfortable, private interaction

Plan enough time for initial interaction



ORIENTATION PHASE

- When the nurse and the patient meet and get to know one another
- Set the tone of the relationship by adopting a warm, empathetic, caring manner
- Closely observe the patient and expect to be closely observed by the patient
- Assess patient's health status
- Clarify patient's and your role
- Let the patient know when to expect the relationship to be terminated





WORKING PHASE



- When the nurse and patient work together to solve problems and accomplish goals
- Encourage and help patient express feelings about his or her health
- Help the patient with self exploration
- Take actions to meet the goals set by the patient.
- Use appropriate self disclosure and confrontation

TERMINATION PHASE

- During the ending of the relationship
- Remind the patient that termination is near
- Evaluate goal achievement with the patient
- Achieve a smooth transition for the patient to other caregivers as needed



EFFECTIVE COMMUNICATION WITH PATIENT

- The nurse must first develop a interpersonal relationship with the patient
- The nurse must explain each procedure clearly before she could proceed
- The nurse must educate the patient regarding the dietary pattern, follow up and home care.
- The nurse must record & report the significant restrictions, position or alert to any symptoms to the patient.



- While communicating with the family members encourage, appreciate and sothen them
- Do not approach them in a negative way
- While communicating be clear, gentle and precise
- Use gestures of affection lavishly in the communication



EFFECTIVE COMMUNICATION WITH TEAM MEMBERS

- Always provide chance for each fellowmen in the team to speak
- Validate each members point of view
- Ensure whether your team members have understood the goal of care for the patient
- Define the role and responsibility of every me organization.



VULNERABLE GROUPS

Children

Women

Physically challenged

Mentally challenged

Elderly



COMMUNICATION WITH CHILDREN

- Introduce yourself and your role to the child/young person and their parents.
- Work in such a way as to ensure that children's and young people's rights are protected and asserted.
- communicate directly with children and young people; listen and respond appropriately to what they say themselves.



COMMUNICATION WITH WOMEN

- Introduce yourself to the women
- Build respect & trust between you and the women
- Maintain a humanized and individualized care
- Develop the social network talk with the women
- Understand the need of the women and empathize with her





COMMUNICATION WITH PHYSICALLY CHALLENGED



- Introduce yourself to the person.
- Look at the person as a person, the same way you look at nondisabled people.
- Speech intelligibility of a person with a speech impairment will often improve after you've spent some time and grown accustomed to their speech patterns.





COMMUNICATION WITH MENTALLY CHALLENGED



- Maintain calm and low volume
- Know your patient mental age
- Do not cover or hide your mouth because listeners will want to watch you as you pronounce your words.
- Do not mimic how the mentally challenged speaker pronounces words



- Allow extra time for older patients.
- Avoid distractions.
- Sit face to face.
- Maintain eye contact.
- Listen.
- Speak slowly, clearly and loudly.
- Use short, simple words and sentences.



PATIENT TEACHING

- It is the information given to the patient about their diagnosis, prognoses and available treatments to help them make intelligent, informed decisions about their health and life style



INTEGRATING COMMUNICATION WITH NURSING PROCESS





ROLE OF NURSE IN TEACHING AND LEARNING PROCESS



S- Speak up if you have questions or concerns

Pa- Pay attention to the care you get

E- Educate yourself about your illness

A- Ask a trusted family member or friend to be your advocate

K- Know which medicine to take and why you take them

P- Participate in all decisions about your treatment

CONCLUSION

- Communication is a powerful therapeutic tool and an essential nursing skill that influences others and achieves positive health outcomes.
- Nurses use interpersonal, transpersonal, small group and public interaction to achieve positive changes and health goals





ASSESSMENT



1. Define communication
2. Enlist types of communication
3. Enumerate barriers of communication
4. Explain about patient teaching
5. Explain about role of nurse in communication



REFERENCES



1. Carol Taylor.et.al.,”Fundamentals of Nursing, The Art and Science of Nursing Care”., 6th edition., Vol – II., 2009., Wolters Kluwer publications., New Delhi.
2. Potter and Perry’s., “ Fundamentals of Nursing”., 6th edition.,2006., Elsevier India private Ltd., New Delhi.



Thank You