

PRESENTATION: **COMMUNICATION IN HEALTH AND** **SOCIAL CARE**

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Module code and title

BMSW4002 Effective Team Working and Communication

Lecturer's name

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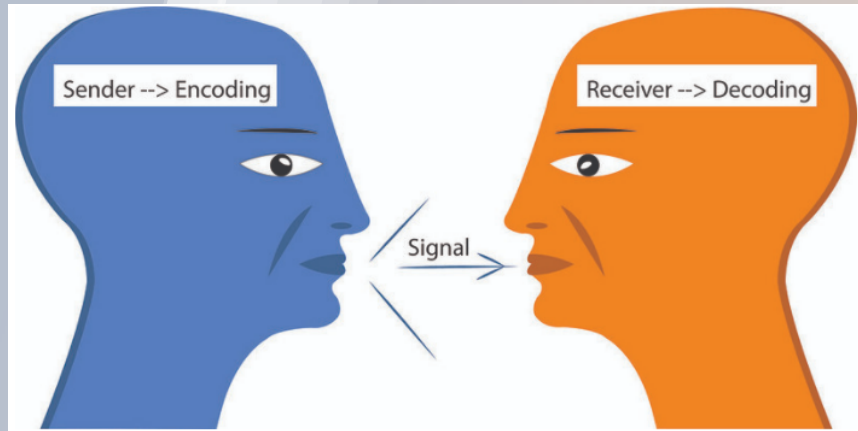
INTRODUCTION

- Teamwork in health and social care directly impacts the patients associated with them.
- It becomes pertinent that all the members work together in a team to provide the best services in care to the patients.
- According to Rosen et al. (2018), teamwork is effective when the communication between members is strong.



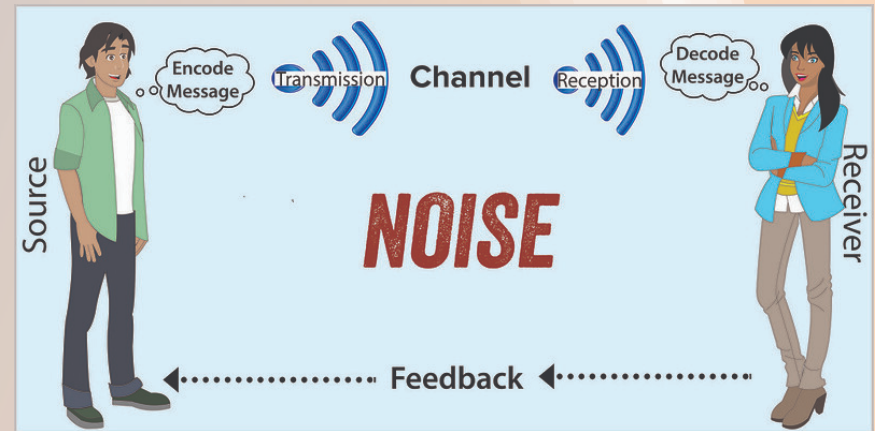
Theories related to modules of communication

Wilbur Schramm, (1954)



Schramm's Interactive model

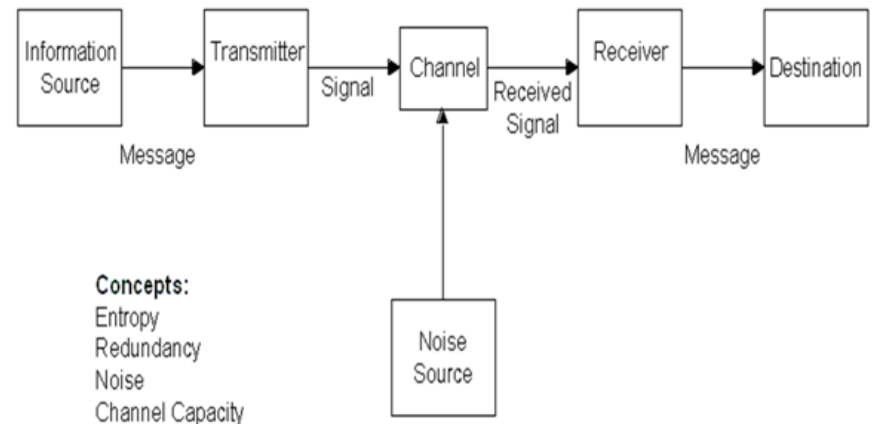
Weaver & Shannon, (1963)



Shannon and Weaver model

SHANNON AND WEAVER MODEL

- A processing approach in communication that describes the ways of communication channels and how it impacts the public.
- It provided ways of increasing communication channels that included multimedia.
- Effective communication helped in better connectivity with the targeted patients seeking health and social care (Gillespie and Schiffman, 2018).
- Noise creates disruption and confuses team members.

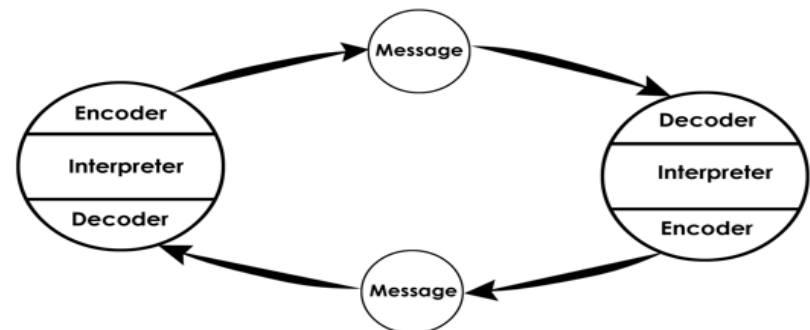


Businesstopia, (2018)

SCHRAMM'S INTERACTIVE MODEL

- A non-linear pathway between the sender and receiver.
- According to Kimmel and Mutto (2019), this model considered the importance of experience, background, and knowledge of the encoders and decoders as important factors for the correct interpretation of information.
- Encoding and decoding of messages serve as a vital part of communication.
- Schramm's communication model is a cyclical model that contains all the basic principles required by communication.

SCHRAMM'S INTERACTIVE MODEL



CHANNELS OF COMMUNICATION

Face-to-face communication

- Facial expressions
- Physical presence
- Delivers sensitivity of information

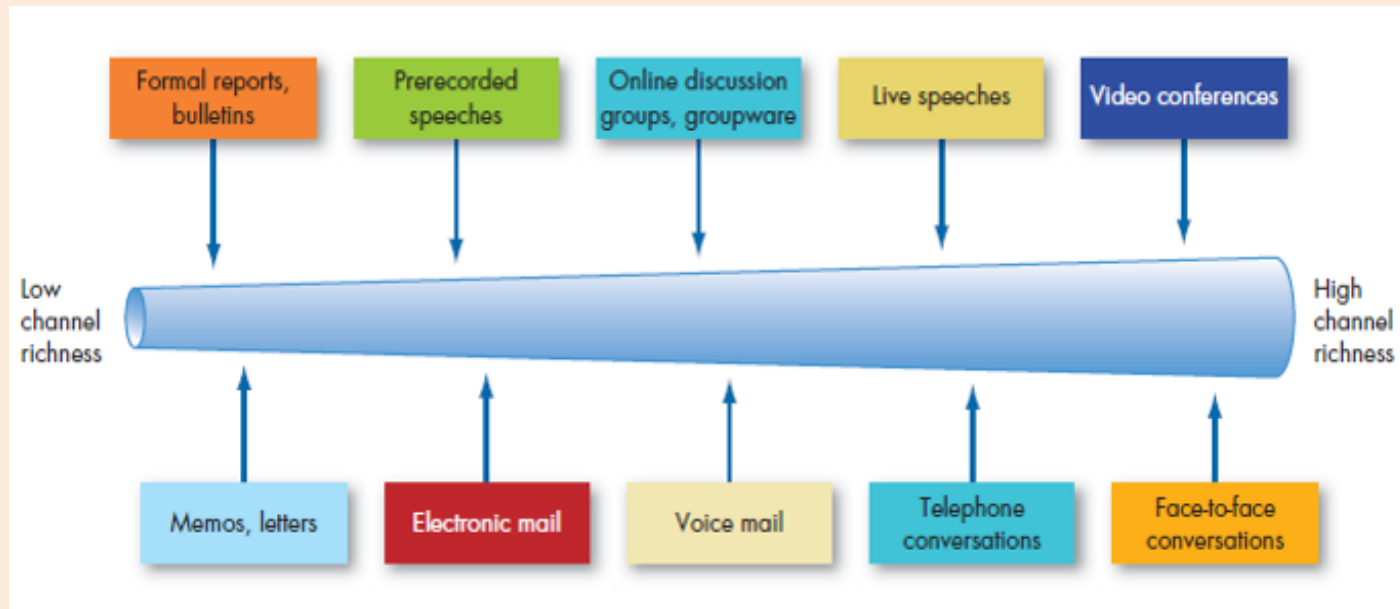
Personal interactive communication

- No physical presence
 - Electronic media
- Telephonic conversations
 - Faster mode

- Communication channels refer to the modes of message conveyance.
- The richness of the channels increases efficiency of message dissemination to team members.
- For health and social care services, face-to-face and personal interactive modes of conveyance serve as rich channels of communication.

FACE-TO-FACE COMMUNICATION

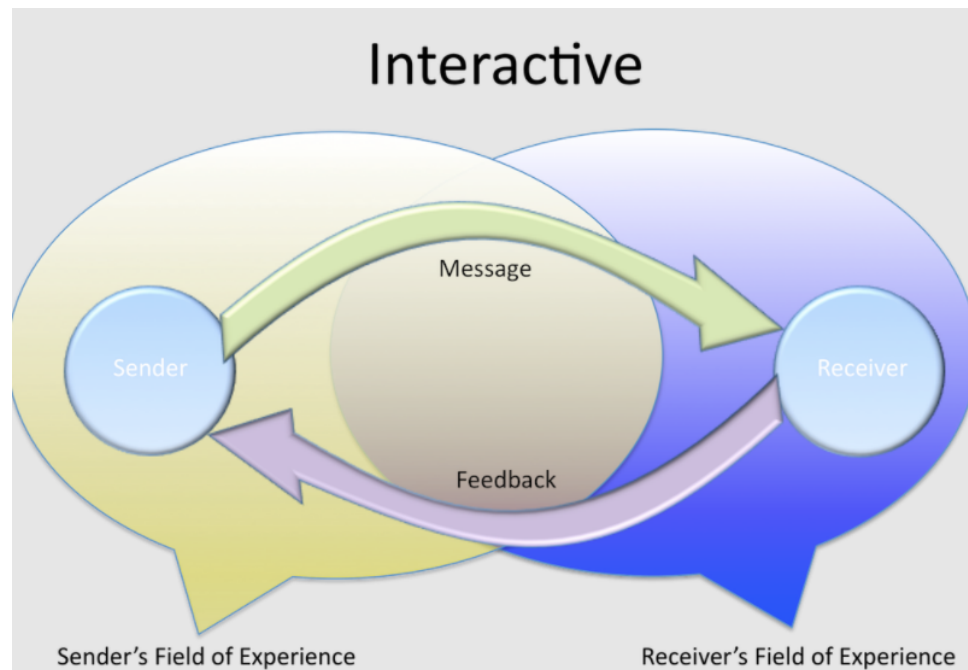
- In communicating families with children using healthcare services, facial expressions and tones impart sensitivity.
- As opined by Battiston *et al.* (2017), it serves as a rich channel.
- It can be used for conveying the health status to the patient's families and to team members to act according to the sensitivity of the situation.



•(Lengel, Daft and Noe, 2001)

PERSONAL INTERACTIVE COMMUNICATION

- Personal telephonic conversations, emails and memos respectively used for delivering the information at the earliest.
- As said by Murphy and Sashi (2018), digital communication such as emails is faster than face-to-face communication provides valid documentation on the behalf of the encoder.
- New staffs supporting facilities can telephone families for giving updates of children's health creating personalized communication.



BARRIERS THAT PREVENT EFFECTIVE COMMUNICATION



- Communication barriers hinder the communication process that disrupts teamwork.
- Critical information would not be properly disseminated (Miles *et al.* 2017).
- Interpretation of cultural practices and beliefs used by care givers becomes different for Children's families if they belong to different culture.
- Different people have different pronunciation and interpreting language

Emotions

- Emotional misconnection leads to different interpretations of information.
- Lack of rational objectification of current condition of children can give rise to conflict and anxiety among families.

Defensiveness

- Stress and anxiety cause people to act defensive to the information.
- Children families sometimes become defensive regarding medication and safety of them during treatment.

Information overload

- It occurs when the medical terms exceeds the processing capacity of families.
- Hence, they become anxious about child's health.

IMPACT OF COMMUNICATION ON STAFF AND PATIENTS



- Poor communication hinders the quality of services, dissemination of information, and resources utilisation.
- According to Gittell *et al.* (2020), the quality of services provided by the healthcare professionals is decreased if team members have ineffective communication skills.
- Clinical information is properly disseminated among families using easy language that can ease understanding.

CONCLUSIONS

- Effective communication is necessary for building a team in health care.
- This increases the organizational value and trust of the seekers towards the organization.
- Different communication barriers must be identified and resolved for having a positive impact on the patients and the team members.

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TEAMWORK EVALUATION

Teamwork Evaluation	Team responses.
Who was in your team?	
What were the key strengths of your team?	
What were the challenges that you overcame as a team?	
What would you do differently if you worked as a team again?	
How would you rate your team working? Out of 10?	