
The crucial role of communication in health and social care

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Introduction to communication

- What does communication mean?

Communication is the exchange of information and feelings through verbal and non-verbal methods

- Communication is the key link between the practitioner and the service user.
- According to skills for care (2023) communication is essential for providing a high quality, client-focused way of support.
- The goal of communication is to build trust with the service user and identifying specific needs and preferences accurately.

Why is communication important?

Communication is important in health and social care because

- It ensures patient safety: it allows the service user to build trust with you, and it allows you to prevent any errors from happening e.g. mixing up medication or care delivery.
- It allows the service user to be cared for the way they want it guarantees that the service user's voice and preferences are being heard.
- It always guarantees a positive impact: it reduces anxiety levels for families and friends of the service user, stimulating a safer and more trusting environment.

Practical application: de-escalation in dementia care

- The scenario: A resident in a care home becomes agitated due to confusion or distress
- Putting the skill into practice: employing basic communication strategies: non-threatening body language, a calm tone and active listening
- The objective: to de-escalate the situation by making the service user feel calm and safe rather than agitated.
- The royal college of nursing(2024) emphasizes that these strategies are important clinical tools that help practitioners manage distress and build relationships even in challenging situations.

The executive impact of communication

- Comprehensive support: reduces emotional distress and anxiety for both the client and their families
- Accurate data collection: result to better information gathering, which results in more effective and accurate treatment plans
- Responsibility and Consistency: ensures clear documentation so that the "duty of care" is maintained throughout shifts
- Corporate image: high-quality communication builds public trust and meets national standards for professional excellence

References

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