

Professional development within health and social care

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What Do We Mean by Communication?

01

Communication skills include verbal, non-verbal, written and digital interactions (Arnold and Boggs 2020)

02

Involves **listening, questioning, clarifying, and responding.**
(McCormack and McCane, 2017)

03

Essential for safe, person-centred care.
(Leonard. Graham Bonacum . 2004)

Why Communication Is Essential in Health & Social Care

01

Person-centred care — ensures individuals feel heard, respected and involved (McCormack and McCance, 2017)

02

Safety and accuracy — reduces risk of errors in medication, treatment or support. (O'Daniel and Rosenenstain, 2008)

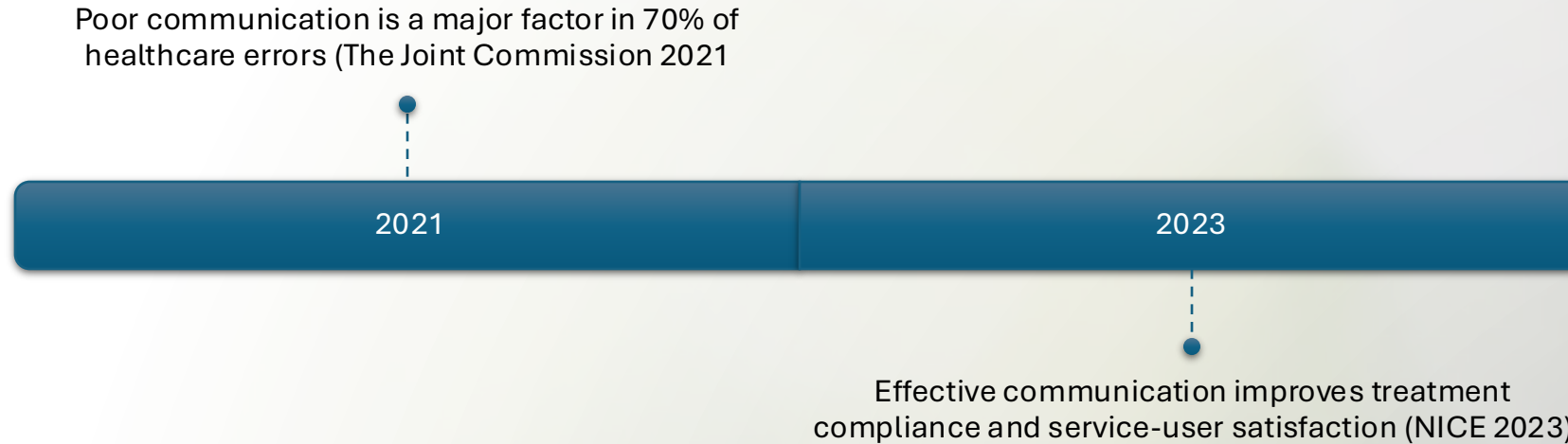
03

Interprofessional teamwork — enables smooth coordination between nurses, social workers, GPs, therapists. (Hargie 2021)

04

Trust and rapport — improves engagement and outcomes (Leonard, Graham and Bonacum, 2004)

Why It Matters?



How do I apply communication skills at work:

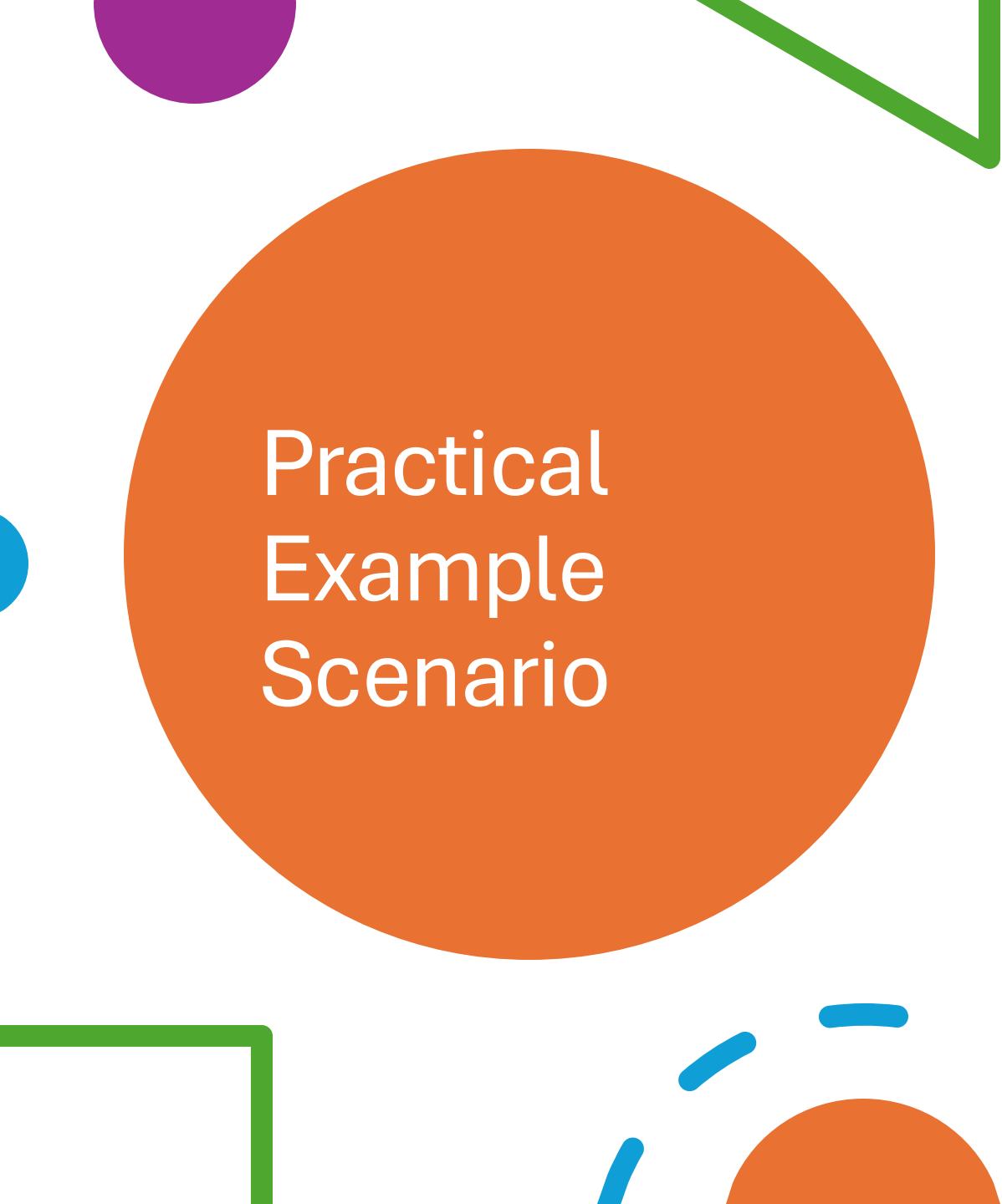
Active listening to understand needs and emotions

Open-ended questions to encourage fuller responses

Non-verbal communication such as eye contact, posture, and tone

Cultural sensitivity to support diverse communities in the West Midlands

Documentation: accurately recording information to support continuity of care



Practical Example Scenario

Scenario/Example: Supporting a young adult with Autistic and learning disability.

Below are key steps taken apply when a young adult is usually agitated:

- Use **clear, simple language** and avoid metaphors.
- **To** calm them down call next of kin or friend or someone who knows them better.
- Use a melodic music or object that they are familiar with to calm them down
- Speak to a staff member that they are comfortable with
- Provide **visual prompts** or written notes
- Check understanding by asking them to **repeat key information in their own words**
- Allow **extra processing time** before expecting a response

Outcome: reduces anxiety, increases engagement, and ensures informed consent



Conclusion

- Communication is **fundamental** to safe, high-quality care
- It supports **trust, accuracy, collaboration**, and **person-centred practice**
- Practical strategies ensure inclusive support, especially for **neurodivergent** and **minority** communities



Referencing

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