



# COMMUNICATION SKILLS IN HEALTH AND SOCIAL CARE

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**MODULE NAME AND CODE: PROFESSIONAL  
DEVELOPMENT WITHIN HEALTH AND SOCIAL  
CARE (LCHS4009)**



# WHAT IS COMMUNICATION?

- Communication is the sharing of information, ideas, thoughts and feelings between people using verbal, non-verbal, written and digital means (O'Toole, 2024)

## Types of Communication

- Verbal communication
- Non-verbal communication
- Written communication
- Digital communication



# WHY COMMUNICATION IS IMPORTANT?

Communication helps to:

- ✓ Establish rapport with patient/families
- ✓ Improve patient safety
- ✓ Minimize the chances of miscommunication or mistakes
- ✓ Encourage collaboration among health care practitioners
- ✓ Enhance the quality of services provided to patients and their quality of life (Rachmad, 2022).



**FACILITATES  
DECISION-  
MAKING**



**PROBLEM-  
SOLVING**



**RELATIONSHIP  
BUILDING**



# COMMUNICATION AND PROFESSIONAL PRACTICE

## RELEVANCE TO PROFESSIONAL PRACTICE

Medical practitioners regularly deal with:

- Patients
- Families and carers
- Doctors
- Nurses
- Social workers
- Other healthcare staff

## PROFESSIONAL BENEFITS

- Better decision-making
- Improved collaboration
- Enhanced patient outcomes
- Increased professionalism



# PRACTICAL EXAMPLE

## APPLYING COMMUNICATION SKILLS IN PRACTICE



### Scenario

A healthcare assistant is attending to an elderly patient, who looks lost with his/her medicines.



### Communication Actions

- Pay close attention to the patient's complaints.
- Make sure you speak clearly and calmly.
- Use simple language.
- Ask questions to check understanding.
- Report to the nurse if problems are observed.



### Outcome

The patient is comforted and gets the right medication without harm (Jenstad et al., 2024).

# CHALLENGES AND HOW TO OVERCOME THEM



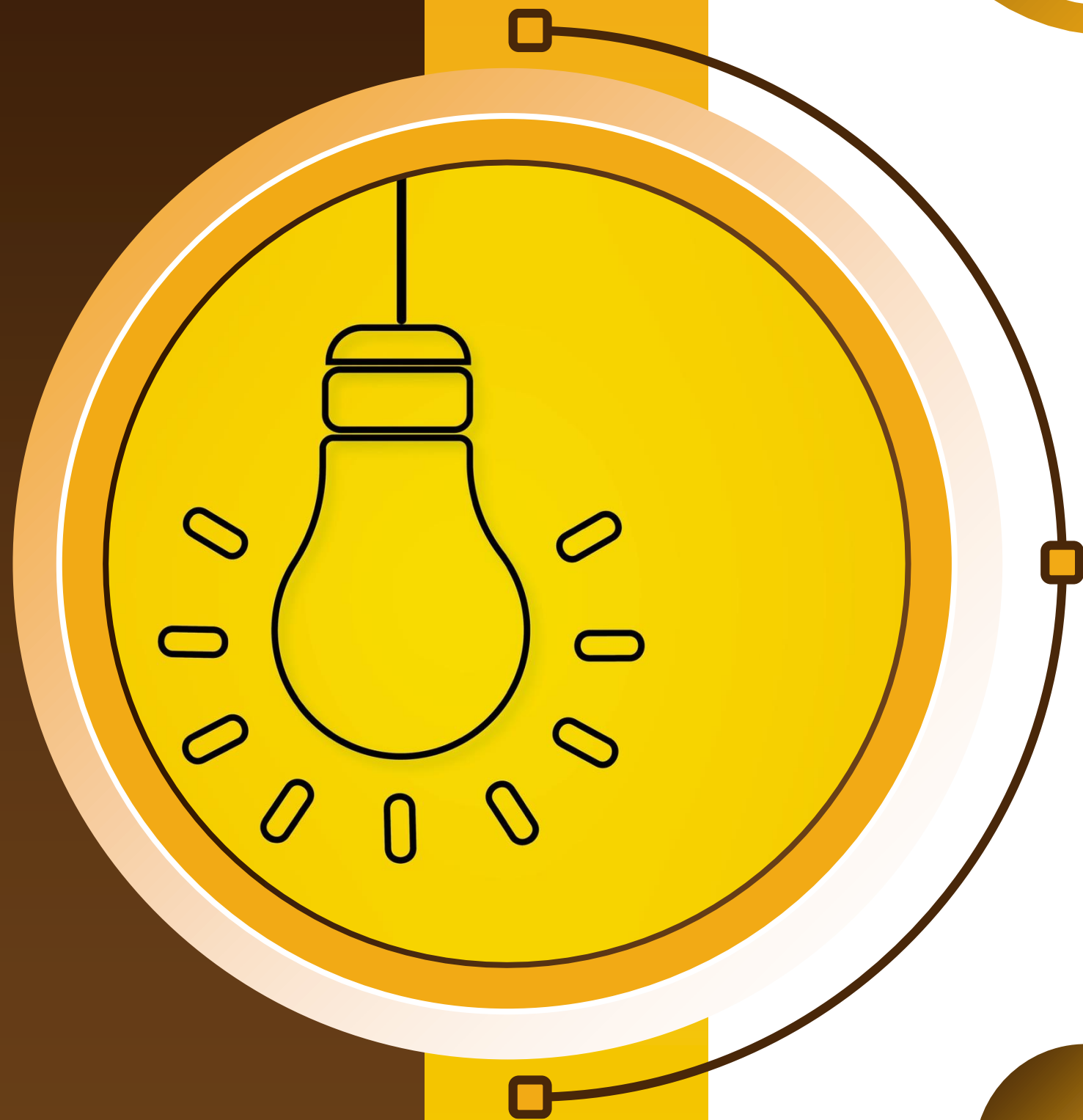
## COMMON BARRIERS

- Language differences
- Hearing difficulties
- Stress and anxiety
- Cultural differences
- Medical terminology



## SOLUTIONS

- Use simple language
- Active listening
- Visual aids
- Translation services
- Empathy and patience



# CONCLUSION

Communication is important in health and social care as it enables the health and social care worker to build trust, offer safe care and to work with others effectively. Communication skills have a positive impact on patient outcomes and enable individuals to receive the support and understanding they need.



# REFERENCES

- O'Toole, G., 2024. Communication-E-Book: Core Interpersonal Skills for Healthcare Professionals. Elsevier Health Sciences.
- Rachmad, Y.E., 2022. Interpersonal Communication Theory.
- Jenstad, L.M., Howe, T., Breau, G., Abel, J., Colozzo, P., Halas, G., Mason, G., Rieger, C., Simon, L. and Strachan, S., 2024. Communication between healthcare providers and communicatively-vulnerable patients with associated health outcomes: A scoping review of knowledge syntheses. Patient education and counseling, 119, p.108040.

