



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Communication

Different groups



Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Learning Outcomes

- Understand how communicate is different with different patient groups
- Explain how you might change your communication approach
- Identify barriers to effective communication

Communication to different groups

- People not all the same
- Need to be flexible



The older person

1. People are living longer
2. Increased medication dependency
3. Common miscommunication
4. Louder and patronising tone
5. Ask few questions
6. Give less information
7. Are less assertive



The older person

Reasons behind the communication issues:

- Poor eyesight
- Reduced hearing
- Reduced mobility
- Lower cognition



The older person

Strategies:

- Slower speech and longer response time.
- Avoid speaking sharply or raising your voice as this may cause distress.
- Avoid kid talk.
- Use humour
- Avoid asking direct questions.
- Ask questions one at a time.
- Don't ask complicated questions.
- If they don't understand, use objects, images or hand can help
- Keep the environment relaxed



The younger person

Children don't think the same as adults

Anxiousness with new people

Apprehension of noises/ sounds

Parental influences



The younger person

Strategies:

- Calm voice
- Clear messages
- Engage in a topic that they might like
- Talk directly to child
- Allow parents time to process



Ultimately good communication = good outcomes

Ethnic and Cultural influences

Speak different languages

Assertiveness and expression

Amount of explanation

Embarrassment within families

Religious difficulties



Management strategies (Verbal)

- Good first impressions
- Give accurate information
- Use open questions
- Repeating and rephrasing
- Avoid jargon, slang and acronyms
- Speak clearly and slowly
- Allow time for the person to respond.
- Clarify messages
- Be an active listener
- Show empathy



Management strategies (NonVerbal)

- Eye contact
- Use facial expressions
 - (Smiling, Frown, A tense facial expression, Wide eyes, Looking away, A scrunched up head and nose and pursed lips)
- Posture
 - Crossed arms Leaning forward
- Proximity
- Environment (Noise, Lighting, etc.)
- Privacy

