

Diploma In Midwifery 1st Year

Subject: Professional Framework &
communication In Midwifery

Topic: Communication of skills

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Concepts of communication

Communication is a process through which the nurse can establish a human-to human relationship and fulfill the purpose of nursing. Through effective communication, the nurse can help individuals and families prevent and cope with the experience of illness and suffering and if necessary, assist them in finding meaning in these experiences.

Definition of communication:

- Communication is the process of transferring information or ideas from one person or group of persons to other person or groups with an attempt to bring them to the point of view.

OR

- Communication is a process by which two or more people exchange ideas, facts, feeling or impressions in ways that each gains a common understanding of meaning intent and use of a message.

Types of communication:

1. Verbal communication

- Written.
- Spoken.
- Television and radio.
- Movies.
- Magazines.
- Books.
- Computer.
- Poster.

2. Non-verbal communication

- Touch.
- Eye contact.
- Facial expression.
- Body postures.
- Gesture.
- Physical appearance.
- Voice.
- Movement.

Elements\Process of communication:

Communication model consists of five elements of communication-

- 1.The sender(source): Sender is a person who sends the message to the receiver.
- 2.The message(content): Message is the information or ideas which send by sender.
- 3.The channel(medium): Channel is the way by which message send.
- 4.The receiver(audience): Receiver is a person who receive message from the sender.
- 5.The feedback(effect): Feedback is the answer which comes from receiver.

Why is communication important for nursing/widwife?

The nursing standards for pre-registration nursing education stipulate that within the domain for communication and interpersonal skills, all nurses must do the following-

1. Communicate safely and effectively.
2. Be able to engage in maintain and disengage from therapeutic relationship.
3. Use a range of communication skills and technologies.
4. Use verbal, non-verbal and written communication.
5. Recognize the need for an interpreter.
6. Address communication in diversity.
7. Promote well-being and personal safety.
8. Identify ways to communicate and promote healthy behavior.
9. Maintain accurate, clear and complete written or electronic records.
10. Respect and protect confidential information.

Principles of communication:

Communication is a two way process of giving and receiving information through any number of channels. Whether one is speaking information to a colleague, addressing a conference or meeting written a new letter article or formal report, the following basic principles apply-

1. Know your audience.
2. Know your purpose.
3. Know your topic.
4. Anticipate objections.
5. Present a rounded picture.
6. Follow through on what you say.
7. Communicate a little at a time.
8. Present information in several ways.
9. Develop a practical , useful way to get feedback.
10. Use multiple communication techniques.

Barriers of communication:

1. Physical barriers –

- Difficulties in hearing
- Short of vision
- Mental retardation

2. Psychological barriers-

- Emotional disturbance
- Anxiety, stress
- Neurosis
- Psychosis

3. Environmental barriers-

- Noise
- Invisibility
- Congestion

4. Cultural barriers-

- Illiteracy
- Customs
- Beliefs
- Religion
- Attitude
- Economic and social class differences, language variation, culture difficulties.

Introduction to interpersonal communication in nursing/midwifery

Meaning of interpersonal communication:

Learning to communicate effectively with other persons requires that several interpersonal skills be mastered.

Assertiveness, a proactive problem-solving and coping behavior is a verbal communication skill that states one's own right positively without infringing on other's rights.

Effective use of assertiveness prevents interpersonal misunderstanding and solves inevitable conflicts that do arise. Studies show that non-assertive behavior in a nurse is related to lower levels autonomy. Responsible communication is established through problem-solving process, the nursing process. Through practicing, assertiveness and responsible communication can be learned.

Definition of interpersonal communication:

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non verbal messages; it is face to face communication.

Purpose/importance/significance of interpersonal communication:

- Helping clients to promote, maintain, or restore health.
- To achieve a peaceful death.
- Facilitating client management of difficult health care issues.
- Providing quality nursing care in an efficient manner.

Functions of interpersonal communication in nursing/midwifery:

1. Functions interpersonal communications are participants involved and consist of inquiring, informing, persuading, and entertaining.
2. During inquiring interpersonal communication establishes good understanding each other (nurse-patient).
3. There are in close physical interaction to each other.
4. There are many sensory channels, used. So that feedback is immediate.
5. Sharing ideas, feelings, and contributes together to total nursing care and treatment of the client or patient.
6. The majors functions for the clients are “to help” and “heal”. Nurse is seeking to help and patient is seeking to healing.
7. Helping relationship is occurring during interpersonal communication. (Nurse-client interaction).
8. It is facilitated by principles of presence (being rather than doing) intention and purpose, empathy, guiding and spirituality.

Characteristics of interpersonal communication:

1. Awareness of self and values.
2. Ability to analyze own feelings.
3. Altruism (receives self satisfaction from helping people in a humanistic way)
4. Strong sense of ethics (make the best possible judgements based on high principles of human welfare).
5. Responsibility (taking responsibility for one own actions and sharing responsibility with others).

Therapeutic communication:

Definition of therapeutic communication:

Therapeutic communication is defined as a purposely form conversation, serving as a point of human contact between nurse and client and allowing them to react common health related goals through participation in a focused relationship.

OR

Therapeutic communication is a process in which the nurse consciously influences a client or helps the client to a better understanding through verbal or nonverbal communication. Therapeutic communication involves the use of specific strategies that encourage to express feelings and ideas and that convey acceptance and respect.

Purpose of therapeutic communication:

- 1.To provide a safe place for the client.
- 2.To explore the meaning of the illness experiences.
- 3.To provide information.
- 4.To provide emotional support that each client needs.
- 5.To achieve maximum health and well being.
- 6.To develop trust.
- 7.To show caring.
- 8.To explore feelings.

Characteristic of therapeutic communication:

1. Client-centered approach: by concerning each client's perspectives and strengths, readiness to learn, ways of relating to others, physical and emotional condition and socio-cultural norms.
2. Goal-directed: To help clients to cope with their illness, to comfort dying person and to assure them that someone is there to be with them and ease their suffering.
3. Rules and boundaries: Time limited and focused. Conversation between nurse and clients focus on specific health care needs, or health-related concerns.
4. Individualized strategies.

Functions of therapeutic communication:

1. The nurse and client work together to solve problems centered on the clients health care needs.
2. The family or significant others are include in the care.
3. Health teaching is conducted.
4. Health promotion and prevention care is delivered.
5. To help clients learn about their illness and how to cope with it.
6. To comfort dying persons and to assure them that someone is there to be with them, and ease their suffering.
7. To help makes illness bearable by reinforcing self-esteem.
8. To help makes supporting the mutual healing powers of a person.

Key techniques of therapeutic communication include-

1.Active listening

2.Asking questions

3.Listening response-

- Minimal cues and leads

- Clarification

- Restatement

- Paraphrasing

- Reflection

- Summarization

- Silence

- Touch

4.Verbal responses

- Matching response with verbal content

- Using appropriate vocabulary

- Focusing

- Reframing situation

- Presenting reality

- Using humour

- Confirming responses

- Giving feedback

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Assertive communication

Definition of assertive communication:

- Assertive means expressing opinions or desires strongly with confidence. “To be assertive” is to assert one self, positive, forthright to which it can be communicated in a particular way
- Assertive behavior consists of imparting feelings, emotions, and opinions. In health care settings, assertive behavior is a key element in ensuring that patient care is delivered appropriately.

Components of assertive communication:

Assertiveness is a communication style that comprises:

1. Respect for others.
2. Respect for oneself.
3. Self-awareness.
4. Effective, clear, and consistent communication.

Barriers of assertive communication:

1. Fear of rejection.
2. Fear of failing.
3. Fear of upsetting people.
4. Fear of retaliation.
5. Fear of losing control.
6. Fear of other people's response.
7. Fear of change.
8. Lack of knowledge and skills.
9. Emotional problems
10. Psychological problems
11. Lack of self-esteem.
12. Lack of self-confidence.
13. Previous bad experience.
14. Feeling of powerlessness.
15. Gender and cultural issues

Characteristic of assertive communication:

1. Speaking clearly and confidently.
2. Being honest and appropriate.
3. Considering the rights of the other person.
4. Dealing with the problem.
5. Caring about the situation.

Responsible communication:

“To communicate responsibly” means to communicate in a logical, systematic way based on facts presented in the situation and your nursing knowledge

Responsible communication demonstrates accurate problem-solving behavior for the particular situation.

Describe ways of establish responsible communication

According to smith, the steps of the nursing process are followed to ensure responsible communication-

- 1.Collection of data-collect essential verbal and nonverbal data about the clients thoughts and feeling
- 2.Assessment of the data- after ensuring that secured data are obtained , one must analyze the information to identify what request the clients may request
- 3.Establishing expected outcomes- deciding whether it is reasonable to meet the clients request. One must indicate what one hopes to achieve by communication
- 4.Planning the communication strategy- decide what one will say or behave to transmit the message. The plan should be congruent with the expected outcomes
- 5.Implementing the plan- respond to the client or colleague assertively and responsibly
- 6.Evaluation- check whether ones response was assertive or responsible and whether the objectives were achieved

Key elements in building interpersonal and therapeutic communication.

Key elements in building interpersonal and therapeutic communication:

1. Warmth.
2. Respect and acceptance.
3. Genuineness.
4. Empathy.
5. Self-disclosure.
6. Questioning.
7. Expressing opinions.

1. Warmth:

Warmth is the glue in the bonding between people and the magnetism that draws us to a closer intimacy with others.

Warmth is an essential attitude in psychotherapist.

Nurses are not psychotherapist.

However, nurse's expression of warmth to the clients will make them feel welcomed and nudged. This positive emotion will foster feelings of well-being and likely to promote healing.

•Display warmth:

Warmth is displayed mostly non-verbally through face (relaxed), eye contact, mouth (relaxed), expression (interest and attentive), posture-relaxed, comfortable and touching.

2. Respect and acceptance:

Respect is the communication of acceptance of the client's ideas, feeling, and experiences.

Respect means accepting others for what they are, not on the condition that they behave in a certain, cared for and worthwhile. In contrast when people do not receive respect, they feel hurt and ignored.

Define respect:

Showing consideration, courtesy, care for someone or something is known as respect.

Display respect:

Respect is displayed principally through acknowledgement, establishing the nature of the contact and establishing a comfortable climate.

1.Acknowledging our clients-concrete actions include:

- Look at our client.
- Give our undivided attention.
- Maintain eye contact.
- Smile if appropriate.
- Move toward the person.
- Determine how he likes to be addressed.

2.Establishing the nature of the contact:

There are things we can do to convey respect throughout a new or on-going contact.

a.For the first-time contact:

- Make it clear who we are and what our role is.
- Ask what he/she needs.
- Be clear how we can be for help.
- Indicate how we can protect his or her confidentiality.

b. For on-going relationship:

- Ensure that he or she recalls who we are and what our role is.
- Determine his or her needs at this point.
- Indicate we recall his or her situation.
- Review the issue of confidentiality.
- Refraining from gossiping about other clients.

c. Establishing a comfortable climate:

- Indicate time available.
- Arrange to meet at another time if needed.
- Ensure privacy.
- Arrange the room.
- Ensure comfortable environment.
- Be on time for appointment.
- Explain if there is a change in scheduled appointment.

3.Genuineness:

- Genuineness or authenticity is a fundamental basis for the best of communication comprising of realness and congruence
- The basic feature of genuineness is presenting your true thoughts and feelings verbally and nonverbally, to another person

•Display genuineness:

- Avoid early self-disclosure until the client demonstrates a readiness to respond positively to such disclosure.
- As trust is established, the nurse can become more open and spontaneous while adhering to the principles of empathy and respect.
- Avoid using self-disclosure to manipulate, give advice, or influence for the nurse's own goals.

Effective changes in client occur when the nurse:

1. Speaks deep from within without apology.
2. Shows spontaneity.
3. Conveys openness.
4. Uses a high degree of positive regard.
5. Demonstrates congruence

4. Empathy:

- Empathy is defined as the capacity to see with the eyes of another, to hear with the ears of another, and feel with the heart of another without loss of self.
- It is the act of communicating to a fellow human being that we have understood how he is feeling and what makes him feel that way.
- The process of empathy involves the unconditional acceptance of the individual in need of help, judgment and evaluation of feeling is never offered.

Benefit of empathy for clients and colleagues:

1. Increasing the feeling of being connected with another human.
2. Contribute to feelings of increased self-esteem for those to whom we extend it.
3. Demonstrate that we accept how our clients and colleagues feel and contribute to their trust.
4. Help them to move on to new feelings and change their behavior.
5. Help our clients or colleagues to comprehend more fully how they are reacting.
6. Help them gain insight and expand self-awareness, so that they can decide how to handle the situation.
7. Lead to clients listening to themselves more empathically.
8. Account for improvement in psychotherapy clients.

5.Self-disclosure:

- Disclose means to “un “close or to open up.
- To self –disclose then means to open up our self to other.
- When we self –disclose we reveal our thoughts and feelings and make know to others some of our personal experiences.
- The nurse-client relationship demands some special considerations for the employment of self –disclosure.
- It is always established for the benefit of the client. In other words, it is a client-centered relationship.
- The intent of self-disclosure is to be empathic to show that you really understand because you have walked a similar path.

6.Questioning:

- Asking questions is fundamental to nursing assessment and to building a helping relationship.
- The more effective the nurse can be in questioning, the more useful information she will collect.
- Effective questioning ensures that the nurse collects the data she needs to provide quality nursing services
- There are six questions the nurse needs to answer to ensure she secures the fact she needs. These include the why, what, how, who, when and where. These six aspects of questions asking are effective by making the nurse a systematic and sensitive interview.

7. Expressing opinion:

- Expressing opinion is the act of disclosing what the nurse thinks or feels about health care situations affecting her clients or colleagues.
- It is assertively interactional.
- That is the opinions are offered as additional information for their problem-solving and decision-making process.
- In contrast, giving advice is a unilateral process of solving problems or making decisions for others.

Effective Communication

Definition of effective communication:

An effective communication is a communication between two or more persons where in the intended message is successfully delivered, received and understood.

Criteria of effective Communication:

- Simplicity
- Clarity
- Credibility
- Reliability
- Adoptability
- Timing and timeliness
- Sending the message in right place
- Positive language
- Consistency

Techniques of effective communication:

- List the factors that influence communication.
- Prepare relevant information.
- Consider audience need, interest, culture etc.
- Use simple language.
- Speak clearly and use necessary gesture.
- Use appropriate channel to send message to the audience
- Avoiding too much detail.
- Ask the patient if he has any question
- Keep the content clear.
- Listen and do not interrupt when patient speak.

Overcoming the barriers of effective communication:

- Greeting.
- Exchange information.
- Talking with others.
- Giving direction or advice.
- Telephoning.
- Conversation.
- Good listening.
- Maintain timetable.
- Consider the age, sex, culture, situation etc.

Written and face to face communication

written communication:

Written communication is the communication in which transfer of information from one person to another is done in a written form such as newspaper, memos, posters, notice etc

Advantage of written communication

- Easy to preserve
- Easy to present
- Permanent record
- Prevention of wastage of time and money
- Accurate presentation
- Use of reference
- Delegation of authority
- Longevity
- Effective communication
- Proper information
- Easy to verify

Disadvantage of written communication

- Expensive
- Time consuming
- Useless for illiterate person
- Lack of flexibility
- Delay in response
- Delay in decision making
- Cost in record keeping

Face to face communication

Face to face communication is a communication that happens in real time with face being visible. For example-interview, meetings, conference etc

Advantage of face to face communication

- Effective communication
- Instant feedback
- Informal and direct
- Confidential
- Delegate situation
- Useful for interview

Disadvantage of face to face communication

- Unsuitable for some people
- Unsuitable for large audience
- Not accountable
- Unsuitable for large organizations

Barriers to the development of interpersonal relationship and effective communication-

Concepts:

A number of common barriers are associated with the biophysical, psychological, sociocultural and environmental variables. The nurse should evaluate the extent to which such barriers may be present. Many of these barriers are under the nurse's control. Three barriers are identified; these include anxiety, stereotyping and lack of personal space.

Anxiety: anxiety is a vague persistent feeling of impending doom. It is a universal feeling; no one can escape it. The impact on self is always uncomfortable. It occurs when a threat is perceived. Anxiety is usually observe through the physical and behavioral manifestation of the attempt to relieve the anxious feelings.

Nursing strategies to reduce client anxiety:

- 1.Active listening to show acceptance
- 2.Honesty-answering all questions at the clients level of understanding
- 3.Clearly explaining procedures surgery etc
- 4.Acting in a calm, unhurried manner
- 5.Speaking clearly firmly(but not loudly)
- 6.Giving information regarding lab tests, medications, treatments etc. Setting reasonable limits and providing structure
- 7.Encouraging clients to explore reasons for the anxiety
- 8.Encouraging self-affirmation through positive statement, such as I will I can
- 9.For children use play therapy or games
- 10.Using touch, giving warm baths, back rub
- 11.Initiating recreational activities such as physical exercise, music etc
- 12.Teaching breathing and relaxation exercise

Stereotyping:

Stereotyping is a process of attributing characteristics to a group of people as though all persons in the identified group possessed them. People may be stereotyping according to ethnic origin, culture, religion, social class, occupation, age, certain disease/health problem eg-HIV/AIDS, alcoholism and other factors.

Ways to reduce stereotyping and bias in clinical situation:

1. Recognize clients as unique individuals
2. Accept clients unconditionally
3. Be nonjudgemental

Lack of personal space:

Personal space is an invisible boundary around an individual. The emotional personal space boundary provides a sense of comfort and protection. It is defined by past experiences, current circumstances and culture

Factors affecting individuals need for personal space:

- Culture: In some culture people approach each other closely, whereas in others more personal space is required
- Gender: In most culture men need more space than women do
- Age: The elderly need more control over their space, whereas small children generally like to be touched
- Degree of acquaintance: People are likely to set more space for strangers or entering into new environment and lessen the space when they become acquainted to the surrounding environment.

Bridges to relationship

1.Caring: Caring is an intentional human action characterized by commitment and sufficient level of knowledge and skill to allow the nurse to support the basic integrity of the person being cared for nurse offers to clients by means of therapeutic relationship

The steps in the caring process

The four steps to help the nurse communicate caring to client

C= first connect with client. Offer to attention and introduce the purpose in developing a relationship with the client eg-meeting the clients health need. Use client's formal name.

A= the second step is appreciate the clients situation. Although the health care environment is familiar to nurses. It is a strange and frightening situation for the client.

R= the third step is respond to what the client needs. What are his\her priorities? His\her expectations for health care.

E= the fourth step is empower the client gains strength and confidence from the mutual experience while moving toward achievement of client outcomes

2.Trust: The development of a sense of interpersonal trust, a sense of feeling safe, has long been considered as essential to the nurse- client relationship. Trust provides a nonthreatening interpersonal climate in which the client feels comfortable revealing his or her needs to the nurse.

Techniques designed to promote trust:

- Convey respect
- Consider the clients uniqueness
- Show warmth and caring
- Use the clients proper name
- Use active listening
- Give sufficient time to answer questions
- Maintain confidentiality
- Show congruence between verbal and non-verbal behavior
- Use a warm friendly voice
- Use appropriate eye contact
- Smile
- Be flexible
- Be honest and open
- Give complete information
- Plan schedules
- Follow through on commitment
- Use an attending posture

3.Mutuality:

Mutuality means that the nurse and the client agree on the client's health problems and the means for resolving them and that both parties are committed to enhancing the client's well-being.

In developing mutuality, the nurse maximizes the client's involvement in all phases of the nursing process. Mutuality is collaboration in problem solving.

4.Confidentiality:

Confidentiality is defined as providing only that information needed to provide care for the client to other professionals directly involved in the care of the client.

Confidentiality protects the client's right to decide who can have access to information about any aspect of health care or lifestyle.

Advocacy and conflict resolution

Definition of advocacy: Advocacy can be defined as a nurse using the skills of teacher, counselor and leader to protect and support the client's right.

Use:

- Clients advocacy requires not only self awareness but also a board knowledge base about the client in the health care system
- Nurses act in the interests of clients who cannot act for themselves
- The clients advocate roles include informing and supporting

Steps in advocacy:

Assess: What is the most pressing problem to the client? What aspects of the problem might be a good place to start? What supports are in place? What health or social services is the client familiar with or resistant to considering?

Plan: Plan to act promptly to mobilize the necessary resources including the involvement of family members

Implementation: To help the client to become a self advocate through empowering process; provide various types of advocacy

Protect: The nurse is seen as the clients protector. This require knowledgeable nurses so that they can assert knowledge in situations involving poor medical management of a client and speak on behalf of the clients

Evaluation: The effectiveness of being client advocate

Definition of conflict:

Conflict means clash, fight or struggle

Conflict may be defined as “the internal or external disagreement that results from differences in ideas, values or feelings between two or more people”

Types of conflict:

1. Nurse –client conflicts
2. Physician-nurse conflicts

Principles of conflict resolution-

- Identify conflict issues
- Know your own response to conflict
- Identify available options
- Try to identify established standards to guide decision-making process

Four styles of personal conflict management

1. Avoidance
2. Accommodation
3. Competition
4. Collaboration

Nursing strategies to enhance conflict resolution

- 1.Prepare for the encounter: clearly identify the issue in conflict and prepare all information needed to assertively convey
- 2.Organizing information: organize information and validate with another knowledgeable person rehearse if possible
- 3.Manage own anxiety: hold your breath in the situation your are confronting conflict
- 4.Time the encounter: select time that both parties are ready to discuss the matter
- 5.Use therapeutic communication skills
- 6.Use clearly congruent communication
- 7.Take one issue at a time
- 8.Mutually generate some options for resolution
- 9.Make a request for a behavioral change
- 10.Evaluate the conflict resolution

Preventing conflict:

- Meet periodically
- Take the initiative to discuss problem
- Present documented data relevant to the issue
- Propose resolutions
- Records all decisions in writing

Supervision

Definition of supervision: Supervision means overseeing the employees at work. It has been defined as the authoritative direction of the work of one's subordinates. It is necessary concomitant of their hierarchical organization in which each level of subordinate to the one immediately above it and subject to its, orders.

Types of supervision

There are two type of supervision

1.Direct supervision: This is done through face to face talk with the workers. This can be exercised at the ward\unit level in the hospital.

2.Indirect supervision: It is done with the help of record and reports of the workers and through written instruments.

Objective of supervision:

1. Help the staff to do their skillfully and effectively to give maximum output with minimum resources
2. Help the staff develop the individual capacity to the fullest extent with a view to channelize the same in favor of work.
3. Assist in meeting predetermined work objectives or target. In nursing preventive, promotive, curative and rehabilitative care to people
4. Help to promote effectiveness of the subordinates
5. Help to motivate subordinates to maintain high morals-eg promotion of motivation and morale among all the nursing staff
6. Helps the members of the team to recognize problem, identify solutions and to take action
7. Help to improve the attitudes of the members towards the work

Factors are responsible of effective supervision

- Human relations skills
- Technical and managerial knowledge
- Leadership position
- Improved upward relations
- Relief from non-supervisory duties
- General and loose supervision

Principles of supervision:

1. Supervision should not be overburdened to any individual or group
2. Supervision causing unreasonable pressure for achievements results in low performance and low confidence in the supervision
3. Supervision should be planned and adopted to the changing conditions. It calls for good planning and organization
4. Supervisors must possess sound professional knowledge
5. Supervision strives to make the until a good learning situation. It should be a teaching learning process
6. Supervision should encourage workers participation in decision-making
7. Supervision needs good communications
8. Supervision is a process of co-operation and co-ordination
9. Supervision should create suitable climate for productive work
10. Supervision should respect the personality of the staff
11. Supervision is responsible for checking and guidance
12. Good leadership is part of good supervision

Techniques of supervision

- Group conference
- Individual conference
- Initial conference
- Control of early experience
- Reassurance
- Supervision of nursing procedure
- Conference –individual, group

Poster and counseling

Definition of poster: A poster is a picture or drawing designed for public display to convey a message on certain subject. Usually a relevant caption also included to explain the meaning of the picture.

Basic parts of poster:

- Caption
- Picture
- Course of action suggested
- Logo(official symbol or name of the office for validity of the poster)

Qualities of an effective poster:

1. A good poster should carry only one unit of message
2. Colored poster is more natural, attractive and clear
3. A good poster should be appropriate size, normally of about 60cm x 60cm. The picture and letters should be big enough to be seen clearly from a distance of about five meters
4. The message should be based on the need of target people and should confirm the existing culture of the community concerned

How to make and produce poster?

1. Consider the qualities of an effective poster.

Posters are usually printed in large scale for public distribution and display. They can be printed in colour or in black and white.

2. Sometime, poster can be prepared without the picture. Only literates will be benefited from them

3. You can also draw simple picture and write relevant message on the appropriate size of paper when you need some limited poster for immediate use

4. It is necessary to pretest the poster before it is actually used for public teaching

Technique of using poster:

1. Posters are usually displayed on the sidewalls of busy streets, community centers, waiting halls or places, corridors, school complex and other public gathering places.
2. Normally posters should be displayed at eye level, sometimes they are displayed at higher places for safety reasons. In this case the poster should be of bigger size.
3. Only few posters should be displayed at one place at a time.
4. Posters should be changed or replaced frequently to give new ideas or messages.
5. Posters are also used to open discussion and create interest on subjects concerned. It is used as an aid while teaching by other methods.

Advantage of poster:

1. Pictorial and colored posters are attractive and effective.
2. Poster can be carried easily from one place to another to distribute and display widely. Several posters can be rolled over and tied with strong rubber band or thread.
3. Many people can learn something from limited number of posters on display.
4. Even illiterate people can learn something by looking at the picture of the poster.
5. Can be used to motivate or to open discussion on health education. It creates learning environment.
6. Helps to develop creativity in the learners by involving them in designing and making posters.
7. Helps communicate ideas quickly.
8. Can be saved for future use.

Disadvantage of poster:

1. Poster provides only one-way communication. It may create misunderstanding and confusion.
2. Takes time to print in large scale. Colour posters are expensive to print. Printing service may not be available in rural places and small towns.
3. It cannot be sure if the intended group have been or read the displayed posters.
4. It is difficult to evaluate the impact of poster display.

Counseling:

Definition of Counseling: Counseling is a communication process by which caregivers provide accurate information about subject where care receivers are interested to know anything. It is one kind of psychotherapy.

OR

Counseling is a method when a nurse / health worker discusses, teaches & guides the client or person about any specific topic on a personal basis.

Definition of Family Counseling: Family counseling is a continuous process where of family is concerned. Formed habit is not change. It may take years to change, depending upon individual's attitude & thinking. Family counseling is also one of the important components of health services.

Procedure of counseling:

- Listen to their difficulties / needs / problems
- Talk to their family
- Try to help them change their situation
- Provide pleasant environment while counseling

Types of counseling:

- Individual counseling or one to one counseling
- Group counseling where one person is counseling a few person at the same time

Advantages of counseling

- *Individual counseling:*
- Helps secret consultation
- Maintain privacy
- Better rapport
- *Group counseling:*
- Saves time
- Better interaction
- Uniform information to a large group

Elements of counseling:

GATHER, ROLES, CLEAR

GATHER:

G = Greet clients

A = Ask needs

T = Tell about services methods

H = Help

E = Explain

R = Return for follow-up

ROLES:

R =Relax

O = Open-up

L = Learn forward

E= Eye contact

S = Sit squarely & smile where appropriate

CLEAR:

C = Clarity

L = Listen

E = Encourage

A = Acknowledge

R = Reflect & repeat

Role of counselor:

- Help client to solve the problem
- Guide for correct decision making
- Making friendly environment & rapport building
- Maintain security
- Stress benefit
- Assure voluntary decision
- Evaluate work effectiveness

Quality of a counselor:

- Shows respect for clients
- Pleasing personality
- Trustworthiness
- Good listener
- Emotional maturity
- Leadership quality
- Unbiased & supportive attitude
- Have patience & tolerance
- Empathetic
- Ability to speak the client's language

Techniques of counseling:

- Building rapport.
- Identifying clients need or problem.
- Finding ways to solve the problem.
- Maintaining patience.
- Keeping secret.
- Follow-up.

Genetic assessment & counseling:

Assessment is a crucial step in any nursing intervention, but it plays an important vital role in genetic counseling

Genetic counseling:

Anyone concerned about the possibility of transmitting a disease to his or her children should have access to genetic counseling for advice on the inheritance of diseases. It can serve to –

- Reassure people who are concerned about their children inheriting a particular disorder & provide concrete, accurate information.
- Allow people who are affected by inherited disorders to make informed choices about future reproduction.
- Educate people about inherited disorders & the process of inheritance
- Offer support by skilled health care professionals to provide who are affected.