

Communication Skills



- **FCB Domain 1: Communication and Education**

Demonstrate effective, expressive and receptive communication skills that are culturally and linguistically competent. This includes verbal and nonverbal communication skills and effective listening skills.

Objectives

By the end of the lesson, the CHW will be able to understand and describe:

- Elements of the Communication Process
- Culture and Communication
- Verbal and Non-verbal communication
- Listening Process
- Listening Effectively

Communication Process

Communication is the process of creating or sharing meaning in informal conversation, group interaction, or public speaking.

Elements Comm Process

- Small Group Exercise

Elements of the Communication Process

1. Participants (who?)-sender and receiver
2. Messages (what?)
3. Context (where?)
4. Channels (how?)
5. Interference/noise (distractions)
6. Feedback (reaction)

Communication Is a Process Guided by Culture

"We don't see things as they are... we see things as we are"

Anais Nin

- **Culture** – systems of knowledge, traditions, principles, behaviors commonly shared among members of a particular group.
 - How messages are formed and interpreted depends on the cultural background of the participants.

Why is Culture Important in Communicating about Health?

- Cultural beliefs are powerful determinants of health-related behavior.
- A lack of understanding about health beliefs and practices of different cultures can limit your ability to communicate about health behaviors.



Communication Skills as Core Competency

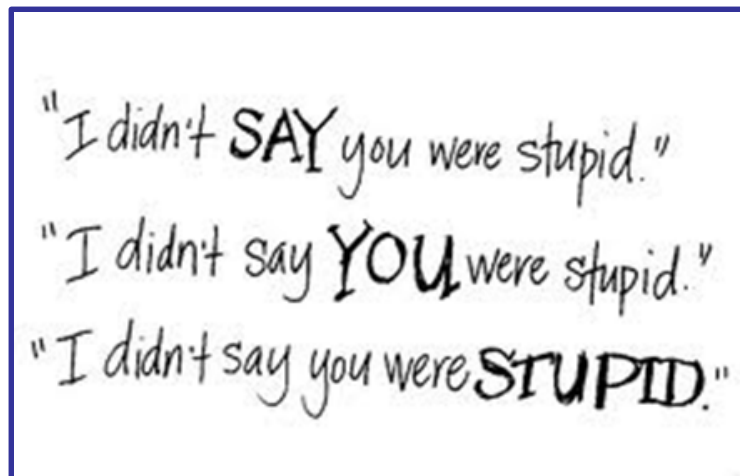
- We all use language to communicate, to express ourselves, to get our ideas across, and to connect with the person to whom we are speaking.
- The act of communicating involves verbal, nonverbal, and paraverbal components:
 - **verbal component** refers to the content of our message, the choice and arrangement of our words.
 - **nonverbal component** refers to the message we send through our body language. The paraverbal or non-verbal component refers to how we say what we say - the tone, pacing and volume of our voices.

Verbal Behaviors

- Verbal communication (the words we use) is **uniquely human**, yet, only amounts to 7% of our communication.
 - Verbal language is **symbolic** because it allows us to use symbols (words) to refer to things or concepts
- Reading and writing well enough to document activities.
 - Follow guidelines/protocols for report writing.

Non-Verbal Behavior

"We cannot not communicate"



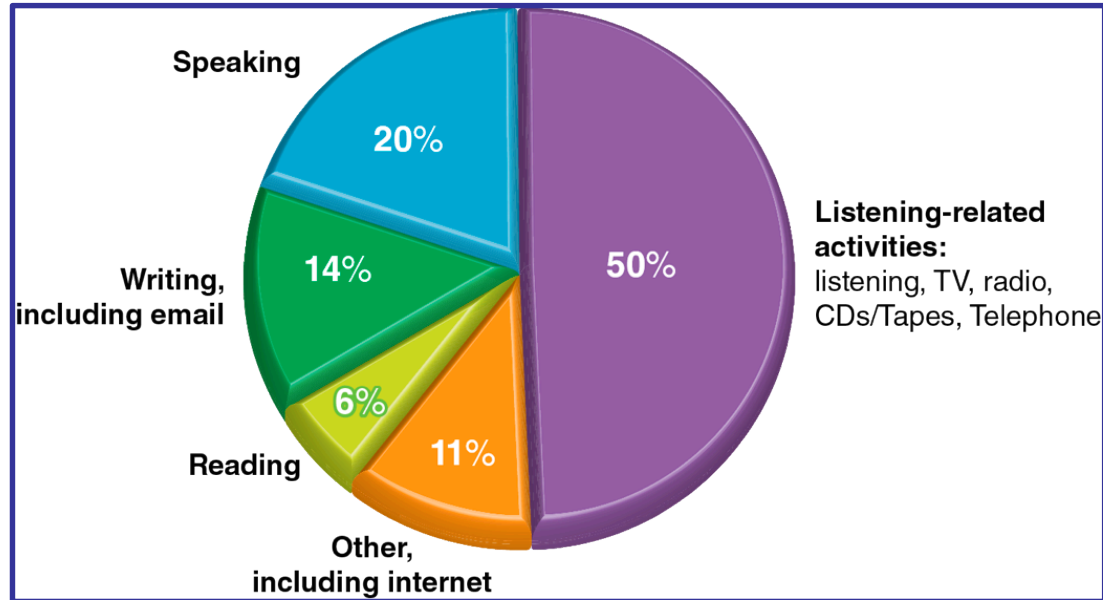
"I didn't **SAY** you were stupid."
"I didn't say **YOU** were stupid."
"I didn't say you were **STUPID**."

Real world examples and
past experiences

Non Verbal Cues

- Use of the **body and movement** (*gestures, eye contact, facial expressions, posture, physical appearance, and touch*)
- Use of the **voice** (*volume, pitch, intonation and fillers*)
- Use of **space** (*authority, physical space, personal space, artifacts*)
- Use of **time** (*Monochronic, polychronic*)

Listening Is Important in our Lives



Total Daily Average Hours Dedicated to Communication Activities

(Janusik & Wolvin, 2006; N=206 College Students;
Source: *Listening Facts*, International Listening Association, www.listen.org)

True or False?

- Hearing is the same as Listening
- Listening comes naturally

Hearing vs. Listening

- Requires concentration and energy!
 - The key to receiving messages effectively is *listening*.
 - Listening is a combination of **hearing** what another person says and **psychological involvement** with the person who is talking. Listening requires more than hearing words.

It requires a desire to understand another human being, an attitude of respect and acceptance, and a willingness to open one's mind to try and see things from another's point of view.

Listening

Definition: the process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages.

- **Process:**
 1. Attending
 2. Understanding
 3. Remembering
 4. Evaluating
 5. Responding

Steps of Listening

1. Attending

- Selecting and focusing on specific stimuli from the other stuff
- Get physically ready to listen
- Resist mental distractions while you listen
- Resist interrupting others
- Hear a person out before you react
- Observe non-verbal cues

2. Understanding

- Decoding a message accurately to reflect the meaning intended by the speaker
- Ask questions to gain additional information
- Paraphrase the message to check your understanding
- Empathize with the speaker

Steps of Listening (cont.)

3. Remembering

- Being able to retain information and recall it when needed
- Repeat the information
- Take notes
- Construct mnemonics
 - Any artificial technique used as a memory aid like K.I.S.S. (keep it simple stupid)

4. Evaluating

- The process of critically analyzing what you have heard to determine its truthfulness
- Analyze “facts” to determine if they are true
- Test inferences to determine whether they are valid

Steps of Listening (cont.)

5. Responding

- Guidelines for responses that offer emotional support
 - Clearly state that your aim is to help
 - Express acceptance or affection' do not condemn or criticize
 - Demonstrate care, concern, and interest in the other's situation
 - State that you are an ally
 - Use prompting comments to encourage the other to elaborate on his or her story
 - Assure the other that what he or she is feeling is legitimate
 - Indicate you are available to listen
- Guidelines for responses that demonstrate respect when disagreeing or critiquing others
 - Use "I" language so that you clearly own the comments you are making and do not ascribe them to others
 - Use specific language and specific examples to point out areas of disagreement and areas for improvement
 - Find a point to agree with or something positive to say before expressing your disagreement or offering a negative critique

CHWs Listen

- Conversing with the medical team that consists of doctor, nurse, social worker.
- Conversing with members of your community.
- Conversing with family members at home.
- Conversing with other groups not familiar to you.

Conclusion

- On a daily basis we work with people who have different opinions, values, beliefs, and needs than our own.
- Our ability to exchange ideas with others, understand others' perspectives, solve problems and successfully utilize specific steps and processes will depend significantly on how effectively we are able to communicate with others.