

Communication and Therapeutic Communication

Levels of Communication

LEVELS OF COMMUNICATION

- 1) Health communication (HC)**
- 2) Human Communication**

HEALTH (1 COMMUNICATION

When communication is used strategically to disseminate messages related to health, make people aware about diseases, encourage them to adopt healthy practices, sustain positive healthy behavior, empower them to make healthy choices in their life.....

HEALTH COMMUNICATION (HC)(

- **Health communication encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health.**
- **It links the domains of communication and health and is increasingly recognized as a necessary element of efforts to improve personal and public health.**

1) HEALTH COMMUNICATION (HC)

It can contribute to all aspects of disease prevention and health promotion and is relevant in a number of contexts, including :

- (1)health professional-patient relations,
- (2)individual's exposure to, search for, and use of health information,
- (3)individual's adherence to clinical recommendations and regimens,
- (4)the construction of public health messages and campaigns,

1) HEALTH COMMUNICATION (HC)

- 5) the dissemination of individual and population health risk information, that is, risk communication,
- (6) images of health in the mass media and the culture at large,
- (7) the education of consumers about how to gain access to the public health and health care systems,
- (8) the development of telehealth applications.

WHAT EFFECTIVE HEALTH COMMUNICATION CAN DO :FOR INDIVIDUALS

- raise awareness of health risks and solutions, provide the motivation and skills needed to reduce these risks,
- help them find support from other people in similar situations,
- affect or reinforce attitudes.
- increase demand for appropriate health services and decrease demand for inappropriate health services.
- make available information to assist in making complex choices, such as selecting health plans,

WHAT EFFECTIVE HEALTH COMMUNICATION CAN DO? FOR COMMUNITY:

- influence the public agenda,
- advocate for policies and programs,
- promote positive changes in the socioeconomic and physical environments,
- improve the delivery of public health and health care services,
- Encourage social norms that benefit health and quality of life.

Healthy People 2010

Health Communication Objective

Attributes of Effective Health Communication

- **Accuracy**
- **Availability**
- **Balance**
- **Consistence**
- **Cultural Competence**
- **Evidence based**
- **Reach**
- **Reliability**
- **Repetition**
- **Timeliness**
- **Understandability**

ACCURACY

The content is valid and without errors of fact, interpretation or judgment

AVAILABILITY

The content is delivered or placed where the audience can access it, according to audience, message complexity and purpose

BALANCE

where appropriate, the contents present the benefits and risks of potential actions or recognizes different and valid perspective on the issue

CONSISTENCY

the content is consistent with information from other sources and internally consistent over time

CULTURAL COMPETENCE

the design, implementation and evaluation process takes account of issues peculiar to select population groups, and educational levels and disabilities

EVIDENCE BASE

relevant scientific evidence underpinning the practice guidelines and performance measures, review criteria and technology

REACH

content is available to the largest possible number of people in the target population

RELIABILITY

the source of the content is credible and the content itself is kept up to date

REPETITION

delivery of access to the content is continued or repeated over time, both to reinforce the impact with a given audience and to reach new generations

TIMELINESS

the content is provided or available when the audience is most receptive to or in need of the specific information

UNDERSTANDABILITY

the reading or language level and format, including multimedia, are appropriate for the specific audience

Health Communication Interventions:

- ▶ Help in bringing about desired changes in people's belief and behavior or in their physical and social environment
- ▶ Reduce disease promoting behaviour
- ▶ Increase health promoting behaviour
- ▶ ***Interpersonal communication plays a powerful role in changing health behavior***

Major Theories and Models of Health Comm

Health Belief Model

Rosenstock, Strecher and Becker, 1994

- **Perceived Threat:** Consists of two parts: perceived susceptibility and perceived severity of a health condition.
- **Perceived Susceptibility:** One's subjective perception of the risk of contracting a health condition,
- **Perceived Severity:** Feelings concerning the seriousness of contracting an illness or of leaving it untreated)including evaluations of both medical and clinical consequences and possible social consequences

- **Perceived Benefits:** The believed effectiveness of strategies designed to reduce the threat of illness.
- **Perceived Barriers:** The potential negative consequences that may result from taking particular health actions, including physical, psychological, and financial demands.
- **Cues to Action:** Events, either bodily (e.g., physical symptoms of a health condition) or environmental (e.g., media publicity) that motivate people to take action.
- **Self-Efficacy:** The belief in being able to successfully execute the behavior required to produce the desired outcomes.

Practical implications

- ▶ The person needs to have an incentive to change behaviour
- ▶ The person must feel there is a risk of continuing the current behaviour
- ▶ The person must believe change will have benefits and these need to outweigh the barriers
- ▶ The person must have the confidence to change the behaviour

Transtheoretical Model: Stages of change Model

- ▶ Prochaska and Diclemente (1983)
- ▶ People change their behaviour at certain stages in life rather than making one major change.
- ▶ Stages:
 - ▶ Precontemplation,
 - ▶ Contemplation
 - ▶ Preparation
 - ▶ Action
 - ▶ Maintenance
 - ▶ Relapse

) Human Communication

the production and reception of spoken, written, of signed, or gestured information among human beings; involves the use symbols known as language received through the auditory, tactile, proprioceptive, and visual systems and generated through voice and speech, writing, anual manual signs, and gestures; communication among hum ans ,may at times involve the vestibular olfactory, and gustatory sense

• 6 - Benefits of Human Communication:

- ❖ Critical and creative thinking skills.
- ❖ Interaction skills.
- ❖ relationship skills.
- ❖ Leadership skills.
- ❖ Presentation skills.
- ❖ Media Literacy skills.

Types/ Forms of human communication

Intrapersonal communication
(communication with oneself) e.g. Body language

Interpersonal communication
(communication between multiple people) e.g. Group dynamics
communication within groups (

Organizational communication
(communication within organizations)

Communication c ross-cultural
(communication across cultures)

1) Intrapersonal Communication

is also known as self-talk or thinking, and refers to the ways we communicate with ourselves. It is used to plan our lives, rehearse scenarios before we act them out, and tell ourselves what to do or not do.

The way we communicate with ourselves greatly affects our self-esteem. A person who tells himself, "I'm so stupid" when he fails an exam will likely have poorer self-esteem than someone who thinks, "I did really well on the previous four exams. I must have just been having an off day, and I'll do better next time".

Intrapersonal communication can encompass:

- Speaking aloud as in reading aloud, repeating what one hears, the additional activities of speaking and hearing (in the third case of hearing again) what one thinks, reads or hears.

2) Body language

is a type of non-verbal communication in which physical behavior, as opposed to words, are used to express or convey information. Such behavior includes facial expressions, body posture, gestures, eye movement, touch and the use of space. Body language exists in both animals and humans, but this article focuses on interpretations of human body language. It is also known as kinesics.

3) **INTERPERSONAL COMMUNICATION**

- ▶ Interpersonal communication is the communication we have with other people. This type of communication varies from highly impersonal to extremely personal.
- ▶ The degree to which we communicate, or fail to communicate, with others influences how our relationships with them develop, continue or come to an end.

Interpersonal communication Both verbal and nonverbal communication, or body language, play a part in how one person understands another.

In verbal interpersonal communication there are two types of messages being sent :

1- content message Content messages are messages about the topic at hand

2- relational message. messages about the relationship itself.

4- Group dynamics is a system of behaviors and psychological processes occurring within a social group (*intragroup dynamics*), or between social groups (*intergroup dynamics*).

The study of group dynamics can be useful in understanding decision- making behaviour, tracking the spread of diseases in society, creating effective therapy techniques, and following the emergence and popularity of new ideas and technologies.

5) Organizational communication

The consideration, analysis, and criticism of the role of communication in organizational contexts .

Its main function is to inform, persuade and promote goodwill.

The flow of communication could be either:

formal: Communication flowing through formal channels are downward, horizontal and upward whereas.

Informal communication, generally associated with interpersonal, horizontal communication, was primarily seen as a potential hindrance to effective organizational performance.

6) Cross-cultural communication

A field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures. Intercultural communication is a related field of study.

