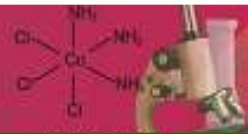


Challenges in Nursing Communication

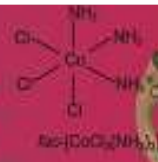


Raijah A Rahim
Senior Lecturer,
Open University Malaysia



Outline

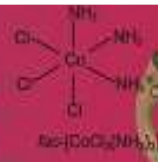
- **Elements of Professional Communication**
- **Challenges in Nursing Communication**
 - Multigenerational Nursing Workforce
 - Language barriers
 - Information technology and communication
 - Patient's perspective



**“The face is the mirror of the mind,
and
eyes without speaking confess the
secrets of the heart.”**

St. Jerome





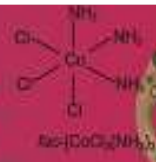
COMMUNICATION

- **Is culture bound**
- **The way individual communicates emanates from his/her culture**
- **A complex process which involves sending and receiving information between two or more persons i.e the receiver and the sender**
- **A social process**



Elements of professional communication

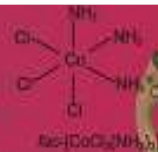




A professional is expected to be:

- **Clean**
- **Neat**
- **Well-groomed**
- **Conservatively dresses**
- **Odor-free**

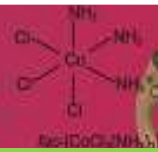




Professional behavior should reflect:

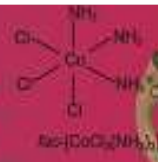
- **Warmth**
- **Friendliness**
- **Confidence**
- **Competence**





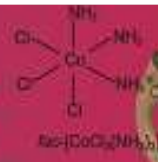
Professional Speak

- **In clear well-modulated voice**
- **Use good grammar**
- **Listen to others**
- **Help and support teammates**
- **Communicate effectively**
- **Being on time, organised, well prepared, equipped for responsibilities of the nursing role**



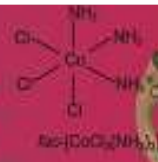
COURTESY

- **To practice courtesy**
- **Self-introduction, states purpose**
- **Address people by name, thank you**
- **Apologizes for making an error/causing distress**



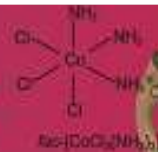
Privacy and confidentiality

- **Carefully protecting information of sensitive, private nature**
- **Sharing personal information**
- **Gossiping about others violates nursing ethical codes and practice**
- **Respect for patients – treat with dignity and maintain their physical and emotional privacy**



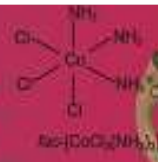
ASSERTIVENESS

- **Assertive people express feeling and emotions confidently, spontaneously and honestly**
- **Contentious- they stand up and argue for their rights, even if this entails unpleasantness with others.**



Challenges in Nursing Communication

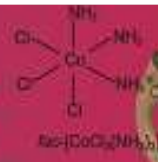




Challenges in Nursing Communication

- **Multigenerational Nursing Workforce**
- **Language barriers**
- **Information technology and communication**
- **Patient`s Perspective**

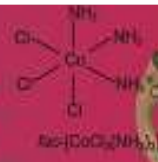




Multigenerational Nursing

- **The veterans (1925-1945)**
- **The Baby Boomers (1946-1964)**
- **Generation X (1963-1980)**
- **The Millennial Generation (1980-2000)**

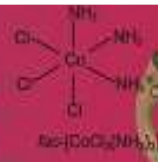




Multigenerational Nursing

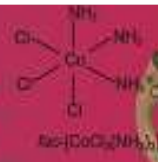
- **Leadership Strategies**

It is important that every employee is held to the same expectations, organizational policies and procedures; yet nurse leaders should also consider individual employee needs and generational differences.



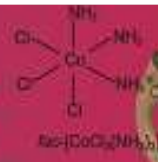
Coaching and motivating

- **Veteran nurses:** traditional, one-on-one coaching style and formal instructions. They value seniority and experience in coaching relationship
- **Baby Boomers:** desire to feel empowered in work setting and to be asked for their feedback



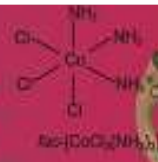
Coaching and Motivating

- **Generation X:** believe that recognition and career advancement should be based on merit, they like to see rapid progress toward the goals they set.
- **Millennial nurses:** expect more coaching and mentoring, they are optimistic and goal oriented but also want structure, guidance and extensive orientation.



Communication

- **Veteran: face-to-face or written communication**
- **Baby Boomer: open, direct, less formal, value staff meetings and discussion**
- **Generation X: communication with technology – bored with meetings**
- **Millennial: like immediate feedback, enjoy teamwork, read less, email is good mechanism**



Language Barrier

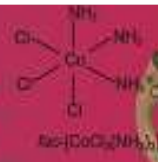
- **Finding the right words – nursing diagnosis & nursing intervention.**
- **Documentation: patient progress, charts**
- **Lack of knowledge - Low Self esteem**



Information technology & communication



"I'm worried I'll be replaced by a computer."

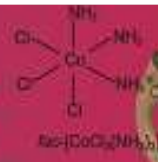


Patient

Disease and Disability:

- Heart problems
- Lung disease, Brain injury
- Stroke, Head trauma, Dementia
- Mental illness





Let the person know you care

through your:

- Tone of voice
- Facial expression
- Words
- Gestures
- Ability to listen to criticism, complaints, sadness without disagreeing, “correcting”, retaliating , or withdrawing.

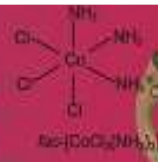




Sensitive Listening

- Listen Attentively
 - Acknowledging
 - Responding
 - Giving appropriate feedback
-
- Listen without interrupting, cutting the person off, or “tuning out “ what is being said
 - Listen for MEANGING. What is the real problem?





Sharing empathy

- To understand and accept another person's feeling
- Show interest in positive attributes/ strengths while talking about problems
- Empathy statements are neutral and nonjudgmental

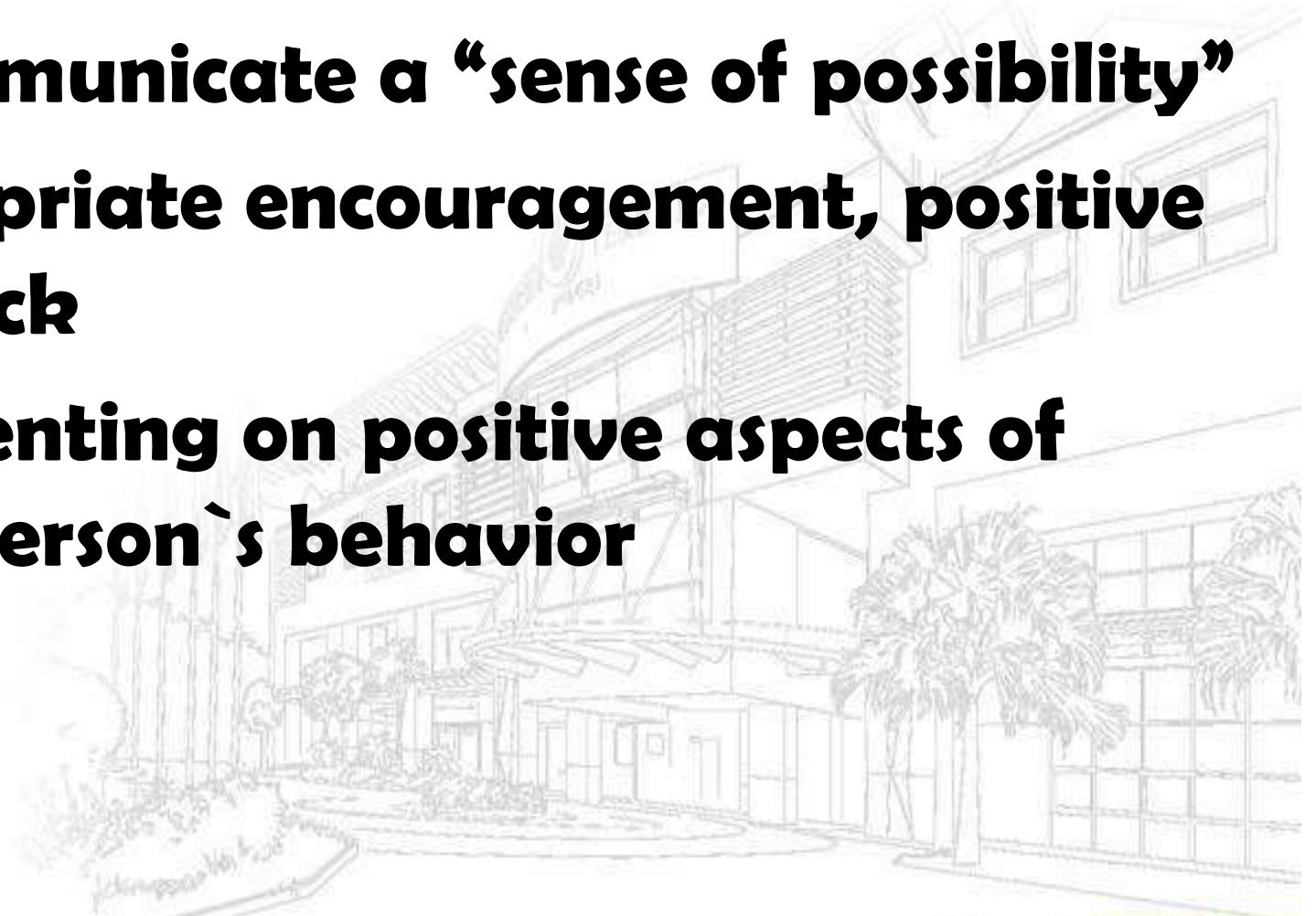


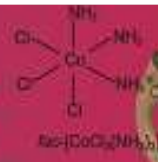
**TO BE IN ANOTHER PERSON'S SHOES & FEEL
THE PAIN**



Sharing Hope

- **To communicate a “sense of possibility”**
- **Appropriate encouragement, positive feedback**
- **Commenting on positive aspects of other person`s behavior**





Sharing feelings

- **Sharing emotion makes nurses more human and bring people closer**
- **Patient are perceptive, sense a nurses` emotions:**
 - **anger**
 - **sadness**
 - **happiness**
 - **disappointment**



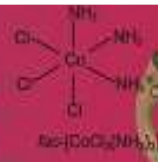


Using touch

Most potent forms of communication

- **Comfort touch**
- **Gentle touch**
- **Firm touch**

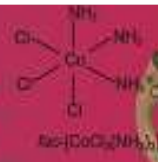




Asking relevant questions

Seek information needed for decision making

- **Ask only one question at a time**
- **Explore one topic before moving to another area**
- **Open ended question**



Providing Information

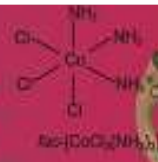
- **Provide relevant information to help them make decision**
- **Provide information that enables others to understand what is happening and what to expect.**



Assess the person's level of personal comfort

- Are they physically comfortable?
- Are they distracted by hunger, thirst, pain or needing to use the toilet
- What are they thinking or feeling?



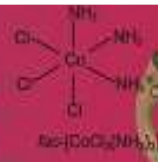


Patient

Age related changes:
Hearing, Vision, Touch
- Reaction time



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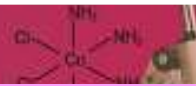


Adjust how you interact with the older person

**Give them time to answer your questions or
tell you what they have to say
(Remember: reaction time slows!)**

**Use words that are familiar and
understandable**

**Be clear and concise: avoid long, wordy
explanations or instructions**



Adjust the environment and routines

- ***Accommodate changes in vision***

Provide more light so that the older person can see you

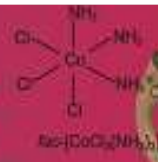
Stay in front of the person where they can see you

- ***Accommodate changes in hearing***

Make sure that the person can read your lips

If you need to talk louder try to lower your tone of voice

make sure hearing aides are IN and batteries are fresh

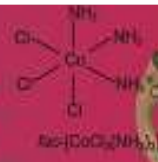


Conclusion

Professional communication

- Clear and simple
- Good grammar
- On time, organised
- Well prepared



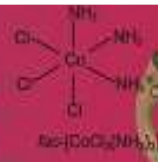


Conclusion

Communication techniques

- Sensitive listening
- Empathy
- Hope
- Touch
- Provide information





Thank you for your attention

