

GEN98 Promote effective communication in a healthcare environment

OVERVIEW

This standard is about promoting effective communication with individuals, or groups of individuals, in a healthcare environment. You will be expected to apply a variety of communication methods and approaches, appropriate to individuals and the situation, in order to facilitate and promote constructive outcomes. You will be expected to be able to communicate effectively on difficult, complex and sensitive issues. Version No 2

KNOWLEDGE AND UNDERSTANDING

You will need to know and understand:

1. the current legislation, guidelines, policies, procedures and protocols which are relevant to your work practice and to which you must adhere
2. the organisational policies, procedures and codes of conduct relevant to your responsibilities when communicating with individuals about complex and sensitive issues
3. the communication methods and approaches best suited to the situation that:
 - promote equality and diversity
 - promote the rights of people to communicate in their preferred method, media and language
 - are effective when dealing with, and challenging discrimination
 - encourage individuals to engage in communications
4. the importance of promoting a positive flow of information between individuals
5. the importance of promoting direct contact which:
 - addresses the needs of the individual or groups of individuals
 - recognises the need for individuals or groups to communicate at their own pace
 - promotes mutual understanding
 - promotes active listening
6. the different approaches, methods and techniques that support individuals when handling complex and sensitive issues
7. how to adapt communication styles in ways which are appropriate to the needs of the individual or group

8. how to diffuse or discourage conflict during challenging situations
9. when to recognise silence as an effective aid during verbal communication
10. how to use verbal or written communication which:

- facilitates positive outcomes
- is constructive
- is relevant and sufficiently comprehensive to be understood by the recipient
- uses language appropriate to the context, audience and information being exchanged
- is responsive in times of difficulty, trouble or danger when matters could quickly get better or worse

11. the importance of your communication skills in relation to supporting others
12. how your communications skills reflect on you, your organisation
13. the principles of confidentiality, security and sharing of information for the environment in which you work
14. how to complete and safely store all relevant documentation in accordance with organisational requirements

PERFORMANCE CRITERIA

You must be able to do the following:

1. select and use the most appropriate methods, techniques and approaches of communication across a variety of situations to facilitate and achieve positive outcomes
2. initiate direct contact with individuals when appropriate to do so
3. identify ways to engage individuals and encourage them to communicate with you
4. adapt the content and style of your communication to meet the needs of the individual or groups
5. be perceptive to individuals' reactions, modifying the content and style of your communication to promote positive outcomes
6. use communication skills sensitively to provide support to individuals
7. support individuals to exchange communications with others
8. promote constructive communication exchanges during challenging situations
9. check that you understand what is being communicated
10. ensure others understand the information that you are communicating and clarify points where necessary
11. respect individuals' wishes not to engage in communication
12. provide relevant, appropriate and comprehensive information when you are communicating with others
13. maintain and respect confidentiality of information in all communications
14. complete and store all relevant documentation in accordance with organisational requirements

ADDITIONAL INFORMATION

This National Occupational Standard was developed by Skills for Health. Final version approved March 2021