

## SFHGEN98

# Promote effective communication in a healthcare environment



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### Overview

This standard is about promoting effective written and verbal communication with 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.

*Users of this standard will need to ensure that practice reflects up to date information and policies.*

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### Performance criteria

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*You must be able to:*

- P1 select and use the most appropriate methods, techniques and approaches of communication across a variety of situations to facilitate and achieve positive outcomes
- P2 initiate direct contact with individuals when appropriate to do so
- P3 identify ways to engage individuals and encourage them to communicate with you
- P4 be perceptive to individuals' reactions, modifying the content and style of your communication to promote positive outcomes
- P5 use communication skills sensitively to provide support to individuals
- P6 support individuals to exchange communications with others
- P7 promote constructive communication exchanges during challenging situations
- P8 check that you understand what is being communicated
- P9 ensure others understand the information that you are communicating and clarify points where necessary
- P10 respect individuals' wishes not to engage in communication
- P11 provide relevant, appropriate and comprehensive information when you are communicating with others
- P12 maintain and respect confidentiality of information in all communications

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### Knowledge and understanding

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*You need to know and understand:*

- K1 the organisational policies, procedures and codes of conduct relevant to your responsibilities when communicating with individuals about complex and sensitive issues
- K2 the communication methods and approaches best suited to the situation that:
  - K2.1 promote equality and diversity
  - K2.2 promote the rights of people to communicate in their preferred method, media and language
  - K2.3 are effective when dealing with, and challenging discrimination
  - K2.4 encourage individuals to engage in communications
- K3 the importance of promoting a positive flow of information between individuals
- K4 the importance of promoting direct contact which:
  - K4.1 focuses on the individual or groups of individuals
  - K4.2 recognises the need for individuals to communicate at their own pace
  - K4.3 promotes mutual understanding
  - K4.4 promotes active listening
- K5 the different approaches, methods and techniques that support individuals when handling complex and sensitive issues
- K6 how to diffuse or discourage conflict during challenging situations
- K7 when to recognise silence as an effective aide during verbal communication
- K8 how to use verbal or written communication which:
  - K8.1 facilitates positive outcomes
  - K8.2 is constructive
  - K8.3 is relevant and sufficiently comprehensive to be understood by the recipient
  - K8.4 uses language appropriate to the context, audience and information being exchanged
  - K8.5 is responsive in times of difficulty, trouble or danger when matters could quickly get better or worse
- K9 the importance of your communication skills in relation to supporting others
- K10 how your communications skills reflect on you, your organisation and/or workplace
- K11 the organisational policies and procedures in relation to written communications

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K12 the principles of confidentiality, security and sharing of information for  
the environment in which you work

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### **Additional Information**

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This National Occupational Standard was developed by Skills for Health.

This National Occupational Standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004).

Dimension: Core 1 Communication

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<b>Developed by</b>	Skills for Health
<b>Version number</b>	1
<b>Date approved</b>	June 2010
<b>Indicative review date</b>	June 2012
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Skills for Health
<b>Original URN</b>	GEN98
<b>Relevant occupations</b>	Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allied to Medicine; Health and Social Care; Public Services; Child Development and Well Being; Health Professionals; Healthcare and Related Personal Services
<b>Suite</b>	General Healthcare
<b>Key words</b>	Communication, environment, listening, confidentiality