

Miscellaneous

- **Primary** prevention is achieved by : health promotion + specific protection
 - Health promotion involves :
 - **Health education**
 - Environmental modifications
 - Nutritional intervention
 - Lifestyle changes
- Extension to all ppl of the benefits if medical , physiological knowledge → essential to the **fullest attainment of health**
- Target of health education :
 - General public ppl
 - Patients
 - Priority groups
 - Health providers
 - Community leaders
 - Decision makers
- Communication → sharing + **exchange** (dynamic process) + double way flow + how it's received depends on set of events , stimuli the person exposed to + through common system of symbols
- Elements of communication are : (SMCR model) → linear model
 - Sender
 - Message
 - Method / channel of communication
 - Receiver
 - Feedback
 - **Effect** → end result of communication
- **Source** / encoder / message /channel/decoder /**receiver**
- Issues may happen during communication →
 - Entropy (not understandable)
 - Redundancy (repetition of elements within a message)
- Solutions: **feedback**
- **Sender** must be familiar with several of things :
 - Objectives
 - Audience' interests and needs
 - Message
 - Having professional abilities
 - Knowing limitations
- **Whether he practices what he advises (mostly affect communication process)**
- Message must be :
 - Meaningful
 - Based on felt needs
 - Clear and understandable

- Timely (ma tkon tweleh) and adequate
- Culturally and socially acceptable
- Feedback(from audience to sender) is an opportunity to the sender to modify his message
- Objective of communication → form and establish a relationship between the sender and receiver
- Communication aim mainly to → solve the problem.
- Mechanics of good communication → tools helping in create trusting doctor-patient relationship
- AIDA model → attention → interest → desire → action
- AIETA model → attention → interest -->evaluation → trial → adoption
- Didactic method of communication → one way
- Socratic method → two way
- Communication settings :
 - Interpersonal.
 - Interpersonal
 - Small groups
 - Public
 - Mass communication
- Verbal → saying or writing
- Nonverbal → signs and movements (all forms of communication that doesn't include the actual meaning of words)
 - Forms :
 - Body language
 - Object language (dress / hair / beard / equipments)
 - Space language
- Vocal
- Nonvocal (signs , signals , symbols , icons ..)
- Communication skills (CLEAR)
- Good communication technique :
 - Clear message
 - Active listening
 - Feed back
 - Establish of a good relationship
- Effective communication →
 - When sender elicits an intended response from the receiver
- Effective+ successful → when the sender elicits an intended response repeatedly(the communicator said to be successful and influential)
- 5 components of successful communication :
 - Credibility of message source
 - Message design
 - Delivery channel
 - Target audience

- Targeted behaviour
- **Standards of effective communication (CCBTV)**
 - Complete → all relevant info
 - Clear
 - Brief → concise manner
 - Timely → appropriate timeframe
 - Validate or acknowledge information
- **Principles of effective communication →**
 - Interaction rather than direct transmission
 - ↓ unnecessary uncertainty
 - Planning
 - Dynamism → what is appropriate for a situation not appropriate to another
→ this requires (flexibility/responsiveness /involvement)
 - Follow **helical model**
- **Communication barriers**
 - **Cultural gaps**
 - **Limited effectiveness of receiver**
 - **Negative attitude** of the sender
 - Limited understanding and memory
 - **Contradictory message**
 - Health education without identifying the needs of the community
- **Communication→ 2 way process (receiving and sending)**
Starts with the sender , ends with the receiver
- **Requirements of effective listening :**
 - Picking up cues
 - Clarification
 - Facilitation → to help patient talk freely
 - Reflection
 - Silence
 - Summarizing to :
 - Check accuracy of history taking
 - Review patient needs
 - Facilitate discussion
- **Communication equation:**
 - 40% of the message : what you hear+feel
 - 50% of the message : gesture
 - 10% of the message : words
- **Variable in behaviour change :**
 - Thoughts and ideas
 - Knowledge
 - Skills → ability to do sth well
 - Belief → acceptance or confidence in an alleged fact as true without positive knowledge proof (perceived truth)

- **Attitude**
- **Values**
- **Health belief model** → individual perceptions/modifying factors / likelihood of action
- **Belief categories:**
 - **Perceived :(SSBB)**
 - **Seriousness**
 - **Susceptibility**
 - **Benefits**
 - **Barriers**
- **Stages of change :**
 - **PreContemplation** → lack of awareness
 - **Contemplation** → beginning to consider behaviour change
 - **Preparation** → deciding to change
 - **Action** → actually trying the new behaviour
 - **Maintenance** → establish of the New behaviour