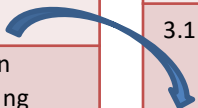


Topic area 3 – Effective communication in health and social care settings		
3.1	What is verbal communication?	<ul style="list-style-type: none"> <li>Verbal communication involves communicating clearly through speech in a way that can be understood and that does not offend the service user.</li> <li>A practitioner will need to adapt their verbal communication to different circumstances.</li> </ul>
3.2	What is non verbal communication	<ul style="list-style-type: none"> <li>Non verbal communication is about how we use our eyes, facial expressions and gestures, and the way we position ourselves to communicate.</li> </ul>
3.3	What is active listening?	<ul style="list-style-type: none"> <li>Active listening skills positively influence communication as they allow a care practitioner to focus and pay attention to the service user.</li> <li>Active listening skills can both be used and interpreted by those involved in the communication.</li> </ul>
3.4	What is special methods communication?	<ul style="list-style-type: none"> <li>Special communication methods are important in health and social care as service users have a wide range of needs, and the care practitioners need to interact with them effectively.</li> </ul>



Examples and importance		
3.1	Give examples of verbal communication	<ul style="list-style-type: none"> <li>Type, clarity, empathy, patience, appropriate vocabulary, tone, volume, pace, willingness</li> </ul>
3.2	Give examples of non verbal communication	<ul style="list-style-type: none"> <li>Type, eye contact, facial expressions, gestures, positioning, space, height, personal space, positive body language, sense of humour</li> </ul>
3.3	Give examples of active listening	<ul style="list-style-type: none"> <li>Open posture, eye contact, nodding, empathy, clarifying, summarising</li> </ul>
3.4	Give examples of special methods	<ul style="list-style-type: none"> <li>Advocate, Braille, British Sign Language, Interpreters, Makaton, Voice Activated Software</li> </ul>
3.5	The importance of effective communication	<ul style="list-style-type: none"> <li>Supports the person-centred values</li> <li>Meets service users' needs</li> <li>Protects rights</li> <li>Empowers service users</li> <li>Makes a service user feel valued</li> <li>Makes a service user feel respected</li> </ul>

Key words:	
Advocate	Independent people who act on behalf of a service user to ensure their views, wishes and beliefs are heard and listened to.
Braille	Braille is a tactile reading and writing system used by those who are blind or have a visual impairment.
Interpreters	Helps to support communication by translating spoken or sign language to another language.
Makaton	Makaton uses symbols, signs and speech to enable people to communicate so it can help with understanding what someone is saying if speech is unclear or they have limited speech.
Voice activated software	Helps individuals with physical or learning disabilities to communicate.