

# Communication & Counselling Skills

## Communication Skills

- ❖ Communication is the exchange or two-way flow of information and ideas between two or more persons.
- ❖ People who do not communicate well, create confusion, disturbance and problems.
- ❖ Your communication skills will enable you to counsel women and families on health & nutrition promotion, adopting healthier practices and mobilising them to avail services at Govt. institutions.
- ❖ They also help you establish rapport with the stakeholders and other health functionaries.
- ❖ There are three different forms of communication - verbal; non-verbal and written. Each of these is useful for you.



## Points to take care while communicating & counselling

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- ✚ When you visit families, greet the individuals and explain the reason of your visit.
- ✚ Maintain eye contact with the person to whom you are talking, act with confidence but speak in a gentle tone which is loud enough to be heard and always be respectful.
- ✚ Stick to the point so that you do not end up using too much time.
- ✚ Use simple words in local language.
- ✚ Do not use technical words or jargon.
- ✚ Your pronunciation should be clear.
- ✚ Be specific, sincere, honest and direct while communicating.
- ✚ Be empathetic and try to share the feelings of individuals.
- ✚ In case of talking to your beneficiary check if she has any question and answer in simple language.
- ✚ Acknowledge the efforts made by the beneficiaries and never forget to compliment/appreciate them.

## Verbal Communication

common way of communication

It should have accuracy, clarity & correctness

## Non-Verbal Communication

Maintain appropriate head level, volume, tone, speed & pitch should be well modulated

Keep appropriate distance & gestures

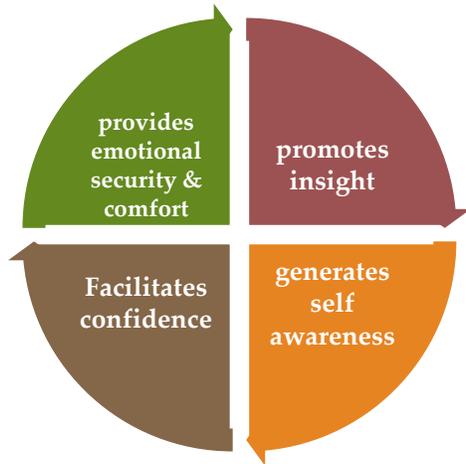
Pay attention, remove barriers

Take time, make eye contact, facial expressions



## Counselling Skills

### Aims of counseling:



As an AWW, keep the following points in mind while communicating with your community.

- Never discriminate on the basis of caste and class while communicating with the community.
- Your tone and gesture should not change while talking to socially and economically disadvantaged community members.
- Talk to them with respect and dignity.
- A community has immense knowledge and experience. Give people a chance to share and use it. Do not treat them like empty vessels.
- Never make any comment which emphasises gender inequality. Your communication should be gender-sensitive.
- Do not react fast. Listen, assimilate, analyse and then react.

The AWW must	So that the beneficiary can
<b>Listen</b>	Develop his/her thinking
<b>Not judge</b>	Feel safe and respected
<b>Pay attention</b>	Know you care
<b>Accept the beneficiary's feelings</b>	Know he/she is not being judged
<b>Think about the beneficiary</b>	Get the best help possible
<b>Ask questions</b>	Develop his/her own thinking
<b>Summarize</b>	Hear her/his thoughts and know she/he is understood

**Note:** In health & nutrition communication, while counselling individuals you need to actively listen to what is being said, analyse all the factors and then dialogue with the person so that, together, the right choices are made. Counselling involves problem solving and not merely preaching to adopt correct practices.