

Course Coordinating Team

Course Coordinator: Prof. Mihir Kumar Mallick
Course Co-Coordinator: Dr. Ankur Yadav
Course Associate: Dr. Sangita Mishra



About the Institute

The NIHFW, an autonomous organization, under the Ministry of Health and Family Welfare, Government of India, acts as an 'apex technical institute' as well as a 'think tank' for the promotion of health and family welfare programs in the country. The post-graduate education, training, research, evaluation, consultancy and advisory services in the field of health and family welfare have been a major focus of the institute.

In order to facilitate continuous up-gradation of knowledge and skills of various health personnel across the country, the NIHFW has been conducting training courses in different areas at regular interval. In this endeavor, the Department of Management Sciences, NIHFW proposes to conduct a training program on 'Health care Communication' from September 16th – 20th, 2019.

Location of the Institute

It is situated in South Delhi, near Jawaharlal Nehru University and Munirka DDA Flats. It is easily accessible from Indira Gandhi International Airport and the New Delhi Railway Station, approximately 10kms. and 15 kms. respectively with metro connectivity. Prepaid taxis/auto-rickshaws are available. The nearest metro station is Munirka.

Course Fee

There is a course fee of Rs. 5000/- per participant which can be paid by Cash/DD, drawn in favour of Director, NIHFW, New Delhi. The course fee include working lunch, morning & evening tea and course material. Expenditure on TA/DA will have to be borne by the participants.

Accommodation

Hostel accommodation at nominal rates would be provided only to the participants, within the Institute's Campus.

Weather

Weather in September will be moderate and the temperature will be min. 26^o C and max. 35^o C.

Last Date for Receiving Nomination: 30th August, 2019

(Participants are requested to make travel plans only after receiving confirmation about his/her participation from NIHFW).

For further information, please contact:

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TRAINING COURSE

ON HEALTH CARE COMMUNICATION

September 16 - 20, 2019



Department of Management Sciences
The National Institute of Health and Family Welfare
Munirka, New Delhi 110 067

Introduction

Communication is an essential part of human life. Through communication people transfer facts, ideas, emotions, knowledge, attitudes and skills to make informed decisions about their health. Various communication methods are used by the healthcare system around the world to improve the quality of health care services. Health care communication in this direction could be considered as an important approach which can contribute to achieve better health outcomes for individuals and for the whole community. By saying Health care communication, we mean the study and practice of communicating promotional health information, such as in public health campaigns, health education, and between doctor and patient. The purpose of disseminating health information is to influence personal health choices by improving health literacy.

Health care communication functions as a means of facilitating the interaction between healthcare professionals and patients or in between the two or more healthcare professionals irrespective of working together in same or different organizations situated at distance places. As we know that there is a need to use advanced technologies for diagnostic and surgical purposes to meet out the expectations of the patients. Similarly, we cannot ignore the significant role of health care communication, in health delivery system because it strengthens good health practices and reduces the chances of health risks among public.

General Objective

The course aims to enhance the

competency of the participants and familiarize them with the concepts and practical skills relating to effective health care communication.

Specific Objectives

- I. On completion of the training program the participants will be able to:
- II. Identify structural factors that foster and inhibit communication in health care contexts,
- III. Explore specific behaviors that convey a caring attitude,
- IV. Outline actions that organizations can take to create a patient- centric environment,
- V. Apply health communication principles to develop effective communication,
- VI. Demonstrate the ability to articulate supportive, therapeutic and caring language,
- VII. Demonstrate capacity to develop health communication approaches to become better communicators with patients, clients and other health care professionals,
- VIII. Foster a friendly environment for peer collaboration and inter departmental teams in health care delivery system.

Course Contents

The course intends to cover topics such as:-

- Introduction to Health Care Communication
- Communication Approaches
- Interpersonal Communication
- Intra Hospital Communication
- Inter Hospital Communication
- Patient care Communication
- Leadership and Management in Health Care communication
- Communication in Emergencies
- Communication for Health Behavior Change

- Strategic Communication Design for Behavior Change
- Situation Analysis
- Media Mix and Media Planning
- Action Plan for Healthcare Communication
- Monitoring and Evaluation for Healthcare Communication

Methodology

The methodology of the course will comprise of:

- Lecture cum Discussion
- Role play
- Group activities
- Demonstrations
- Problem centered and practical exercises

Communication exercises and group work will be used for practical training.

Duration: Five days

Date: 16th to 20th September, 2019

Nature of Participants

Medical Officers/ Dentists/Nursing Officers / Paramedical Officers and other related health professionals.

Venue

Teaching Block,
The National Institute of Health and Family Welfare, Munirka, New Delhi-110067.