

# ONLINE TRAINING COURSE ON HEALTH CARE COMMUNICATION



December 15-17, 2021



Department of Management Sciences  
The National Institute of Health & Family Welfare  
Baba GangNath Marg, Munirka,  
New Delhi- 110 067

## INTRODUCTION TO THE COURSE

Risk among public 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, as an important approach, 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 poor health.

## GENERAL OBJECTIVE

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

**SPECIFIC OBJECTIVES-** on completion of the training course the participants will be able to:

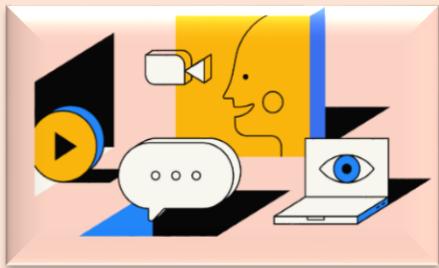
- Identify structural factors that foster and inhibit communication in health care contexts.
- Explore specific behaviours that convey a caring attitude.
- Outline actions that organizations can make to create a patient- centric environment.
- Apply health communication principles to develop effective communication.
- Demonstrate the ability to articulate supportive, therapeutic and caring language.
- Demonstrate capacity to develop health communication approaches to become better communicators with patients, clients and other health care professionals.

## COURSE CONTENT

The course intends to cover the topics such as –

- Understanding Health Behaviour
- Introduction to Health care communication
- Patient Care Communication
- Interpersonal Communication
- Communication in Emergencies
- Strategic Communication Design for behaviour change
- Communication Need Assessment through PLA Technique
- Designing effective messages and Material activities

## COURSE METHODOLOGY



- Lecture cum Discussion
- Group discussion
- Power Point Presentation

## COURSE DURATION



Three days,  
December, 15<sup>th</sup> to 17<sup>th</sup>, 2021

## NATURE OF PARTICIPANTS

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

## LAST DATE OF RECEIVING NOMINATIONS

The Last date of sending nominations is **DECEMBER 10<sup>th</sup>, 2021**. Duly filled in Google form ([Link given below](#)) for registration with course fee is to be submitted. The registration acceptance will be on first come first serve basis.

[Click here for Registration Form](#)

## COURSE COORDINATING TEAM

### Department of Management Sciences & Department of Communication

**Prof. Mihir Kumar Mallick**  
Course Coordinator

**Dr. Ankur Yadav**  
Course Co-coordinator

**Dr. Vandana Bhattacharya**  
Course co-coordinator

**Dr. Raj Narayan**  
Course associate



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 endeavour, the Department of Management Sciences, NIHFW proposes to conduct an online training program on 'Health Care Communication' from December 15<sup>th</sup>–17<sup>th</sup>, 2021.

## DETAILS FOR SUBMISSION OF COURSE FEE

There is a course fee of Rs. 1000/- per participant which can be paid by online banking. The bank details are:

**Name of the beneficiary:** Director, NIHFW  
**Bank Name & Branch:** SBI, NIHFW, Munirka, New Delhi-67  
**Account No.:** 10932790787  
**IFSC Code No.:** SBIN0010439  
**Branch Code No.:** 10439  
**MICR Code No.:** 110002429