

## 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 endeavour, the Department of Management Sciences, NIHFW proposes to conduct a Training Course on 'Communication in Health Care Management for Medical & Allied Health Professionals' from 12<sup>th</sup> -16<sup>th</sup> September, 2022.

## Course Coordinating Team

Course Coordinator : Prof. M. K. Mallick  
Course Co-coordinator: Dr. Vandana  
Secretarial Assistance : Mr. Vikas Kanojia

## Course Fee

There is a course fee of Rs. 5000/- per participant which can be paid through online banking. The bank details are:

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

## For further Correspondence pl. Contact:

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**Course Coordinator**  
**(Professor and Head)**  
**Department of Management Sciences**

**Dr. Vandana Bhattacharya,**  
**(Course Co-coordinator)**  
**Department of Management Sciences**

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**Fax: 91-11-2610 1623, Web Site:**  
**[www.nihfw.org](http://www.nihfw.org)**

## TRAINING COURSE ON COMMUNICATION IN HEALTH CARE MANAGEMENT FOR MEDICAL & ALLIED HEALTH PROFESSIONALS

**12th -16th September, 2022**



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

## Introduction

Communication strategies play a significant role in addressing many barriers and shaping demand for and adoption of preventive and promotive practices related to health. Over the years there has been a paradigm shift in from sporadic awareness- raising information, education, and communication (IEC) activities to strategic, evidence-based behaviour change communication (BCC) strategies. Since individual behaviour is influenced by socio-cultural and gender norms, the need to mobilize communities in support of recommended behaviours and integrate advocacy to influence policy and structural issues has led to increasingly holistic approaches in health care communication. In this context, it is important to note that the professionals in the field of both preventive and curative health care need to be familiar with various approaches of health care communication. This will enable them to design programs based on evidence and analysis; develop interventions and materials systematically, creatively and effectively manage implementation and program monitoring; and use research consistently to monitor, and measure outcomes.

## General Objective

To enhance the competency of the participants and familiarize them with the knowledge of effective approaches to health care communication.

## Specific Objectives

On completion of the training course the participants will be able to:

- i. Identify structural factors that foster and inhibit communication in health care contexts
- ii. Apply health communication principles to develop effective communication
- iii. Demonstrate capacity to develop health communication approaches to become better communicators with patients, clients and other health care professional
- iv. 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:-

- Understanding Health Behaviour in context with Social and Cultural issues
- Introduction to Health Care Communication
- Elements, techniques and appropriate therapeutic uses of communication
- Types of communication (intrapersonal, interpersonal, group, and public Unit)
- Role of health professionals in therapeutic communications, with patient, groups and community
- Patient-Caregiver Communication
- Listening techniques and communication strategies
- Communication in Emergencies
- Communication among medical teams (health care groups, and health care

organization).

- Leadership and Management in Healthcare Communication
- Self-management tools in health care: helping people communicate with themselves
- Communication and Information Technology

## Methodology

The methodology of the course will comprise of: Lecture cum Discussion, Case Analysis, Role Play & Group work

## Duration

Five days, 12<sup>th</sup> to 16<sup>th</sup> September, 2022

## Nature of Participants

Health Care professionals like Medical Officers, Dentists/ Nursing Officers/ Paramedical Officers and other related Health Professionals

## Last date for Receiving Nomination

31st August, 2022

## Venue

The National Institute of Health and Family Welfare

## Details of the Candidate:

Name:  
Designation:  
Address for communication:  
Telephone (M):  
E-Mail:  
Course fee payment details: