



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 an online training program on 'Health care Communication' from September 14th –18th, 2020.

Course Coordinating Team

Course Coordinator : Prof. M. K. Mallick
Course Co-coordinators: Dr. Ankur Yadav,
Dr. Nanthini Subaiha
Course Associate :Dr. Raj Narayan

Course Fee

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

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

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ONLINE TRAINING COURSE ON HEALTH CARE COMMUNICATION

January 11-15, 2021



Department of Management Sciences
The National Institute of Health & Family Welfare
Baba Gang Nath Marg ,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 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 reduce the chances of health risk 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

On completion of the training program the participants will be able to

- i. Describe the key factors about human behaviour
- 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:-

- Understanding Health Behaviour
- Introduction to Health care communication
- Patient Care Communication
- Interpersonal Communication
- Communication Need Assessment through PLA Technique
- Communication in Emergencies

- Strategic Communication Design for behaviour change
- Barriers and Facilitators to Change
- Designing effective messages and Material activities
- Media Mix and Media Planning
- Leadership and Management in Health Care Communication

Methodology

The methodology of the course will comprise of:

- Lecture cum Discussion
- Role play
- Group activities
- Demonstrations
- Power Point Presentation
- Problem centred and practical exercises
- Use of A. V. Aids.

Duration

Five days, Date: 11th to 15th January, 2021

Nature of Participants

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

Last date for Receiving Nomination

31st December, 2021

Venue

Through online mode by the National Institute of Health and Family Welfare