



National Healthcare  
Communication  
Programme

*Making conversations easier*



National Maternity  
Experience Survey

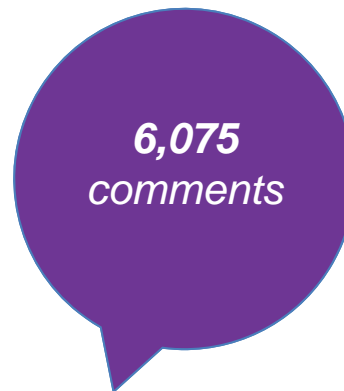
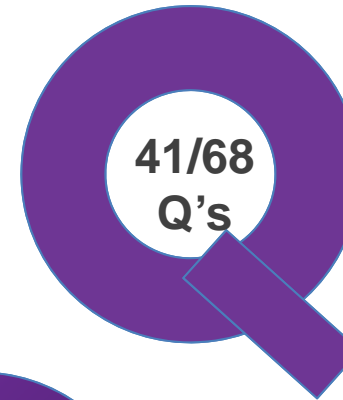
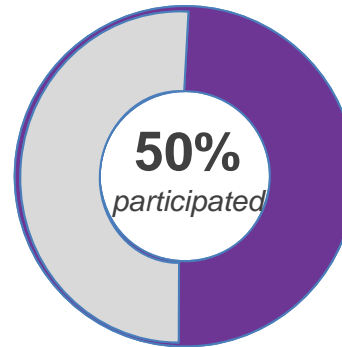
**Experience of consent - the voice of the person**

EA|CHI | International Association for  
Communication in Healthcare

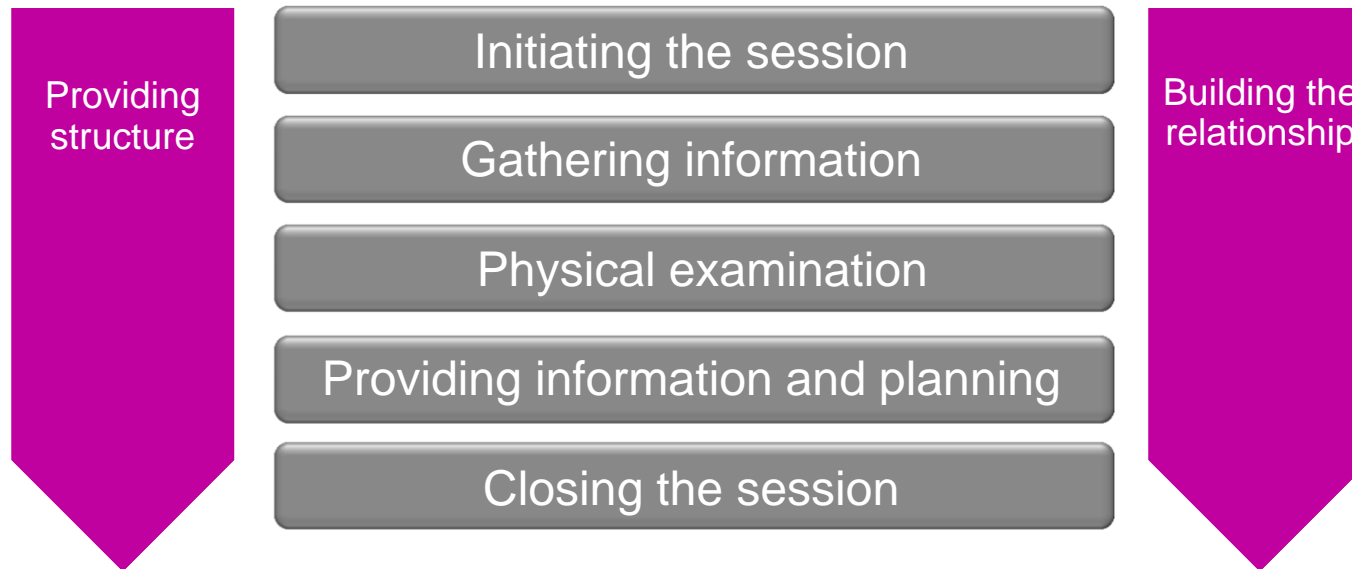
 Building a  
Better Health  
Service

Seirbhís Sláinte  
Níos Fearr  
á Forbairt

# Survey findings

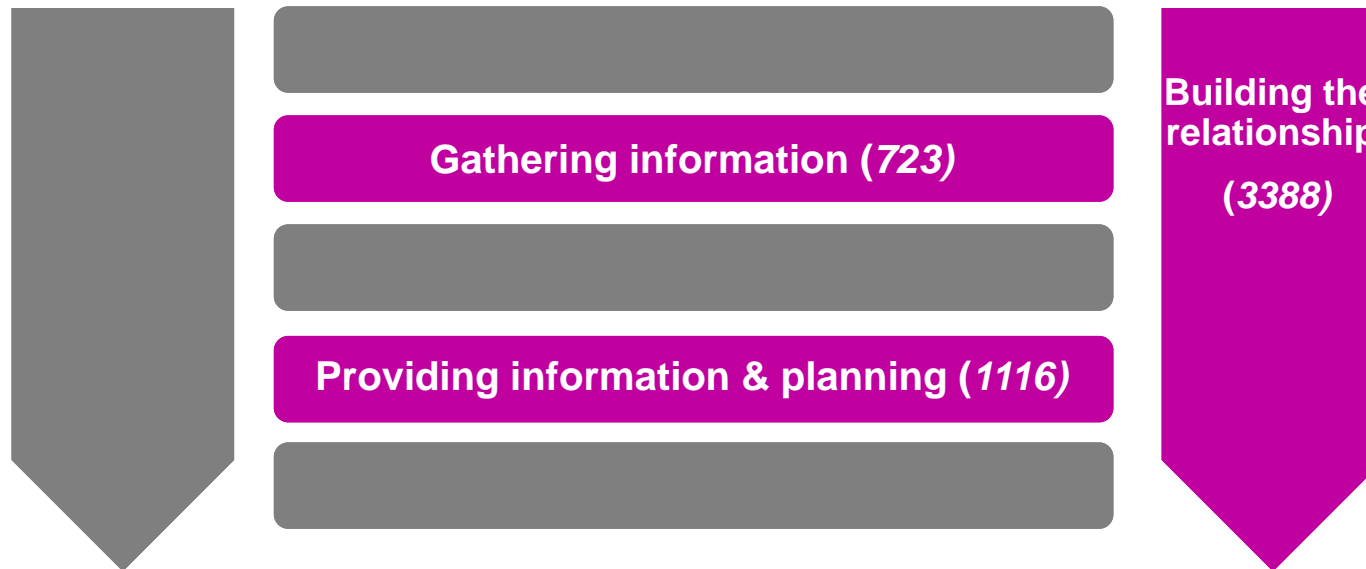


## Evidence-based framework



# Comment analysis (5274)

## Calgary-Cambridge Guide



## Positive comments

- *“They were very good at keeping an eye on my scar and making me aware of all the risks involved with having a second section so close together”*
- *“Absolutely delighted with how it all went and never at any point did I feel pressured for the [Proc type]”*

Information about  
intervention/  
purpose/  
risks/benefits

Choice

## Opportunities for improvement

- *“I was not given any options regarding induction, before I had the opportunity to think/discuss it further, the doctor inserted the gel”*
- *“On admission to the hospital, I was informed by my midwife that it was the hospital’s policy to break waters”*

Information about  
intervention/  
purpose/  
risks/benefits

Choice

## Opportunities for improvement

- *“I was not informed that my waters were going to be broken, I was told I was getting examined to see how dilated I was”*
- *“Do people know they can say no to procedures? Have doctors asked before doing a procedure”*

Consent is required for every intervention

Time & Timing

# Challenges

## Woman

- Feeling ill, scared or stressed
- Feeling intimidated
- Language barriers
- Hearing or visual impairments
- Health literacy & numeracy

*Different learning styles*

## Clinician

- Time pressures
- Medical jargon
- Focus on harms/risks (not benefits)
- Communication skills!

*Different cultural values*



Remember...

“ The person’s language skills  
and ability to take in information  
can diminish under stress

# Communication skills

## Building the relationship



- Greetings & introductions



- Non-verbal behaviour



- Involving the patient

**G.I.V.E.**

- Demonstrating empathy

## Gathering information



- Open questions



- Screening



- Summarising



- Responding to non-verbal cues

**I.C.E.**

- Using I.C.E.

## Giving information



- Starting point



- Chunk & check



- Speak slowly



- Use visual aids

- Avoid jargon



- Repeat key points



“

I thought I had very good  
communication skills  
before doing the role plays.  
I realise now I need to stop  
& reflect on some habits  
that I have developed.

*Take aways...*

“When you talk you are only repeating what you already know. But if you listen, you may learn something new.”

DALAI LAMA



“Do the best you can until  
you know better. Then when  
you know better, do better.”

MAYA ANGELOU  
1928 - 2014



Find out more



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Thank you



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