Job Aid: Key Communication Strategies

• Warm Greeting: Receive everyone with a welcoming smile, and maintain a friendly attitude throughout the visit

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- Eye Contact: Make appropriate eye contact throughout the interaction whenever culturally acceptable
- Listen carefully: Try not to interrupt participants when they are talking. Pay attention, and be responsive to the issues or questions they raise

Use Plain, Simple Language: Use common words that you would use to explain health and nutrition information to your friends or family, such as healthy fruits and vegetables instead of Vitamins C, A or minerals

- Use the participant's words: Take note of what words the participant uses to describe his or her concerns or problems and use them in your conversation.
- Slow Down: Speak clearly and at a moderate pace
- Limit and Repeat content: Prioritize what needs to be discussed, and limit information to 3-5 key points and repeat them. Repeat key points.
- Be specific and concrete: Don't use vague and subjective terms that can be interpreted in different ways.
- Show How It's Done: Whether doing exercises or making a diet change, a demonstration of how to do something may be clearer than a verbal explanation
- Use Teach-Back: Confirm participants understand what they need to know and do by asking them to teach back important information, such as directions. Ask the participant to explain back, using their own words
- Use Graphics: Draw pictures, use illustrations, or demonstrate with 3-D models. All pictures and models should be simple, designed to demonstrate only the important concepts.
- Invite Participant Participation: Encourage participants to ask questions and be involved in the conversation during visits and to be proactive in their health care. Use simple language:
 "We discussed a lot of information. What can we review again?" this wording invites participation and questions.
 Asking "Do you have any questions?"- prompts them to say "NO" even if they do have questions.
- Encourage Questions: Participants are sometimes embarrassed to ask questions and, in some cultures, deference to authority suppresses questions. Creating a friendly environment that encourages participants to ask questions is an important way to engage them as active partners in their nutrition and dietary plan. It promotes safety and good health outcomes and participant satisfaction.

Adapted from AHRQ Health Literacy Universal Precautions Toolkit 2nd Edition: Key Communication Strategies Poster: <u>https://www.ahrq.gov/health-literacy/improve/precautions/tool4.html</u>