



# *Interpersonal Communication*

*Relating and Sharing Information with Others*



# Intro - Why do we communicate?

- [Ask participants, then summarise]
- We communicate:
  - To gain info from people, about them
  - To build understanding
  - To create relationship
  - To explore OR express interpersonal needs, such as help, support, friendship

# Types/levels of communication

- Mass communication
- Group communication
- One-to-one/Inter-personal communication

Each level requires a different approach

# What is IPC?

Inter-personal communication (IPC) is one-on-one, face-to-face communication.

It may be a dialogue or conversation between:

- client and provider
  - peers
  - spouses or partners
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- IPC includes all aspects of communication:
    - Listening
    - Persuading
    - Asserting
    - Nonverbal communication



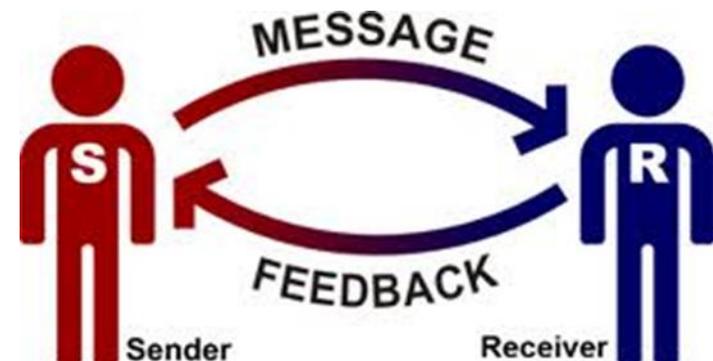
How you talk is just as important as what you say!

## In health, we also use IPC in:

- Peer education: a widely used, effective IPC approach for family planning
- Home visits: CHWs can provide advice and support to clients and intended users
- Mobile phone technology: SMS provide messages, reminders and referrals to services
  
- People more likely to trust info and act on it if:
  - They hear it often from different sources
  - They hear it from a person they know well and trust
  - They understand how it helps them
  - When communicated in a familiar language
  - When they can ask questions, seek more info
  
- IPC can be more important than other types of communication

# Advantages of IPC

- Reaches the audience at an individual level
- Two way communication
- Reinforces behaviour
- Builds relationships between CHW and client
- It is most credible and most interactive
- Lends itself to effective feedback process
- Most participatory
- Highly effective



# Disadvantages of IPC

- Limited reach – one or two at a time
- Messages and IEC materials have to be simple, easy to read and understand and attractive.
- Inconsistency from one situation to another
- Difficult to control messages
- It is intense – close relationship which must be well managed.
- Can take a long time to build reach or a connection



# Using IPC in FP promotion

IPC in FP promotion helps a client to make an informed decision about:

- What FP method to use,
- How to use the method correctly
- To help clients who have problems or questions about the method.



# Outcomes of Effective IPC

- The provider and the client establish a positive rapport;
- The client discloses enough information about him/herself to allow an accurate assessment of their FP needs;
- The client understands his or her FP needs and options
- Provider guides client to select appropriate FP method acceptable to the client, consistent with medical eligibility criteria

# Using IPC in FP promotion

Use GATHER approach in assisting clients:

**G** Greet the client

**A** Ask the client about him/herself

**T** Tell the client about all FP methods

**H** Help the client to choose a method

**E** Explain how to use the  
method

**R** Return visit must be  
planned



# GATHER

- **Greet:** Always greet the client. Ensure privacy and confidentiality.
- **Ask:** Ask the client about herself, her family and take a brief medical history (especially a new client)
- **Tell:** Tell the client about all FP methods. Encourage client to ask questions, and express concerns about each method
- **Help:** Help client to choose method that suits her needs and matches her plans and preference:
- Ask clients to consider:
  - What their plans and wishes are about having children;
  - What problems, if any, they think they might have using the method;

# GATHER

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- **Ask** clients to consider:
  - How they will remember to use the method correctly
  - Whether or not they have discussed FP with their partner;
  - What their partner's preference is about an FP method

# GATHER

- **Explain:** Explain how to use the preferred method of choice to the client:
  - Give clear instructions on how to use the method;
  - Inform the client about possible side effects;
  - Explain the procedure clearly;
  - Ensure client understands correctly;
  - Giving client materials about the method to read;
  - Giving referral for service if needed

# GATHER

- **Return:** Agree on a return date for a check up or a re-supply of the method or for any other reason.
- Reassure the client you are always available if she needs further help



# Enhancing understanding...

- Check the patient's understanding of FP
- Use appropriate and simple language.
- Explain what the client needs to know or do in a logical way sequence.
- Correct misconceptions.
- Discuss and prescribe concrete behavioral changes that are appropriate for the client and chosen method.
- Repeat, summarize key information.
- Make sure patient knows when to return for a follow-up visit.
- Ask patient if there is anything else he or she would like to know.

# Role Plays

Practice the following roles plays:

- Role Play 1: A client wants to practice family planning but is unsure of what method to use.
- Role Play 2: A client wants to use an IUD but is worried about the pain during insertion.
- Role Play 3: A client wants to do a tubal ligation but must first convince her husband about it.