

## Overview

This standard is about promoting effective communication with individuals, or groups of individuals, in a healthcare environment. You will be expected to apply a variety of communication methods and approaches, appropriate to individuals and the situation, in order to facilitate and promote constructive outcomes. You will be expected to be able to communicate effectively on difficult, complex and sensitive issues and ensure that your practice reflects up-to-date information, policies, and digital advancements.

## Performance criteria

### *You must be able to:*

- P1. establish consent and access information on the communication preferences and needs of individuals
- P2. select and use the most appropriate methods, techniques and approaches of communication, including digital platforms, across a variety of situations to facilitate and achieve positive outcomes
- P3. initiate direct contact with individuals when appropriate to do so
- P4. identify ways to engage individuals and encourage them to communicate with you
- P5. adapt the content and style of your communication to meet the needs of the individual or groups
- P6. be perceptive to individuals' reactions, modifying the content and style of your communication to promote positive outcomes
- P7. support individuals to exchange communications with others
- P8. check that you understand what is being communicated
- P9. ensure others understand the information that you are communicating and clarify points where necessary
- P10. respect individuals' wishes not to engage in communication
- P11. provide relevant, appropriate and comprehensive information when you are communicating with others ensuring accessibility and understanding
- P12. respond promptly and effectively to emerging challenges
- P13. maintain and respect confidentiality of information in all communications in line with organisational and legal requirements.
- P14. work effectively within teams and multidisciplinary settings, modelling positive communication and resolving conflicts where they arise.
- P15. engage in reflection and quality improvement processes to enhance communication practices.
- P16. promote a culture of openness, feedback, and continuous learning in communication.
- P17. contribute to all relevant documentation required for promoting effective communication in a healthcare environment.

## Knowledge and understanding

### *You need to know and understand:*

K1. how to access and interpret all relevant work instructions, legislation, guidelines, policies, procedures and protocols needed to promote effective communication in a healthcare environment

K2. the organisational policies, procedures and codes of conduct relevant to your responsibilities when communicating with individuals about complex and sensitive issues, including confidentiality, information governance, and data protection.

K3. the communication methods and approaches best suited to the situation that:

- a. promote equality, diversity and inclusion
- b. uphold the rights of people to communicate in their preferred method, media, and language, including the use of interpreters, accessible formats, and digital platforms
- c. encourage individuals to engage in communications

K4. the importance of promoting a positive flow of information between individuals, teams, and services, including the use of digital communication tools and electronic health records.

K5. the importance of clear, timely, and accurate communication to maintain patient safety and quality of care, particularly during urgent or high-risk situations.

K6. the different approaches, methods and techniques that support individuals when handling complex and sensitive issues including conflict and calmly addressing difficult issues

K7. how to adapt communication styles in ways which are appropriate to the needs of the individual or group

K8. how to diffuse or discourage conflict during challenging situations

K9. when to recognise silence as an effective aide during verbal communication

K10. the importance of your communication skills in relation to supporting others

K11. how your communications skills reflect on you and your organisation

K12. the principles of confidentiality, security and sharing of information for the environment in which you work including when and how information can be shared for safeguarding or care coordination.

K13. how to complete and safely store all relevant documentation in accordance with organisational requirements

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