

## Course Title: MOD8-ENG202G-Business & Professional Communications

**Credits:** 3.00

**Course Description:** Communication is a huge part of what midwives do in their role as educators and as mid-level health care providers. Professionalism, accuracy and efficacy in communication are crucial in the provision of care and professional coordination of care. This course aims to provide students an understanding of both the need for and steps to achieve non-confrontational language and communication, conflict resolution, and effective communication in professional interactions. Learning activities include: practicing adapting language to non-confrontational phrases; development of clear informational materials on midwifery services; and development of a presentation on a plan for reduction of maternal and infant risk in the student's community that could be presented to any party.

### Learning Objectives:

A: Student will be able to answer the Study Questions (below).

B: Student will be able to demonstrate thorough knowledge of the Clinical Skills required for this course: none required for this course.

C: Student will demonstrate thorough knowledge of the MANA Core Competencies for Midwives required for this course (below).

D: Student will be able to demonstrate knowledge of any new information in the area of study.

E. Student will be able to clearly communicate ideas and information about midwifery care.

### Learning Activities:

I. Student Reads required texts.

II. Student Completes study questions.

III. Preceptor elaborates on study questions.

IV. Clinical Skills and Core Competencies training consists of the following (may take place at clinical visits or at childbirth education classes):

1. Preceptor Explanation of	Safe, evidence-based midwifery care for the individual Clinical Skills and Core Competencies including etiology, sequelae, appropriate management and follow-up for the individual patient, appropriate times and reasons for consult and referral, access to relevant resources and information, complete, thorough and timely record keeping, appropriate, professional, and compassionate management of every task involved, receptiveness and responsiveness to patient's concerns. The Explanation will include a discussion of midwifery decisions and actions as they relate to possible outcomes and their wider impact, based on the Midwives Model of Care®.
2. Preceptor Demonstration of	
3. Student Practice of	
4. Student Demonstration of	

V. Student researches and presents to the preceptor relevant latest

developments in academic and clinical midwifery as relevant to the subject.

VI. Student/Preceptor discussion.

VII. Practice: adapting language to non-confrontational phrases;

**VIII.** Development of clear informational materials on midwifery services; i.e. a brochure.

**IX.** Development of a presentation on a plan for reduction of maternal and infant risk in the student's community that could be presented to any party.

### **Learning Materials / Resources:**

(Please use textbooks less than 5 years old, or most recent edition)

1. Chan, Janis Fisher. Professional writing skills: A self-paced training program. 2<sup>nd</sup> edition. Advanced Communication Designs. 2003
2. MANA Core Competencies for Midwives
3. Midwives Model of Care®.
4. Advertising materials from other businesses.
5. Internet links as needed for latest developments in midwifery care:  
[The Cochrane Collaboration](#)  
[EBSCO](#)  
[National Library of Medicine](#)  
[PubMed](#)  
[Medline](#)  
[SCIRUS](#)  
[Medscape](#)  
[World Health Organization](#)

### **Evaluation Tools / Methods:**

1. Answers to study questions: Student must achieve at least 80% correct to pass. The preceptor evaluates each answer for correctness and explains the questions that were incorrect. Study questions count for 85% of the final grade.
2. Writing assignments and presentations: the preceptor evaluates the student's ability to clearly communicate by assessing the appeal, professionalism, logic and persuasiveness. This counts for 5% of the final grade.
3. Clinical Skills: no clinical skills required for this course.
4. MANA Core Competencies: Student's ability to apply MANA Core Competencies for Midwives in discussion to simulated and real-life situations. This counts for 5% of the final grade.

Evaluation of NARM Skills and MANA Core Competencies: The student demonstrates thorough knowledge to the satisfaction of the preceptor in the following areas:

*\*The student will be able to, in accordance with safe, evidence-based midwifery care, explain the condition, verbalize etiology and sequelae, verbalize appropriate management for the individual patient, follow up appropriately, consult and refer appropriately, access resources and information, accomplish complete, thorough and timely record keeping, appropriately manage every task involved correctly, professionally, and compassionately, while being receptive and responsive to patient's concerns. She/he will be able to explain her decisions and actions as they relate to possible outcomes and their wider impact.*

5. Student presentation of new information in area of study. The preceptor evaluates the correctness of the information presented. This counts for 5% of the grade.

## Study Questions

1. Describe how you would most like to communicate the Midwives Model of Care to a prospective client.
2. Complete all the exercises in Professional Writing Skills textbook.
3. Identify several elements of communication that must be addressed to accomplish accurate and effective communications. How can each element be implemented and why?
4. Reword the following phrases in a non-confrontational format for effectiveness and accuracy.
  - a. I don't want any drugs
  - b. I don't want to go to the hospital
  - c. Doctors don't know what they're talking about
  - d. The hospital is abusive
  - e. Immunizations are poison
  - f. A hospital is not where you should have your baby
  - g. Most of what goes wrong in a hospital is caused by the hospital
  - h. If you don't breastfeed your baby will lose 10 IQ points
  - i. If it's hurting you, it's because you're not breathing right; you're not relaxed
  - j. You have a fatal, sexually transmitted disease: life
  - k. If you don't let us do this procedure your baby will die
  - l. That's just not the way we do it here
  - m. Circumcision is child abuse
  - n. Not circumcising is child abuse
  - o. Home birth is child abuse
  - p. If you let us cut, you will be done
  - q. Home birth is better
  - r. Midwives are better
  - s. Nurses are mean
  - t. There's less risk at home
  - u. Hospitals are patriarchal
  - v. Men don't know what it's like to have a baby
  - w. You can't be a midwife until you've had a baby
  - x. If you don't breastfeed you won't be a good mom
  - y. Your doctor's wrong, here's the truth
  - z. Herbs are better than drugs
5. Design and produce a pamphlet describing a midwifery service that includes:
  - a. What the service provides
  - b. The type of providers and definition of their profession
  - c. Legal status

- d. History of the business
  - e. Fees
  - f. Office hours
  - g. Location
  - h. Availability
  - i. Names of providers
  - j. What sets your service apart
  - k. How to get in touch
  - l. Logo, photo or artwork
6. Compare and contrast three forms of conflict resolution, 800 words. Include:
- a. What are the steps for each?
  - b. What makes each similar or different from the other two methods?
  - c. What are the underlying assumptions each makes about why there is conflict?
  - d. Based on your research, which method do you think is most effective and why?
7. Describe your preferred method for conflict resolution. List the steps and elements of this method. Why do you prefer it? Have you utilized it? Give an example of a conflict in your life where this method has worked or not worked and analyze why this was so. 500 words.
8. Write a presentation outlining how your abilities are going to reduce maternal and infant risk in your community. Produce a format that you feel will effectively communicate your ideas to your community. Make this presentation to your instructor. Include:
- a. What is currently the maternal mortality rate in your state?
  - b. What is the infant mortality rate in your state?
  - c. What is the C-Section rate in your state?
  - d. What is the low birth weight rate?
  - e. What is the mean income in your state?
  - f. How many children live below the poverty line in your state?
  - g. What resources are available to reduce maternal and infant risk in your state?
  - h. How effective are they in reducing risk?
  - i. What are the barriers to maternal-infant risk reduction in your state?
  - j. What are the choices available to pregnant women in your state?
  - k. What are the barriers to choice in your state?
  - l. What choices are available for preparation for childbirth?
  - m. Any additional information you feel is relevant to your area?
  - n. Propose a plan to positively impact these issues.

### Clinical Skills (NARM Skills)

No clinical skills required for this course.

## Core Competencies (MANA Core Competencies for Midwives)

### **VII. Professional, Legal and Other Aspects**

**The entry-level midwife assumes responsibility for practicing in accord with the principles outlined in this document. The midwife uses a foundation of knowledge and/or skill which includes the following:**

7 G. Awareness of the need for midwives to share their knowledge and experience.