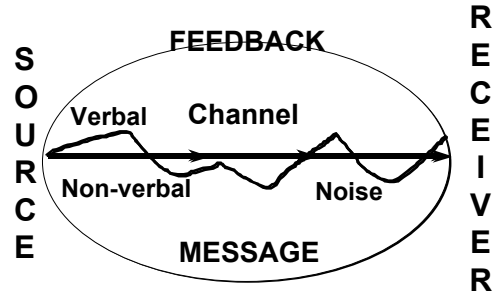


Communication: The Key to Most Problems

Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division

Communication Model



Source: Originator of Message

- Formulates messages
- Evaluates receivers
- Observes environment
- Tests channel
- Re-transmits if needed

Message: Data to Be Transmitted

- Clear
- Concise
- Single message at a time
- Varies in re-transmission if necessary

Channel: Method Message Is Sent

- Verbal
- Non-verbal



Receiver: Party Receiving Message

- Evaluates openness of reception
- Clears channel
- Interprets message
- Acknowledges message received
- Formulates feedback if needed

Noise: Hindrances to Communication

- Loud environment
- Impaired receiver
- Unclear (double) message
- Abuse of channel

Feedback: Response to Message

- Responsibility of receiver
- Evaluated by source
- Verbal or non-verbal
- Concludes original communication



Understanding the communication process enables us to effectively and efficiently exchange information verbally or non-verbally with those around us

Contributing Factors to Poor Communications

- Poor timing
- Mixed messages
- Abuse
- Noise

Keys to Successful Communication

- Clear
- Concise
- Singular
- Feedback



Cleaning Up Communication

There are two types of Communication as far as subject matter is concerned:

- Original messages
- Passing on of existing information



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