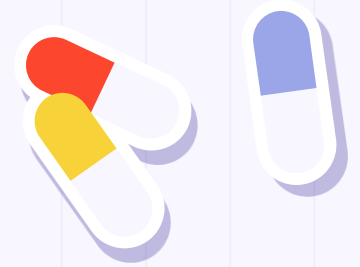


Nonverbal Communication

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Overview

- **Words** are **not the only** way by which pharmacists communicate.
- Interpersonal communication involves **both verbal** and **nonverbal** expression.
- **Words** normally **express ideas**, whereas **nonverbal expressions** convey **attitudes** and **emotions**.
- A **large measure** of how you relate to others and how they relate to you is **not based on what is said**, but on what is **not said**.
- Nonverbal expressions include **kinesics**, **proxemics**, and elements of the physical **environment** in which communication takes place.

Verbal VS Non-Verbal Communication

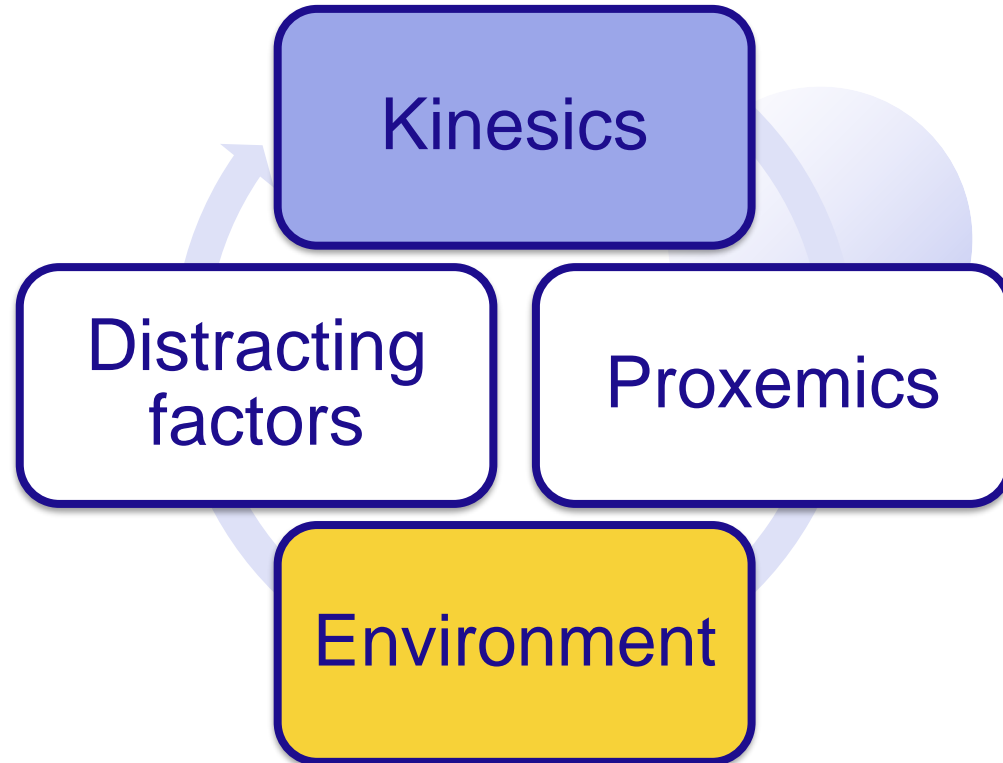
Verbal

1. **Spoken or written** language.
2. Can be **consciously** controlled and manipulated.
3. Allows for **precise and explicit** expression of **thoughts and ideas**.
4. Can convey **complex and abstract** concepts.
5. May **lack congruence** with nonverbal cues, leading to potential misinterpretation.

Non-Verbal

1. **Behavior, psychological** responses, and **environmental** interactions.
2. Operates at a **subconscious** level and is difficult to fake.
3. Reflects **innermost thoughts and feelings**.
4. Can have **multiple interpretations** based on social, psychological, and cultural factors.
5. **Consistency** with verbal communication enhances successful interpersonal communication.

Elements of Nonverbal Communication



KINESICS

- Kinesics refers to **the study of body movements and gestures as a form of nonverbal communication.**
- Kinesics involves the **use of body movements**, such as arm, leg, hand, head, face, and torso gestures, to **convey messages.**
- For example, **shaking hands** in some cultures signifies friendship, while bowing is more appropriate in others.
- In the **healthcare profession**, body movements play a crucial role in generating empathy and commitment to helping others.



KINESICS

- **An open posture**, with a full frontal appearance, legs, and arms comfortably apart, and an interested facial expression, **communicates sincerity, respect, and empathy.**



KINESICS

- **A closed posture**, with arms folded, legs crossed, head down, and avoiding eye contact, can create a barrier in communication and may lead to **unproductive interactions**.



KINESICS



Key Components of Kinesics

- Varied eye contact (consistent, but not a stare)
- Relaxed posture
- Appropriate comfortable gestures
- Frontal appearance (shoulders square to other person)
- Slight lean toward the other person
- Erect body position (head up, shoulders back)

PROXEMICS

- Proxemics refers to **the use of space and the distance between individuals in nonverbal communication.**
- The **quality** of interactions can differ based on the **distances** between communicators.
- In the United States, people tend to be more **comfortable** when a distance of **18 inches to 48 inches** is maintained during **casual personal conversations.**
- Distances of **more than 4 to 6 feet** are generally reserved for **public communication**, while **closer distances** are appropriate for **private conversations.**

PROXEMICS

- When **consulting with patients**, it's important to consider the **distance factor**.
- **Stand close** enough to **ensure privacy** but provide enough room for the patient to feel comfortable.
- Patients may **nonverbally indicate their comfort** level with distance by **stepping backward or leaning forward**.
- For **sensitive issues**, such as explaining the use of intimate medications, it may be necessary to **enter the patient's private zone**, especially if others are present.

ENVIRONMENTAL NONVERBAL FACTORS

- Various environmental factors in the pharmacy setting contribute to nonverbal communication with patients.
- The **colors** used in the pharmacy's decor, **lighting**, and use of **space** have been identified as important nonverbal communication factors.
- The **prescription counter** and related shelving serve to keep the dispensing process private, but they can also act as barriers to communication.
- **Stepping to the side** or **from behind the** counter can signal a genuine interest in **interacting** with patients.

Distracting Nonverbal Communication

- **Lack of Eye Contact:** One of the most distracting nonverbal elements is when there is a lack of eye contact during a conversation.
- **Unconscious Behavior:** Many pharmacists unconsciously avoid looking at patients while speaking to them. They may focus on objects like prescriptions, prescription containers, or computer screens instead.
- **Negative Interpretation:** Patients may interpret a lack of eye contact as a sign that the pharmacist is not confident or doesn't care about engaging with them.

Distracting Nonverbal Communication

- **Limited Assessment:** Not looking at the patient hinders the pharmacist's ability to assess whether the patient understands the information being communicated.
- **Feedback Reception:** Eye contact allows the pharmacist to receive nonverbal feedback from the patient, such as questioning looks, expressions of surprise, or expressions of understanding.
- **Essential for Listening:** Good eye contact is essential for effective listening. When pharmacists don't look at patients while they are talking, it may give the impression that they are not interested in what the patient is saying.

Distracting Nonverbal Communication

- **Facial Expression:** Inadvertent facial expressions can send unintended messages. For example, rolling your eyes while a patient explains something may convey disinterest or lack of concern.
- **Body Position:** Body position can also be distracting and influence patients' perception of your willingness to engage with them. A closed stance with folded arms or a slouched or tilted body position may convey reluctance to communicate.
- **Awareness of Body Position:** It's important to be mindful of your body position and consider whether it reflects a genuine desire to interact with patients or suggests a lack of concern or interest.



**THANK YOU FOR
YOUR ATTENTION**