

**IIHS PD101: PERSONALITY DEVELOPMENT**

**Bachelor (Hons) Nursing Sciences, Open University of  
Malaysia**

**“PERSONALITY DEVELOPMENT AND PUBLIC RELATIONS  
IN  
HEALTHCARE SETTING; A QUALITATIVE APPROACH”**



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## **MODULAR DESCRIPTION**

This module consists of a 02 main important areas in the development of soft skills of a healthcare worker that directly contribute to the quality of care, personality development and the Public relations.

## **Chapter 01: PERSONALITY DEVELOPMENT**

This course has been prepared in order to improve the knowledge and skill of improves ones own personality and the people around you.

### **1. Objectives of the course**

- a. Introduction to Personality development , concepts, models and traits
- b. Benefits of effective personality
- c. Identifying your own personality traits and your team
- d. Strategies to improve your personality and your team
- e. Development of a personality development programme

### **2. Course outcome**

- a. To orientate the candidate to the effective personality
- b. To develop the personality to the globally accepted level
- c. How to improve the personality of the people around the candidate
- d. How to use effective personality in day to day work
- e. How to organize an effective Public Relations programme
- f. How to improve Customer care in your work place

### **3. Course delivery**

- a. Tutorials
- b. Video presentations
- c. Activities

## **Modular Assessment**

This consists of an Assessment and Final examinations.

- a. Assessment on the development of the personality development programme of given health unit and critical analysis of the quality of health unit with respect to the personally of the healthcare workers.
- b. Final Examination: Essay paper

## **Chapter 02: PUBLIC RELATIONS**

This course has been prepared in order to improve the knowledge and skill with respect to Public relations with a view to improve the quality of care.

### **1. Objectives of the course**

- a. Introduction to Service quality and customer care
- b. Introduction to Public and their importance
- c. Definition of Public relations
- d. Benefits of effective Public relations ( PR)
- e. Key components in PR
- f. Strategies to improve PR in the healthcare setting
- g. How to organize a public relation programme in your work place

### **2. Course outcome**

- a. To orientate the candidate in PR and its importance
- b. To develop the PR in the work place to acceptable level
- c. How to organize an effective Public Relations programme
- d. How to improve Customer care in your work place

### **3. Course delivery**

- a. Tutorials
- b. Video presentations
- c. Activities

## **Modular Assessment**

This consists of an Assessment and Final examinations.

- c. Assessment on the development of the personality development programme of given health unit and critical analysis of the quality of health unit with respect to the personally of the healthcare workers.
- d. Final Examination: Essay paper

## Chapter 01: PERSONALITY DEVELOPMENT

“We should take care not to make the intellect our god; it has, of course, powerful muscles, but no personality”

**- Albert Einstein-**



# 1. INTRODUCTION TO PERSONALITY

## 1.1 What is Personality?

Personality makes humans different from each other and it is everything what you are and how you do things. In short It is the way you dress, walk and talk in layman's language you're Smart or not. Effective personality also pleasing, pleasant and persuasive.

The "personality" is the typical pattern of thinking, feeling, and behaviors that make a person unique. When we say that someone has a "good personality" we mean that they are likeable, interesting and pleasant to be with.

Everyone wants to be attractive to others. To that end, having a good personality is vital - probably even more so than good looks. In fact, approximately 85 percent of your success and happiness will be a result of how well you interact with others. Ultimately, it is your personality that determines whether people are attracted to, or shy away from you.

While we can only enhance our looks to a certain extent, we have the ability to improve the personality as much as we want. We can develop or integrate any trait we deem fitting and agreeable.

## 1.2 Definition of Personality:

**Personality** is the sum total of ways in which an individual reacts and interacts with others. Personality is generally defined as the deeply ingrained and relatively enduring patterns of thought, feeling and behavior. In fact, when one refers to personality, it generally implies to all what is unique about an individual, the characteristics that makes one stand out in a crowd.

## 1.3 Determinants of Personality:

**Hereditary factors, the environment and the situation determine one's personality and the description are as follows:**

- a. **Heredity:** Heredity refers to those factors that were determined at conception. Physical structure, facial attractiveness, gender, temperament, muscle composition and reflexes, energy level, and biological rhythms are characteristics that are generally considered to be either completely or substantially influenced by who your parents were, that is by their biological, physiological and inherent psychological make- up.

- b. **Environment:** The environmental factors that exert pressures on our personality formation are the culture in which we are raised, our early conditioning, the norms among our family, friends and social groups, and other influences that we experience. The environment to which we are exposed plays a substantial role in shaping our personalities.
- c. **Situation:** A third factor, the situation, influences the effects of heredity and environment on personality. An individual's personality although generally stable and consistent, does change in different situations. The varying demand of different situation calls forth different aspects of one's personality. We should not therefore look upon personality patterns in isolation.

### 1.4 Attributes to "Good personality"

Personalities is the sum total of individual's Psychological traits, characteristics, motives, habits, attitudes, beliefs and outlooks. Attributes of a person with "Good personality"? is the Good control over body and mind and it is the totality of the following :

- A. Good physique .....how you Look – PHYSICAL STATUS
- B. Pleasing manners ..... How you do thing - BEHAVOUR
- C. Personal and Professional integrity..... How you think and your attitude – PSYCOLOGY
- D. Trustworthiness and reliability.....what you value – VALUES
- E. Communication..... Your expressions – COUMMUNUCATION

This chapter describes in the above mentioned valid contributors will be described in the following chapters.

Let's look at ways to achieve a good or an effective personality:

#### A. Physical status

It is uttermost important to work on the presentation of person which depends on the following:

1. Posture
2. Clothing
3. Figure

Let's look at individual attributes for the physical status;

#### A. **Posture**

- a) Actions speak louder than the words
- b) Your body speaks on behalf of you
- c) Act like at Unique Person



**ACTIVITY 01**

**A. The method : Draw pictures of you :**

- Hold your head and chest high .....
- Keep your spine straight.....
- Legs straight, together .....
- Arms, hands either side .....
- Sit on the 45 degree, legs together...
- No scratching, break dance.....
- How to sneeze, cough .....
- Walk straight, arm movement.....

**ACTIVITY 02**

Please study and indicate the essentials of the stated variables by indicating the most important points:

**B. Attire (Express your views for an effective attire)**

i. Appropriate & attractive

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ii. Clean & tidy

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iii. Attractive

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iv. Jewelry

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**C. Body**

Variables' in the body are:

i. Height

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ii. Weight

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iii. Face

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iv. Hair

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v. Nails

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vi. Smell & fragrance

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**D. Self confidence – Etiquette**

This is knowing what and when to do the “ Etiquette” Proper Etiquette will allow you to get along without feeling superior or inferior and knowing your abilities and limitations creating a great impression in the socially.

Etiquette; could be described as a peoples skills, socially skills such as introduction to people shaking hands and the table manner. They could be described under Peoples skills , Do and don’t of communication 06 basic steps , how to introduce, how to Hand shake, how to sneeze and lastly the table manners , *Basic Dining Etiquette*

**ACTIVITY 03**

Please refer the relevant websites and the reference and make your own notes.

- 1. Peoples skills - <http://www.youtube.com/watch?v=rP1QtNbt4LA>

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- 2. Do and don’t of communication 06 basic steps  
<http://www.youtube.com/watch?v=SFT0R0heJbA&feature=relmfu>

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3. How to introduce

[http://www.youtube.com/watch?v=Ug\\_mM46577w&feature=relmfu](http://www.youtube.com/watch?v=Ug_mM46577w&feature=relmfu)

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4. How to Hand shake

<http://www.youtube.com/watch?v=g9rNhtFG9aU&feature=relmfu>

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5. How to sneeze

<http://www.youtube.com/watch?v=g9rNhtFG9aU&feature=relmfu>

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6. Table manners -Basic Dining Etiquette

**Figure 01: "How to Improve Your Table Manners"**



It's basically nice to display proper table manners, particularly at a formal affair.

Americans have notoriously poor table manners. We slurp our soup, chomp our chocolate cake, spill our salt and belch our blessings. And while all of this slurping, chomping, spilling and belching can be seen as quaintly charming, we are no longer living in little wooden shacks.

Learn about basic table manners you should use at every meal, not esoteric table items (such as fingerbowls). Frankly, you almost never use those things, and even when you do, no one else will know how to use them either.

## **Guide for Better Etiquette**

### **A. Sit Down and Claim Your Property**

Let's move right to the meal. But wait! Should a man pull a woman's chair out for her before she sits? Well, it depends. If they are on a date in a nice restaurant, sure. But at a nice restaurant, the person who seats the couple will probably pull the chair out for her, so you have nothing to worry about. This leads to..

***General Tip #1: For all questions involving etiquette, just use your brains.***

Men don't have to get all Victorian and insist on standing up every time a woman leaves or returns to the table. Just be polite. Now, if you're a guest at someone's house, don't sit until the host sits first (unless the host told you to just go sit down at the table). In fact, when dealing with hosts, remember...

***General Tip #2: Never do anything until the host does it first.***

This includes sit, eat, put your napkin on the table and leave. After all, the host is paying for the meal, so at least make her feel like she's in charge. Now it's time to take inventory and figure out which stuff is yours. We've all gone to a dinner and used our neighbor's fork, glass, bread plate or husband. Here's a shortcut so you can know exactly what is yours: your plate is in the center; knives and spoons are on your right; forks and your napkin on the left; liquids (your water) go to your right, and solids (your bread plate) go on your left.

There might be more forks, knives or spoons, depending on what the meal is, but you get the general idea. If you need another shortcut, remember that your drink is always on the right because the first two letters in the word "DRink" stand for "Drink Right." Just know that your bread plate is on the other side, and you're set.

One note if you happen to be the host: Remember that all items (salad, meal, wine and water) should be brought to each diner's right and cleared from each diner's left. That's why the glasses are on the right.

## **B. Use Your Utensils Correctly**

Learn how to use everything properly. Take your napkin and place it in your lap right away when you sit down. (It should never be on the table.) Don't try to snap it open. Just put it on your lap (not into your shirt). If you're a man, do not put your tie over your shoulder.

Now you can take some bread from the breadbasket. Take only one slice of bread. (It's OK to rip it from the loaf with your hands, but be neat. Don't declare war on the bread and cheer when you get your slice separated.) Here's a common mistake: Do not butter your bread at this point. This is how to do it:

- Take some butter and put it on your plate, not on the bread. Now you have your own little pile of butter and won't continually fish from the communal butter dish.
- Tear a bite-size piece off your bread.
- Butter that bite-sized piece from your own little butter pile.
- Eat it with delight.
- The first part of the meal comes: the appetizers. But what utensil should you use? You can find the answer in...

### ***General Tip #3: Use your utensils from the outside in.***

The fork farthest to the outside is the one you should use for the appetizer. When the next part of the meal comes, use the next outermost fork, and so on. The same goes for the spoons and knives. If you're in a fancy restaurant or a party at Buckingham Palace, you might be lucky enough to have waiters who will remove any utensils you won't need. But even if you do not have this luxury, use your brains! You won't use a knife to eat your soup. You won't use a spoon to eat your salad. But let's say that you lose track of your utensils and get lost.

### ***General Tip #4: If you're not sure what to do, wait and see what your neighbor does. If that offers no clue, just fake it.***

Chances are, nobody's watching you closely enough to see that you're using your dinner fork instead of the salad fork (the salad fork is the smaller one). Don't draw attention to yourself. Don't make a big deal of it. Just take a guess and eat. If you used the wrong utensil, the waiter will bring you a replacement.

Here is the proper technique for using a fork and knife. Assuming you are right-handed, hold the fork in your left hand and the knife in your right. With the tines facing downward (curving towards you), hold down an end piece of whatever you are cutting (let's assume it's meat). Do not hold the knife or fork like a dagger, but rather, place your index finger along the top of each utensil, holding each at the end. This gives you greater control without looking like you're hacking into the poor, dead animal. Gently, using a sawing motion, cut the meat near the tines of the fork, so you have one bite-sized piece. Then lay down the knife (without allowing it to touch the table) and switch the fork (complete with pierced meat) to your right hand. Bring it up to your mouth, chew quietly and swallow when the meat is sufficiently masticated. This is called the American (or Zig-Zag) method of cutting food. The Continental (or European) method consists of not switching hands, and using the left hand for all fork-related activities.

Before we move on, remember the thing we said about not letting the knife touch the table? That's because...

***General Tip #5: Never let any utensils, once used, ever touch the table again.***

This includes leaning a fork onto the plate, or using a knife and putting it back in its original place. The original reason is because the utensil could dirty the tablecloth (a major faux pas) and result in a cleaning bill for the host. So once a utensil is used, its lifespan is over. Get over it, and leave it on the plate at all times.

One last note should be made about soup. Many people do not know how to correctly use a soup spoon, so we will supply you with...

***General Tip #6: Do not put the entire soup spoon in your mouth.***

Instead, fill a soup spoon about 75 percent with soup, bring it up to your mouth and sip it from the side, with as little slurping as possible. When your soup runs low, it's acceptable to tip your bowl away from you so you can capture the last bits of soup, but don't do that more than twice. And remember to lower your spoon into your soup gently so it doesn't bang the bottom of the bowl. Imagine 20 people eating soup and banging their bowl bottoms.

### C. Eat Properly

So now you're sitting at a lovely dinner, using your eating utensils in the most proper way possible. And then you let fly an enormous burp. Whoops! There's a lot more to table manners than just using the right fork. You also have to have correct manners with regard to how you eat.

- I. **Posture:** Always sit straight up in your chair, never leaning backward nor forward. Never let your elbows touch the table (though you can put your hands on the table all you want). When eating, do not bring your face toward the plate, but bring the utensil up to you. You're the master! But what if you drop something? Suavely signal a waiter so he can replace the item. (Don't pick up the dirty fork and put it on the table. That's just gross.) But if it's your napkin that escaped, just excuse yourself as you lean down, pick it up and continue with whatever you were doing.
- II. **Passing:** If someone asks for something to be passed to her, only reach for it if you are the closest one to the item. In that case, take the one item and place it directly next to your neighbor. (Do not pass it hand-to-hand.) Continue passing the item in this manner until the original requester has the item. And oddly enough, you are not allowed to help yourself to the item until the original requester gets a chance at it (after all, she asked first). When that person is done, you can ask the item to be passed back to you.
- III. **Salt and pepper:** An additional note needs to be made about using salt and pepper: If someone asks you to pass the salt, do it in the same manner as above, but pass both the salt and pepper (even if only one of the two was asked for). Again, do not use guerrilla tactics and try to use the salt until after the original requester had a chance with it. Also, never use salt or pepper on your food until after you have already tasted it. It's a huge insult to the cook if you try to add flavor before even tasting it. And while it seems obvious, don't ever season a dish that everyone is supposed to share (not with salt, pepper, catsup, parmesan cheese ... not with anything). Keep your own creative additions to your own plate.
- IV. **"Embarrassing" Moments:** Did you burp? Did you spill something? Did your pet monkey poop on the table? To handle these unfortunate little accidents, just try to channel the aura of James Bond and think: Be classy, be classy, be classy. If anything comes out of your mouth other than speech (a burp, hiccup or chicken nugget), just excuse yourself quietly (to nobody in particular) and put your napkin to your lips. This is a good time to talk about general napkin etiquette.

Never smear your napkin all over your face or wipe your mouth hard. Just use it to blot your mouth. But if you spill something, then follow...

***General Tip #7: If you spill something, don't make a big deal of it.***

It happens. Just be calm, quietly apologize, try to prevent anything from spilling over onto the people sitting next to you with your napkin, and get a waiter to help you control the damage. If something spills onto someone's clothes, do not try to get it off his clothes. That's technically known as a "sexual harassment lawsuit waiting to happen." Point it out, let him clean it up, offer to pay the dry-cleaning bill, and then let it go.

**Using your fingers:** A big question regarding eating properly is when it's OK to use your fingers and when you must use a utensil. While we provide a small list of finger foods, there is a tip you can follow, which is...

***General Tip #8: If you're not sure whether or not you can eat something with your fingers, just use a utensil.***

This just makes sense. It's better to be over-careful than under-careful. As for foods that you can eat with your fingers, they include:

- artichoke / asparagus (as long as there is no goo on it, and it's not too long) / bacon (but only if it is crisp)/ sandwiches/ cookies/ small fruits or berries with stems/ french fries and potato chips/ hamburgers and hot dogs/Corn on the cob/ caviar/ pickles

**Pacing:** This is not the Indy 500, and the food is not going to walk away. So take your time. Don't fill your mouth with too much food. Try to keep the same eating pace as your host, so you all finish at the same time. It is not a compliment when someone leans over and says "Boy, good thing you didn't eat the plate" or "Wanna finish some time before the next thaw?"

**Mom-isms:** Just think of this as the potpourri of things you've heard all your life about table manners. Most of them were 100 percent correct:

- \* Don't grab food
- \* Don't talk with your mouth full
- \* Chew with your mouth closed and no noise
- \* Excuse yourself if you get up to go somewhere (the bathroom or to make a call)
- \* Don't pick something out of your teeth (just excuse yourself to the bathroom)
- \* Don't leave lipstick smears on anything
- \* Don't put items on the table (meaning a purse, papers, keys)



- \* Don't smoke
- \* Don't tilt or squirm in your chair.

**D. Finish With a Flourish**

How do you end with a good impression? Well, since you read the section on pacing and everyone else is just about done, here's the landing procedure: Place your knife and fork on the plate so that they are parallel to each other, at the 11 o'clock position (a diagonal from bottom right to top left) with the points facing away from you. This is different from the "X" position, with the knife and fork crossing like an "X" over your plate, which indicates that you are not done with the plate, but merely resting between bites. To correctly use the "X" position, the fork bottom should be on the left and the knife bottom on the right. Place your napkin next to your plate on the table (but again, never until everyone is done eating and drinking). Place it loosely (not twisted or crumpled) and don't put it on the chair (or the chair might get dirty). And after the bill is paid, stand up, make sure you have your belongings and leave

**ACTIVITY 04**

Visit the following web links and the place the key points- DO'S and DON'T'S - in the space given;

**a. Basic Dining Etiquette – The Invitation**

[http://www.youtube.com/watch?v=gw24\\_aeTAK0&feature=relmfu](http://www.youtube.com/watch?v=gw24_aeTAK0&feature=relmfu)

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**b. Basic Dining Etiquette -Getting seated**

<http://www.youtube.com/watch?v=jmuU9UyIq00&feature=relmfu>

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c. **Basic Dining Etiquette –Table Taboos**

<http://www.youtube.com/watch?v=NDFgw9OkN-k&feature=relmfu>

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d. **Basic Dining Etiquette –Place setting**

<http://www.youtube.com/watch?v=aI21soMp3Is&NR=1&feature=fvwp>

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e. **Basic Dining Etiquette -The Napkin**

<http://www.youtube.com/watch?v=yHzckcL7cHQ&feature=fvwrel>

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f. **Basic Dining Etiquette - Using Utensils**

<http://www.youtube.com/watch?v=YIj5Rt-7b9I&feature=fvwrel>

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**g. Glass wear –**

<http://www.youtube.com/watch?v=HMeXVoPHqWA&NR=1&feature=fvwp>

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**h. Basic Dining Etiquette - The Bread and Condiments**

[http://www.youtube.com/watch?v=TbjT6cU\\_s-8&NR=1&feature=fvwp](http://www.youtube.com/watch?v=TbjT6cU_s-8&NR=1&feature=fvwp)

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**i. Basic Dining Etiquette -The Soup Course**

<http://www.youtube.com/watch?v=5m2gMM1rt70&NR=1&feature=fvwp>

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**j. Basic Dining Etiquette -The Salad Course**

<http://www.youtube.com/watch?v=PUOu86jGx8k&feature=fvwrel>

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k. **Basic Dining Etiquette -The Main Course**

<http://www.youtube.com/watch?v=0NOiaC3A1uw&feature=related>

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l. **Basic Dining Etiquette –Using a finger Bowl**

<http://www.youtube.com/watch?v=lerciJ6ShHg&feature=fvwrel>

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m. **Basic Dining Etiquette - The Dessert and Coffee**

<http://www.youtube.com/watch?v=m-QQQMOTotc&feature=fvwrel>

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**E. Behavior**

There are few among us who don't strive every day to improve their personality through our behaviors . The ways we try to improve ourselves through our behaviors may range from minor external changes, such as a new suit or a new look, to more serious internal changes, as we try to improve our outlook on life or our ability to interact with other people. The latter, obviously, are more difficult than, say, going to the hair salon. Still, it's not unrealistic to try to improve your character and personality. Below are just a few easy tips on ***how to improve your personality through behavior modification:***

**1. Find qualities in those around you :** Look at everyone around you and find something to like about them. What makes this person likeable or admirable? What attaches you to them? Let them know about it, and boost their self-esteem. Meanwhile, try to promote those qualities in yourself as well. (explain how to do this)

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**2. There’s a lot to like about you, too:** Don’t forget that you’re interesting and admirable yourself. There’s nothing wrong with patting yourself on the back occasionally, since it can help us approach other people. Make it a foregone conclusion that other people should enjoy interacting with you. (explain how to do this)

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**3. We all have our flaws.**

That includes you! No one is perfect, and simply admitting that fact can be a huge step. If we are too hard on ourselves, or complete perfectionists, we can often do more harm than good. (explain how to do this)

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**4. Mingle with positive thinkers.**

The last thing you need when trying to improve yourself are people who think improvement is impossible, who look at the entire world, at themselves, and at you, with nothing but pessimism. Choose

your company wisely; their own outlook will affect your attitude towards life. Find friends who will build you up, not burden you with doubts.(explain how to do this)

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## **F. Smiling**

### **i. Introduction to smiling**

Smiling is the considered as the best tool in communication. Human is the only animal who can smile and how ever the efforts are made animals have not been successful in this.

Humans are born with a smile; babies can smile as much as 02 days. Training programme for Smiling not essential since it is a because it is the programmed behavior.

Anatomically our faces are made to smile and it is easier to smile than frown, since it uses 06 muscles instead 18. Furthermore, It never hurts to smile, than frowning -try yourself!

There are 18 different types of smiling and all represent happiness, enjoyment and pleasure. It; Helps to feel lighter, makes you healthier and an approachable person henceforth you will gain more friends. Most of all it is the only enjoyment in the world won't cost you a cent.

Put up sign boards In your work place:

- Beware! "You are now entering in to a highly infectious area of smiling"
- Human is the only living thing in the whole world that can smile. " Are you human"
- "Live long without an additional cost , smile throughout the life time"
- "A smile costs nothing, but gives so much in return; it enriches those who give it. It only take a moment, but the memory of it lingers for ever.....No one else in the world, rich or poor can get along without it. So go ahead and smile!

Smiling is something that we do on a daily basis but we rarely think about the power that a smile can have. People tend to think more positively of those who are smiling then of those who are not. There are many interesting facts that revolve around a smile. In fact, did you know that women smile more often than men and that babies save a particular smile for only their loved ones. Read on to learn more ten facts about Smiling.

## **ii. Facts about smiling**

### **Fact No. 1: Smiling has body benefits.**

Every time you frown, you're unnecessarily exhausting 43 facial muscles, while smiling only uses 17 muscles. Some studies show that beaming can benefit your blood pressure levels. Add a laugh and you'll also slim your middle -- the movement exercises your abs, diaphragm, shoulders and heart. Scientists at Vanderbilt University found that laughing can stoke your calorie burn by up to 20 percent.

### **Fact No. 2: Grinning is human.**

One thing that separates us from animals may be our ability to accessorize, but it's also our capacity to smile. We don't learn how to smile from our surroundings; rather, it's a natural mechanism that's hardwired in us from birth. Studies have shown that newborn babies crack their first grin as early as two hours after delivery.

### **Fact No. 3: Women are more likely to smile.**

Fact: The average woman smiles approximately 62 times a day. In that same day, a man only flashes his pearly whites a mere eight times. Interestingly enough, a study at Yale University found that the difference declines when the two genders share the same occupation. Why? The researchers believe that it could be because every workplace has an unspoken "smiling standard" that's followed by all employees.

### **Fact No. 4: There are different types of smiles.**

Happiness isn't the only thing we can express when we turn up the corners of our mouths. During his research at the University of California, San Francisco, scientist Paul Ekman discovered that people smile 19 different ways, depending on social situations and emotions, including fear, grief and hatred. All types fall under two larger categories: heartfelt and artificial. You can differentiate the two: Sincere smiles cause the corners of your eyes to scrunch up -- insincere smiles don't.

### **Fact No. 5: Beauty comes from a smile.**

When asked to select more attractive counterparts, study participants at Scotland's University of Aberdeen pointed to those people who were beaming. In another recent lab report, 69 percent of those asked said that women look younger and more attractive when they wear a smile rather than makeup.

**Fact No. 6: Smiling leads to a longer life.**

Research conducted at the University of Illinois has suggested that people who generally feel happy and smile more often have a longer life expectancy of nearly a decade. Another study looked at baseball cards. The Wayne State University scientists concluded that those athletes who were flashing their pearly whites in their pictures lived on average seven years longer than those who didn't.

**Fact No. 7: Healthy marriage from a happy smile.**

People who grin consistently are more likely to have healthy marriages, say researchers at DePauw University in Indiana. Some say it's because smilers can more easily express their emotions, and others think that people who smile often attract happier people, allowing them to form stronger, more positive connections.

**Fact No. 8: Smiling releases endorphins.**

Research shows that the simple act of turning your mouth up, whether authentic or not, can help release endorphins, feel-good hormones. Serotonin, a chemical that's a natural stress-reducer, is also increased when you smile.

**Fact No. 9: Fight a cold with a grin.**

Cut down on those sick days by plastering a big, cheesy grin on your face. Every time you flash your teeth, your body produces greater quantities of antibodies and T-cells (or white blood cells), which may give your immune system a huge power boost.

**Fact No. 10: Smiling is contagious.**

During an experiment conducted in Sweden, participants reported that they found it very difficult to frown when they saw other participants who were smiling. Many began to turn their mouths up without even realizing it. Start smiling and the whole world will smile with you.

**ACTIVITY 06**

Nutrition, personal hygiene, exercise and the disciplined daily routine will have a direct effect on the personality. What are the activities do s and don't you consider maintaining a Healthy body from the following:



- Nutrition

Do's.....

.....

Don'ts.....

.....

- Personal Hygiene

Do's.....

.....

Don'ts.....

.....

- Exercising

Do's.....

.....

Don'ts.....

.....

- Disciplining of daily routines

Do's.....

.....

Don'ts.....

.....

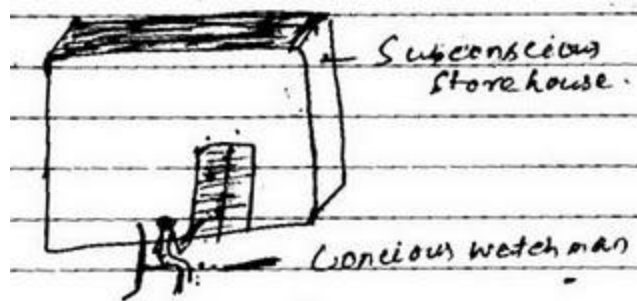
## 2. Developing Positive Personality

### 2.1 Subconscious Programming

Most of us sometimes get programmed / conditioned by a wrong messages that “ do not do that”, “don’t take the risk”, “you cannot do that” you are not good in ...and so on.....

You can imagine the bad effect such message can have on any person.

Figure 02: Subconscious Mind Programming



Our Conscious Mind is like a watch man. And the Subconscious Mind is a store of all the previously programmed or conditioned information / knowledge/ believes. Now programming personality means putting positive believes/ information into the store without the knowledge of the watchman (conscious mind).

Suppose you tell yourself that “you are good at Public Speaking”. And the store has stored based on peoples comments and experience that “you are poor in communication” “you can not speak well in public”, “you don’t have an impressive body language” .....

The watch man sees your sentence and compares it with the knowledge in its store and says “this information is wrong”. The watchman throws the new information away. He does not allow the new positive information into the store. This is the fundamental difficulty in changing personality & behavior of a person.

Now the question is how and when we could programme our mind for positive personality trait without the obstruction of watchman...

The answer is we can programme our mind for positive personality traits **during the Twilight period just before sleeping and just before waking up**. This is the time when the **conscious mind is active enough to generate the positive traits for entering into store but inactive to judge/compare and will not obstruct to the positive traits to enter into the subconscious store house**.

## **2.2 Reinforced Programming / Conscious Programming :**

**Autosuggestion and Repetition** of the positive traits despite negative response from comparison with the store house also gives success in programming for personality traits.

Auto-suggestion is a statement made in the present tense, of the kind of person you want to be. Auto-suggestion are like a commercial about **“Super You”**, or **“Future Super You”** for yourself what you want to be or achieve. They influence both your conscious and subconscious mind in the long run shaping your personality and attitude.

Auto-suggestions are the conscious way to programme the subconscious mind for positive traits. It is the effective method of voluntary development of positive traits and attitudes.

Auto-suggestion should be mixed with emotions. All such reinforced / conscious programming which have been emotionalized (giving feeling) and mixed with applied faith, begin immediately to translate themselves into physical or real equivalent.

**Auto-suggestive thoughts which are mixed with any of the feeling of emotions constitute a “psycho-magnetic” force which attracts other similar or related thoughts.**

Our subconscious mind resembling a fertile garden spot, in which weeds will grow in abundance if you the seeds of more desirable crops are not sown therein. Auto-suggestion is the agency of control through which an individual can voluntarily feed his subconscious mind on thoughts of creative/ positive nature or by neglect permit thoughts of a destructive nature to find their way into the rich garden of mind. **So Caution should be taken while programming your mind for positive traits only.**

### 2.3 Defensive Approach:

One of this type of approach is protest or deny the negative traits at it's very beginning of the entering in the subconscious store. And the second is to consciously avoid this type of environment or situation. In real life situation it is very difficult because it may lead to confrontation and argument or Inaction.

Another problem in this is that most of us have some negative traits previously in our store house due to our past experience and conditioning.

### 2.4 Imaginary Anchoring or Invisible Counseling Committee:

While watching a picture we anchor the Hero, placing ourselves in place of hero. Similarly we can anchor Great men in imagination and let them shape our personality.

Another is the **Invisible Counseling Committee** comprising of great personalities of your choice. We can counsel from these great minds at times or situation. What decision or action he would have been taken in my situation..

Winston Churchill the war time British Prime Minister was following this principle. He had his Imaginary Counseling Committee by the side of his Chamber. Many great decisions he used to take by following these principles.

I follow the habit of reshaping my Character by trying to imitate some great personalities whose lives and life works have been most impressive to me. These personalities are Mahatma Gandhi, Mother Teresa, Abraham Lincoln, Napoleon Bonaparte, Albert Einstein, Shiva Khera, Napoleon Hills & Bill Gates. I held an imaginary council meeting with this group whom I called my **"Invisible Counselor"**. In these imaginary council meeting I called on my cabinet members for the knowledge I wished each to contribute addressing myself to each members in audible words as follows:

- **Mahatma Gandhi**, I desire to acquire from you the ideology of truth and Non-violence and devotion towards practicing these in every odd hours and to acquire the magnet leadership to attract millions to join in the peaceful struggle for freedom and Humanity.
- **Mother Teresa**, I desire to acquire from you the ability to provide relentless humanitarian services to the most unprivileged, poor diseased and intense spirit to serve the mankind despite all odds.

- **Mr. Abraham Lincoln**, I desire to build into my own character the keen sense of justice, the untiring spirit of patience, the sense of humor, the human understanding, and the tolerance which were your distinguishing characteristics.
- **Napoleon Bonaparte**, I desire to acquire from you, by emulation, the marvelous ability you possessed to inspire men and arouse them to greater and more determined spirit of action. Also to acquire the spirit of enduring faith, which enabled you to turn defeat into victory, and to surmount staggering obstacles.
- **Albert Einstein**, I wish to acquire from you the Scientific Bent, ever inquisitive mind, the spirit to innovate and contribute to Humanity.
- **Napoleon Hills**, I want to acquire from you the ability to nurture the human resources and to Give the society the magic formulae of success of wealth and fortune and helping people realize their true potential.
- **Mr. Shiva Khera**, I want to acquire from you the skill and understanding to motivate the people towards positive ends and to offer the world the blue print for positive and successful life.
- **Bill Gates**, I wish to acquire from you the Brilliant Intelligence, Innovation, Intense drive to succeed, persistence, personal intensity and conscientiousness dimensions

- **Physical Action / Body Language Approach**

In general it is the positive practice or experiencing desired traits whether the desired perfection achieved or not. It is generally said that our personality traits control our body language. But it is a fact that the reverse is also true. This means **we can change our negative traits towards positive traits by consciously practicing the body language for positive traits**

- **Domino-effect. Direct exposure to good personalities or environment**

Here the direct environment is the driving force in shaping the personalities. When one constantly remains in direct contact with great personalities will enriches his own to be the one. Similarly the organization culture and structure also many times influences ones personality. Sometimes it is the guiding principle for job satisfaction / recruitment.

***Caution should be taken while programming your mind for positive traits only. Because these processes give results for negative traits also. Mahatma Gandhi and Adolf Hitler both successfully applied these principles but one positively and other negatively.***

## Primary Personality traits

Sixteen personality traits have been identified and they are as follows:

1. Reserved vs Outgoing
2. Less intelligent vs More intelligent
3. Affected by feeling vs Emotionally stable
4. Submissive vs Dominant
5. Serious vs Happy to Lucky
6. Expedient vs Conscientious
7. Timid vs Venturesome
8. Tough-minded vs Sensitive
9. Trusting vs Suspicious
10. Practical vs Imaginative
11. Forthright vs Shrewd
12. Self-assured vs Apprehensive
13. Conservative vs Experimenting
14. Group dependant vs Self-sufficient
15. Uncontrolled vs Controlled
16. Relaxed vs Tense

Some of the behavioral and attitude traits as identified by Shiv Khera for positive personality building.....

### 2.5 Effective traits for building positive personality

1. Accepting Responsibility: **The price of greatness is the responsibility – Winston Churchill**  
**“Responsibility gravitates to the person who can shoulder them.” -- Elbert Hubbard. Society is not destroyed by the activities of the rascals, but by the inactivity of good people.**

2. **Showing consideration:** Show consideration, courtesy, politeness and caring.

3. **Thinking Win-Win:** Win-Win philosophy is the ultimate way to success in the collaborative and networked world. One who masters that art can achieve greatly.

4. **Choosing your words carefully:** The principle is your speaking must be better than silent, rather be silent. Words spoken out of bitterness can cause irreparable damage. The way the parents speak to their children in many instances shapes their children’s destiny.

**5. Never Criticize, Complain and Condemn:** Constructive criticism is a terminology used to conceal one's own cynicism. After all the limit of constructiveness of constructive criticism varies from person to person. We sometime misjudge this limit and many times cross the limit which is detrimental.

**6. Smile and Be Kind:** Smile is the shortest distance between two people.

**7. Put Positive interpretation on other people's behavior: We see the world not as it is, but as we are.** So when we are interpreting other people's behavior negatively we just reflecting our own mentality to this situation. In contrast when interpret positively, chances that other people may realize its negativity and change or amend this.

**8. Be a Good Listener:** Effective communication is 50% listening, 25% speaking, 15% reading and 10% writing. So when we listen carefully then 50% communication is done.

**9. Be Enthusiastic:** Nothing great was ever achieved without enthusiasm. --- Ralph Waldo Emerson

**10. Give honest and Sincere Appreciation:** The desire to feel important is one of the greatest cravings in most of the human beings and it can be a great motivator. Honest and sincere appreciation makes one feel important and promote these positive qualities in him. In contrast giving false and insincere appreciation is flattery or sycophancy which in the long run is harmful to the recipient.

**11. When you make a mistake, accept it and make it easy to amend:** Mistakes are to be learned from. So accept it immediately and make change or amend easy.

**12. Discuss but don't argue:** Arguing is like fighting a losing battle. Even if one wins in the argument, the cost may be more than the worth of victory. An Ignominious victory is a defeat itself.

**13. Don't Gossip:** Gossip may lead to slander and defamation of character. People who listen to gossip are as guilty as those who do the gossiping.

**14. Turn your promises into commitment:** Commitment leads to enduring relationship through thick and thin. It shows in a person's personality and relationship.

**15. Be grateful but do not expect gratitude**

**16. Be dependable and practice loyalty:** An ounce of loyalty is worth more than a pound of cleverness. Ability without dependability is of no worth.

**17. Avoid bearing grudges:** Life is too small to bear grudges. John Kennedy once said “**forgive the other person but don’t forget their name.**” Means “**if one cheated me once it is his fault, but if cheats me twice then it is my fault.**”

**18. Practice honesty, Integrity and Sincerity:**

Lies may have speed, but the truth has endurance. Honesty, Integrity and Sincerity have more enduring effect than the opposite.

**19. Practice Humility:**

Don’t be cheated regularly to forgive. Confidence without humility is arrogance. Sincere Humility is the foundation of all virtues. It is a sign of greatness.

**20. Be understanding and caring:** The best way to be understood is to be understanding. And the basis of real communication is also understanding.

**21. Practice courtesy on daily basis:**

**22. Develop a sense of humor:** Have a sense of humor and you will possess the ability to laugh at yourself. A sense of humor makes a person likeable and attractive. Some people are humor-impaired.

**23. Don’t be sarcastic and put others down:**

**24. To have a friend be a Friend:** Mutual trust and confidence are the foundation stones of all friendship.

**25. Show Empathy:** Empathy alone is a very important characteristic of positive personality. People with empathy ask themselves this question, “how would I feel if someone treated me that way?”



### 3. TESTING YOUR PERSONALITY PROFILE

The following personality test would support you to identify your personality profile

**1. Please Note**

To maintain the accuracy of the assessment, it is important that you:

- complete the test in one session
- make sure that you don't skip any questions

**2. I work best:**

- In a group/ team
  - On my own
- 

**3. Given the choice, I would:**

- Choose the job that is stable and financially secure
  - Choose the job that offers variety/ travel, although slightly unstable/ insecure
- 

**4. My emotional response is usually quite:**

- Stable - not affected by mood swings often
  - Varied - my response can vary according to the mood I am in at the time
- 

**5. It is important to me to:**

- Understand my feelings; I spend a lot of time looking inward
  - Move onward; I don't spend much time reflecting/ looking inward
- 

**6. Choosing the right Answer**

In some of the questions you may find it difficult to choose an answer. It may feel like neither option describes you perfectly or that more than one option suits you. If this happens, guess which option suits you better. We are able to detect patterns in your responses, even if some of your answers feel like guesses.

---

**7. If I were a garden, I would most resemble:**

- A Wildflower Garden: carefree, easy-going, and enthusiastic
  - An English Garden: accurate, organized, and detail-oriented
-

**8. I trust strangers:**

- Easily - on the whole, people have good intentions
  - Not easily - trust needs to be earned
- 

**9. Clutter in my workspace is something I:**

- Feel the urge to straighten up
  - Am not bothered by
- 

**10. Philosophical debates ("What is the meaning of existence?") interest me:**

- Very much
  - Little
- 

**11. I tend to be more:**

- Factual than speculative
  - Speculative than factual
- 

**12. When faced with a decision, I am most likely to:**

- Pick/ choose quickly, often on an impulse
  - Analyze all options with care, so as to make the best choice
  - Tend to become indecisive
- 

**13. I am most interested in:**

- Causes (What created the situation?)
  - Effects (What was the result of the situation?)
  - Correlations (How does this situation connect or relate to other situations?)
- 

**14. When assessing other people, I usually:**

- Have a rational explanation for my judgment
  - Rely more on a 'gut feeling'
-

**15. It would be more accurate to say:**

- I probably don't spend enough time worrying about problems.
  - I probably spend too much time worrying about problems.
- 

**16. A hallway in a friend's apartment has been redecorated. You:**

- Didn't notice - your attention is directed elsewhere
  - Notice, but don't much care - not of that much interest to you
  - Notice, take in all the details - you are interested in such things
- 

**17. You are invited to go sky diving. Your response?**

- "Count me in!" - you are immediately excited
  - "Probably" - Sounds a little scary, you will have to talk yourself into it.
  - "Probably not" - it's a little out of your range, but you will think about it.
  - "No way" - You will cheer and watch, but from safely upon the ground.
- 

**18. On a scale of 0-100, at what capacity are you currently living your life (100%= your personal ideal potential)?**

- 0-14% of ideal
  - 15-24% of ideal
  - 25-34% of ideal
  - 35-44% of ideal
  - 45-54% of ideal
  - 55-64% of ideal
  - 65-74% of ideal
  - 75-84% of ideal
  - 85-94% of ideal
  - 95-100% of ideal
-

**19. Everybody has one thing or another they would like to change about themselves. You would be happier/ more productive if you could change your:  
(Check all that apply)**

- Stubbornness
  - Impulsivity (I act without thinking)
  - Tendency to worry/ be anxious
  - Indecisiveness (It's hard for me to make up my mind)
  - Lack of discipline/ organization
  - Lack of spontaneity (I plan too much)
  - Lack of ambition (I'm not very motivated)
  - Over-ambition (I work too much)
  - Lack of patience
  - Tendency to be oversensitive
- 

**20. Preferred Words: Which describe you best?  
(At each arrow, choose between the 2 options given)**

- |                           |                       |   |                       |                           |
|---------------------------|-----------------------|---|-----------------------|---------------------------|
| Like Hustle-bustle        | <input type="radio"/> | ↔ | <input type="radio"/> | Like Calm and quiet       |
| Sense of Reality          | <input type="radio"/> | ↔ | <input type="radio"/> | Sense of Imagination      |
| Stability                 | <input type="radio"/> | ↔ | <input type="radio"/> | Flexibility               |
| Outspoken                 | <input type="radio"/> | ↔ | <input type="radio"/> | Reserved                  |
| Decisions using head      | <input type="radio"/> | ↔ | <input type="radio"/> | Decisions using heart     |
| Rather win praise         | <input type="radio"/> | ↔ | <input type="radio"/> | Rather win a prize        |
| Complexity / Abstractness | <input type="radio"/> | ↔ | <input type="radio"/> | Simplicity / Concreteness |

## Chapter 02: PUBLIC RELATIONS

“The entire president is, is a glorified **public relations** man who spends his time flattering, kissing, and kicking people to get them to do what they are supposed to do anyway.”

~ Harry S Truman -



## 02. PUBLIC REALATIONS

### 2.1 What are Public Relations?

Public includes all stake holder in the internal and the external environment of the organization. Internal environment consist of the staff where they directly interact with the external personnel who are in the near environment of the external portion and they consist of the patients, visitors, local politicians and regulators. In the far external environment they indirectly deal with the internal environment, such as regulators, international agencies (such as WHO and Red Cross).

“It is a practice promoting good relations & mutual understanding, people within & outside the organization (Internal Public & External public) and it is purely based on performance and not on paper & planning. “

Too often not much of attention is paid to the public relations aspect in a hospital. Globally the demands are many and resources are few. Particularly in the health sector, almost all the hospitals remain crowded and the necessity of creating good impression about the hospital does not cross the minds of the staff. Very little do we realize that with a good public relations system, the hospital does not only get good name but it also helps in early recovery of the patient. It is very vital that all the staff of the hospital is made aware of this aspect in order to get their full support and active help.

#### 2.1.1 Public Relations: Meaning and Nature

Before public relations are described in its proper context, the word 'Public' has to be understood in real perspective. The term public, though frequently in use, is not easy to define. The general public is vague. In the case of hospitals," the term 'Public' includes staff members, patients and relatives, and the governing board whereas the wider public will embrace all such groups as in case of any other Government and social organizations. It is implied that the community in general is also included in 'Public'. Public relations are the management function which evaluates public attitudes, identifies attitudes and procedures of an individual and organization with the public interest, and executes programmes of action to carry public understanding and acceptance (Scott, 1965).

In other words, public relations is simply finding out what people like and doing more of it, finding out what they do not like about and doing less about it. Public relations is essentially an effort in

understanding and letting understand. It is both an art and science. Art in the sense that one has to conceive and use creative ideas in building the bridges of understanding and science to design technologies which help people to continue understand each other.

### **2.1.2 Need for Public Relations**

Not many years ago, management decisions took no consideration of public attitudes but today management cannot ignore the views of employees, and the community in making – policy decisions. It has been estimated that eighty per cent of the problems confronting management have public relations implications. Management has to foresee the impact of policy decisions on the opinion of the public.

Almost every enterprise is actively concerned with securing the satisfaction from its constituency and in case of hospitals, the constituency is the community it serves. Hospitals cannot serve in isolation and hence it need to assist the society and to gear itself to meet the expectations of the society to give them fullest satisfaction. Good services coupled with sound working practices and fair treatment of employees and medical staff is not enough unless a sound programme of public relations is developed and practiced.

## **2.2 Role of the Public Relations department in healthcare institutes**

Almost all the major advances in medical and hospital procedures have been in the area of physical technique. Till recently, the medical profession in general and hospitals in particular have given relatively little thought to the deeper psychological demands of the average adult patient, his relatives and those who are directly or indirectly concerned with medical care. Patients, relatives and community usually form a rather permanent impression of the entire hospital either from their initial contacts which may be with the Outpatient Department, Accident and Emergency (i.e. Casualty) or even Enquiry Office. A hospital is often judged by the standard of efficiency or courtesy offered by these departments. The inpatient area is no less important but as this is not a first contact point, it gets comparatively less attention from public relations point of view. Hospital clientele, today, is aware of its rights and the expectations are rising. As consumers, the society has absolute and inalienable right to demand better services. A feeling is growing among the masses that hospitals are not functioning properly as evident from an increasing number of patient complaints. The press and public opinion appears to be largely against hospitals. Scanning of these reports reveal that the complaints are mainly; rough behavior of

lower category of staff; neglect in patient care by the staff; undue delay in rendering service; and Influence, poor information and guidance system.

### **2.3 Demand for greater Public Relations in hospitals**

There are four distinct reasons for ever increasing necessity of public relations:

- i. Increased governmental activities.
- ii. Population explosion creating communication problems.
- iii. Increased educational standards resulting in rise in expectations.
- iv. Progress in communication techniques.

#### ***I. Responsibility of Public Relations***

Every hospital employee has a responsibility towards gaining the confidence of public by discharging his duties efficiently. Every action by each employee is an art of 'operating trustee' and an irrevocable ingredient of public relations. However, the major responsibility for carrying forward a sound public relations programme rests with the highest governing body of the organization. Public relations responsibilities can be identified as primary and secondary.

Primary responsibility is a combined affair between the trustee, the administration and the public relations staff concerned whereas secondary responsibility rests with all other hospital functionaries. Many authorities over the world feel that the clinicians should also be involved more actively in total hospital public relations efforts because they are the viable and visible links with the patients, families and visitors and hence with the rest of the community.

### **2.4 Role of the Public Relations department in healthcare institutes**

The PR department deals with the management of both internal and external communications they responsible for promotions of the health organizations and implementations of the hospital's marketing programmes that are related to Overall Mission and vision of the hospital, also manage and improve the flow of information within the hospital and between the hospital and the community it serve. Public relations professionals have a role to play in helping management to keep in touch with their various public because the role of PR within an organization has become that of a spokesperson to the management, they actively solicit both employee and consumer opinion and make management aware of the effects various decisions will have on consumers employees. This is similar to the Two-way



symmetric PR Model (by Grung and Hunt) which includes equality of communication using extensive dialogue and exchanges of views to change attitudes in order to reach the need of the other. The PR department should also serve as liaisons to the community and work closely with other health partners in the locality in preventive health.

The responsibilities of PR specialist in such field includes ; Writing and distributing news release, feature articles to the press, compiling press list, writing of newsletters, handling and maintain a media information service, arranging press, radio and television interviews for management, preparing marketing plans for various programmes and strategies promotional and marketing effort. Public relation department is responsible for community relations, hospital publications, media relations special events and support for fundraising.

Additional skills for hospital PR Hospital PR practitioner in the area of health care required special skill in order to work effectively in the field:

- Understanding the patient confidentiality and privacy act
- Ability to communicate thoughts and ideas effectively and accurately
- Knowledge of in community and health care administration i.e. patient consent forms and their use
- Analytical and problem-solving ability
- Knowledge of profit hospital operate and how non-profit one are one are funded
- Knowing the hospital structure, department and support group
- Familiar with the community where the hospital is located
- Writing skill and ability to handle different type of media

## **2.5 Practice view point of PR programme in a hospital**

### **2.5.1 Methods of Improving Public Relations in Hospitals**

High quality of patient care will ensure simultaneously good public relations. Obviously, a patient will never accept public relations programme in lieu of indifferent hospital care. Thus, good patient care is a *sine qua non*. No amount of smiles, cheers and propaganda will compensate for bad administration and poor professional care in a hospital. A patient comes with certain definite

expectations to the hospital. The reception is normally the first contact point but often he may have made earlier contact with the hospital by getting into correspondence or by contacting over the telephone. All courtesies must be extended to him on these occasions to project a good image of the hospital. A lot of valuable information can be and should be furnished to patients even prior to their admission. Certain details with regard to time and date and the person to whom he should contact with exact place will help in achieving favorable opinion about the hospital. Equally important is the fact that the person who is to receive the patient should be available on right time or else this will lead to just opposite effect, and the patient may go back home disgruntled.

Most of the hospitals have their own telephone exchanges. The experience of a telephone call may be the first impression of understandable importance. Telephone operators should answer calls promptly and politely and promptly respond to the queries of the caller. This would avoid waste of time and frustration.

Environmental sanitation, cleanliness and physical comforts provided to patients create good impression. Well kept lawns, clean surroundings are reflection of good administration which helps in building initial confidence. Reception, Enquiry and Admission Office should be established as one single unit.

The staff posted there should be specially selected and trained in human relations. They should be courteous, cheerful and above all efficient in their work. Persons working here should have full knowledge of the routine procedures of the hospital so that information to the patients or their relatives is furnished without any delay.

The Outpatient Department is the most sensitive place from the public relations point of view. Largest number of people visits this department. According to the estimation of Mc Gibony (1969), for each bed in a hospital there are 500 visitors to a hospital in a year. This would explain the gravity of the situation. More frictions and misunderstandings arise in this department than anywhere else. Separate parking space for the staff and the public, adequate waiting space and seating arrangements and facilities of wheel chairs and trolleys should be made available. Public toilets, drinking water, cafeteria, and public telephones are essential in this department. Waiting time of the patients should be rendered to minimum. Maximum number of doctors should be available during the peak hours. Help of paramedical and non-medical staff is a must. Voluntary agencies may be required to help the patients in finding out various areas of the hospital. This department should be organized in such a manner that there is free flow of traffic and cross traffic is avoided or minimized. In addition to the help from staff and volunteers, suitable guidance aids like supply of

information brochure in local community centers and other sign postings will definitely help in creating a good impression. A responsible member of the staff should be available to explain the reasons of delay or listen to public grievances. Measures should be taken to avoid queue jumping and influence of 'pull'.

To avoid public resentment separate counters should be opened for the hospital, employees.

The Accident and Emergency Department or 'Casualty' is another very sensitive area. People coming here are charged with emotions, anxiety and sense of urgency. This department should be staffed and equipped for round-the-clock services. It should be supported by an efficient ambulance service. Prompt medical relief and sympathetic behavior of the staff is very important in building good public relations. In one of the studies, it was observed that consumers were dissatisfied due to misunderstandings, rough behavior of lower cadre staff and poor information and guidance system in this department.

Most patients entering the hospital have many questions and concerns. Hospitals must strive to answer their questions. A hospital information booklet provides information that is helpful to patients and their relatives. Often patients are admitted in an elective basis and they have time to plan their admissions. They can take advantage of these booklets in planning and preparing for their hospital stay. The booklet can be of various types and the information to be incorporated therein will depend upon many factors. The hospital administrator should decide, after careful study, as to which information should be provided through these booklets. There are certain other aspects which need careful consideration which are described in brief as under.

*Name Labels and Uniform:* All functionaries should wear uniforms and name labels. This creates initial good impression on patients and reflects good administration. It also infuses among the employees a pride and sense of belonging to the institutions. These also help in identifying the staff by name and their status. These are particularly useful in OPD and ancillary departments.

*Importance of Color:* Color affects many of our moods and emotions. Proper choice of color can transform depressing and monotonous atmosphere into pleasing and exciting one. It stimulates employee's productivity. Hospital is one area where color can be used with measured success not only in appearance but for the psychological uplifting which it brings to patients.

*Delay in Admission:* Anxiety and distress is the result of delays in admission due to long waiting list. In allotting priorities for admission, hospitals consider the physical state of the patients but forget the social background and as a result, social emergencies have to wait. Adequate facilities in efficient use of present resources can resolve this problem to some extent.

*Ward Reception:* Patients are generally vulnerable to anxiety and fear on arrival in the ward. The reception they get tends to leave a deep impression. Prompt reception improves the morale of the patients.

*Privacy:* It is normally observed that majority of the patients are dissatisfied with the type of privacy provided in the ward. Provision of screens around each bed would afford greater privacy. To have the privacy and at the same time provide the advantage of companionship of other patients in the ward, would go a long way in creating a feeling of warmth and understanding.

*Food:* Good food, well prepared and attractively served to patients, makes a very favorable impression. Presence of dietician or a nurse at the time of service creates good impact on the patients.

*Cleanliness:* Cleanliness is much a desired thing in a hospital. It not only enhances the image of the hospital but also helps in controlling hospital infection. Frequent cleaning and liberal use of detergents and deodorants eliminates the stink which is most dissatisfying.

*Information about Illness:* The most important thing to a patient is to know as to what is wrong with him and how long will it take to recover. Information in this respect will always be associated with fear, anxiety and thus, will help in building patients confidence. A doctor or a nurse should be available in the ward during visiting hours to furnish information regarding illness of the patients to their relatives.

*Visitors:* Relatives and friends come rushing to the hospital the moment they learn about the illness of their near and dear one. This is to show their loyalty, affection and strength of ties. It also satisfies emotional needs of the patient. The relatives etc. are allowed to visit their patients for a short while. The visiting hour's policy should be more liberal for the visitors to the serious patients and relatives coming from distant places. Too rigid visiting policy makes the public\* critical of the hospital.

*Complaints and Suggestions:* The best way to deal with complaints is to do everything possible to avoid getting them by anticipating the problems. In spite of the best intentions of everyone and as it happens everywhere else, sometimes things go wrong. Any complaint and suggestions should receive prompt attention and wherever possible remedial actions be taken. Equally important is that whatever action is taken, the same is communicated to the complainant.

*Mortuary and Chaplain Facility:* The disposal of the dead is influenced by religion, social and cultural beliefs and practices. It is necessary to provide within the hospital or its premises a place to which a dead body can be moved quietly so that other patients do not get upset. Disposal of dead has a great bearing on public relations of the hospital. This is a sensitive area for the relatives and friends.

Even unintentional neglect or delay may carry unpleasant impression about the hospital. Utmost care is needed by all members of the staff to ensure that prompt and proper disposal of the dead is arranged.

**ACTIVITY 01**

You are expected to answer the following structured questions, use the PP presentation and lecturers on PR to answer these questions:

- i. Objectives of a Public relation in a hospital :

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- ii. Most important images of an organization in PR is given below and define them and draw diagram to show the relation of the mentioned three Images to move on to success :

Mirror Image:.....  
Current Image:.....  
Wish Image:.....

- iii. Mentioned the five key important areas to consider in improving PR of a hospital.

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- iv. What are challenges in Human resource in improving PR and how will you overcome it?

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v. What are the seven areas of staff Personality you will look at to improve the PR and describe them?

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vi. What are the key areas of focus in the environment that you would consider that are important for PR and briefly describe them?

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vii. What are the key areas of focus in the equipments that you would concentrate to improve PR?

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**2.6 New trends in Public relations**

**A. Public Relations**

The Public Relations & Marketing Department is responsible for implementation of Hospital marketing programs, including external and internal communication, patient satisfaction monitoring, and advertising. Graphics, Volunteer Services, Community Education, and Wellness are all included within the department.

**B. Locations**

The Public Relations & Marketing Director, Public Relations Coordinator, Community Education Coordinator, Wellness Coordinator, Wellness Staff, and Graphic Designer/Webmaster offices are located just inside the ER entrance next to Administration. The Graphics Shop is near Laundry on the lower level and houses the Graphic Coordinator's office.

**C. Purpose**

The purpose of the Public Relations & Marketing Department is to design and implement marketing and communications that are aligned with the Hospital’s overall strategic plan.

**D. Services**

The department’s staff works with all Hospital physicians, staff, volunteers, patients, departments, as well as strategic partners—Physician Clinics, Helena SurgiCenter, and Insurance

Providers. Staff also serves as liaisons to the community and works closely with area health care organizations in preventive health efforts.

#### **E. Staff**

The Public Relations & Marketing staff ensures a positive image for the Hospital through advertising, publicity, promotions, community events, and internal communications. Staff conducts semi-annual consumer surveys, implements annual communications and marketing plan, and monitors Hospital's market share.

The Graphics staff ensures a quality, consistent image is used in all printed and designed materials that are recognized throughout the Hospital and the community. The Graphics Department Publishes all Hospital printed materials, designs advertising and other promotional items, and designs and manages the web site.

The Community Education Coordinator provides health and wellness education for the Hospital's service area based upon health needs of the community.

The Wellness Coordinator and Wellness staff along with the Nurse Educator Build a healthier community by providing periodic wellness screenings for targeted businesses and individual groups based on community demand. They also coordinate health and wellness fairs and events in the community.

### **2.7 New trends in Hospitals and News Media Relations**

Every hospital, regardless of its size and location, and whether or not it has a public relations department, should have a written media relations policy that establishes a protocol for working with news media and for releasing information. Among other things, the official policy should specifically state who speaks for the hospital – the chief executive officer or the public relations officer or any other – and in their absence as during afterhours and holidays, which may be called to make a statement to the press. The higher ranked the spokesperson in the hierarchy the better. The policy should be made known to all staff so that everyone knows to whom reporters and their calls should be directed.

Initial steps in establishing and maintaining good media relations

- Develop a press kit of complete background materials of the hospital for use by the media.
- Develop a list of important media houses and reporters and establish a rapport with them.
- Provide to the press names, designations and telephone numbers of official spokesperson(s).

- Cultivate reporters who handle hospital news; encourage PR Officer to visit them periodically.
- Place positive and proactive stories about the hospital in the media as opposed to reactive ones over which the hospital has little control.
- Seize every opportunity to be positively in the news for the hospital.
- Make every effort for hospital CEO to be industry spokesman and be a close ally of the media by responding to their calls thereby putting the hospital in the news.
- Learn to say things in a newsworthy way which the media will readily quote.
- Develop a consummate disaster plan clearly delineating how to handle news media during a disaster. Give copies to media houses.

### **2.7.1 Basic guidelines for dealing with news media**

Be honest. Do not make untruthful statements or plant stories in the media that are not true in order to make the hospital look good. One lie or misleading statement might destroy the media's confidence in the hospital and the credibility of its spokesperson.

Be accurate. Figures, statements, names, time, etc. given to the press should be absolutely correct and conform to the official policy. Do not bluff when you don't have the facts.

Be concise and professional. Space and time in newspapers and on the air are always at a premium and competition for them is fierce. Chances of stories, etc. being accepted are good when they are prepared professionally and in good journalistic style. Otherwise they will be pruned, rewritten or rejected outright.

Be appreciative. A thank-you note or telephone call to the editor who published the hospital's story is always appreciated. "Just called to say what an incredibly fine job you did on the story."

### **2.7.2 A Primer for hospital CEOs**

- Understand that it never pays to be uncooperative with the press and that any decision to avoid answering questions may have deleterious effects on the hospital.
- Have respect for the journalist and understand his need. That need is to have a news story that his editor will judge to be worth using – a story that many readers will find interesting. Also respect the reporter's time and the fact that he is working on deadlines. A reporter's deadline is not yours.

- If your hospital wants to influence the outcome of an impending story, calls from reporters should be answered immediately. Failure to respond to their calls is tantamount to giving up an opportunity to influence the story. It may also make reporters say, “Officials of the hospital refused to comment.” This can bring discredit to the hospital.
- Do not ever say, “No comment.” “No comment” is generally regarded as a way of saying that the person has something to hide. It will invite negative press coverage and damage press relations.
- Be honest, open, and candid. When mistakes are made, do not be defensive. Don’t be afraid to say, “We erred. We regret it.”
- Do not bluff when you don’t have the facts. It is always acceptable to say, “I don’t have a ready answer, but I’ll check.”
- Do not question editor’s integrity. That will destroy good media relations and prompt the press to investigate the hospital in depth and detail.
- Remember that nothing is ever “off the record” when talking to reporters. Don’t ever say anything that you do not want to see printed or broadcast.
- When the hospital is involved in any controversy, cooperate fully to get the story uncovered as quickly as possible. Be immediately available to the press. Tell the truth and give as many facts as possible. This will cut down on rumours and speculations.
- Do not ignore the local news media. You have to live and work with them. If you refer to the national news media, you will have a difficult time mending relationship with the former.

### **2.7.3 Releasing News to the Press**

In dealing with the press, an understanding of its working is beneficial. In press relations, editors and reporters set a high premium on accuracy and style. It is strongly recommended that the public relations officers who usually deal with the press enroll themselves in an introductory course in journalism.

A basic journalism text, a good dictionary, a thesaurus and a press stylebook (such as The Chicago Manual of Style) are the essential tools to any public relations writer.

The best way to ensure that names, figures, date, time and other information go into print and on the air correctly and the story is done in the most favourable fashion is to prepare and send a news release to the media. If the news has an element of timeliness requiring that it should be released at

a particular time or day, it should be so mentioned. Otherwise in most cases it should state “For Immediate Release.”

Without going into details, suffice it to say that there is a standard format and a well established and acceptable way of preparing news releases which the hospital CEOs and public relations officers will do well to be familiar with.

#### **2.7.4 Press Conference**

Although a press / news conference is an efficient way of giving information to all the media at one time, it could turn out to be a tricky business too. Every news conference runs the risk of turning into a potentially volatile and dangerous forum. More often than not CEOs or hospital spokespersons get their fingers burnt in the process. One of the potential dangers – there are several others – is that questions stray from the topic of the conference to areas the person holding the press meet is not prepared to discuss, or topics that put him on the defensive. In such situations, the person may lose his cool, even walk out of the conference room. Moreover, a news conference should be conducted only if there is solid or hard news of widespread interest. Hospital news generally does not make an exciting topic for reporters as political news does, and reporters don’t come flocking unless news is one of great significance, not to mention that a breaking story elsewhere may preempt or completely wash out the hospital’s press conference.

For most hospital CEOs handling a news conference means sweaty palms. It needs a lot of preparation, constant practice, intelligence, communication skill and knowledge of the subject inside out. A better option is an interview with a reporter on a one-on-one basis. It is more informal and is utilized to provide feature stories and exclusives. Interview needs preparation and practice too. One must be familiar with the ground rules, have a positive attitude and remember that during the interview the searchlight is turned more on the interviewee and his answers rather than on the interviewer and his questions.

#### **2.7.5 Responding to Media Criticism**

Hospitals should be wary of rushing to respond to media criticism even when they are unjust, and more so when the criticism reflects the public mood or outcry. All the same, when there is an inaccurate print or broadcast coverage, hospitals must respond to set the records straight and draw the attention of the media and the public to inaccurate statements or false accusations. There is a

danger if these inaccuracies are not corrected then and there. Most news organizations maintain subject clipping files for future reference. These files are retrieved and used again. When inaccurate statements reappear, they pick up credibility. Then it is too late to correct them.

Hospitals should consider if the unfavorable media coverage is serious enough to warrant a response and whether it has undermined its reputation or shaken public confidence in the hospital as a health care provider. It should also consider whether the response would have the desired effect or simply backfire. Finally, it should consider if it has effective weapons in its arsenal such as hard facts with which to successfully refute the story.

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