

Module 7 – Social and Behaviour Change- Child Protection

Session 1: Learnings from the Activity

Duration: 2:40 minutes

Session 1.2 Importance of Communication for Child Protection Professionals

Session objectives:

At the end of the session, participants will be able to:

- explain the need for the communicator and the receiver to have the same understanding for effective communication to happen
- explain what is two-way communication and its importance
- give examples of why one-way communication invariably leads to distorted messages

Communication and its importance in CP

Communication plays a very important role in any task. It becomes more important when dealing with issues of CP. Given the sensitivity of the issues involved, CP personnel with effective communication skills will be able to handle the situation more effectively.

- Communication is an instrument for partnership and participation based on a two-way dialogue.
- Communication involves looking at situations from the viewpoint of other people, and understanding what they are looking for.

It also means understanding obstacles that become barriers in the process of change.

Dos and Don'ts of Effective Communication

For communication to be effective there has to be a dialogue where the communicator and listener are actively involved and interact with each other.

When a message is conveyed by one person, the other should receive it without distortions. Getting feedback from the receiver is a confirmation that the message has been conveyed with or without distortion. So effective communication should have a loop which ensures that the sender and the receiver have the same understanding.

When we communicate with women, families and communities it is very important that we take feedback from them and listen to them very carefully to ensure that the message has been understood clearly

When the message is not clear, or language is confusing, it often gets distorted.

I. Some new things get added and some information goes missing. Little things assume big proportions and big things are trivialized.

- II. Of the many facts, only a few are transmitted as they are passed from one person to another.
- III. Very often, unusual interpretations are given, and often these have much to do with a person's mind, temperament and prejudices.
- IV. These can also end up as rumours or a story.

Dos and Don'ts of Effective Communication

Dos

- I. Involve your receiver in the feedback process.
- II. Try to develop a shared experience of communication as equal partners.
- III. Act on the feedback and create opportunities for clarifications.

Don'ts

- I. Avoid one-way communication.
- II. Avoid lengthy communication. In order to be effective, communication should be broken into shorter sentences or expressions.