



**DETROIT LONG-TERM CARE
STAKEHOLDER ENGAGEMENT COMMITTEE**

Advocacy Training

THE 2ND OF TWO FOUR-HOUR WORKSHOPS:

**SPEAKING UP
EFFECTIVELY & CONSTRUCTIVELY
AS ADVOCATES**

**PARTICIPANT
HANDOUTS**

Speaking up Effectively & Constructively as Advocates

Workshop Goals and Objectives

Goals:

To enhance participants understanding of effective and persuasive communications skills

To increase participants' confidence in speaking up as advocates for quality improvements in long-term care

Objectives

Participants who complete this workshop will be able to:

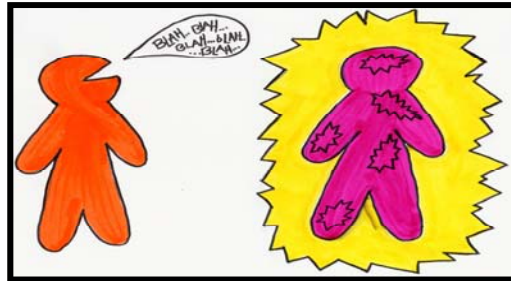
- ◆ Describe the characteristics of effective, persuasive and constructive communications for advocacy
- ◆ Identify their own challenges as effective advocate communicators and the strategies they will use to overcome them.
- ◆ Use pull-back techniques to manage emotions and reactions that may undercut effective communications.
- ◆ Use constructive communication skills to more effectively advocate for quality in long-term care.

How Would You Feel If...

Provocation	What You Feel	How It Affects Your Ability to Communicate
<p>1. <i>What provokes you?!?! What are your "red buttons"?</i></p>		
<p>2. You've called this Senator's office 6 times in 3 weeks, and they always say, "She'll call you soon!"</p>		
<p>3. A nursing home representative you're speaking with says, "You people are so damned righteous! You have no idea what it's like trying to run this business."</p>		
<p>4. From your point of view, a young legislative aide is speaking to you as if he thinks you're a total idiot.</p>		
<p>5. A DAAA staff person you're counting on for assistance tells you that she just can't help you because she has too many others issues on her plate.</p>		
<p>6. Another advocate says that she's had it and is going to quit.</p>		
<p>7. Waiting in a hall to speak with him, you overhear a legislator say, "The State's in the tank, and these people think I give a damn about old people who ought to just be put to sleep so we don't have to spend money on them!"</p>		

Pulling Back

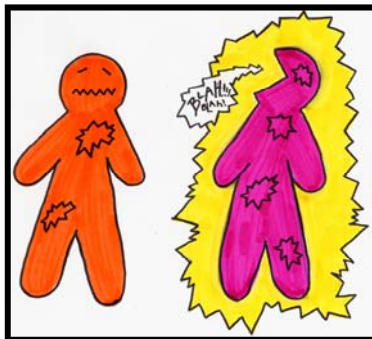
When we're speaking up about issues we care deeply about with people who are not responsive, our emotional reactions — **anger**, **hurt**, **frustration**, **hopelessness**, **rage** or **sadness** — can get in the way. When we are too emotional, speaking constructively and powerfully is difficult. If we can pull back from our emotions, we have more **CHOICE** in how



Choice Point

Option A

Option B

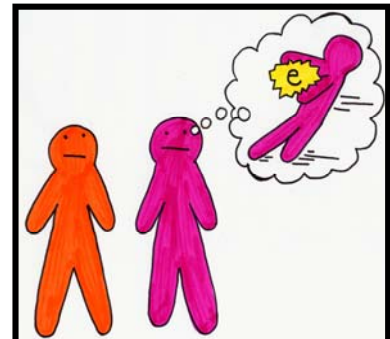


State our point of view as fact, as "right"

Prepare to defend it.

State our point of view as ours and invite the other person's

Listen actively, to come up with shared

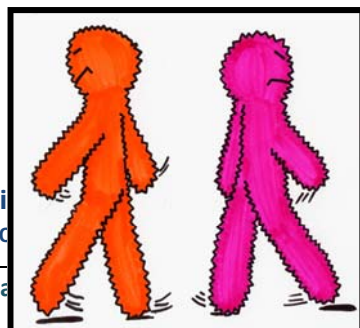
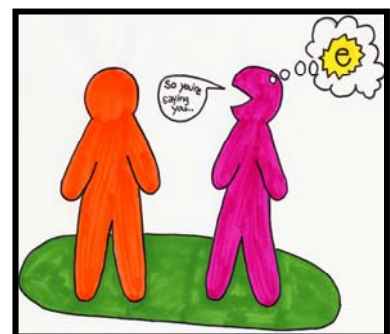


React to differences as attacks and discounts of our point of view

Reject any

We respect differences and look for new information or insights

Stay open to



Simple Guidelines for Speaking Up About Tough Issues

1. **Be specific, clear and direct about the issue. Tell the person how it affects you or those you represent...**

➤ Check that they are ready to talk and that now is a good time.

Example: *“Senator Dixon, I’d like to speak with you about enhancing CNA training to improve our elders’ care. When is a good time to talk?”*

2. **Use language that does not blame or judge...**

➤ Describe the facts and the behavior

➤ Avoid characterizing, using absolutes (always, never) or describing the *person or their organization*

➤ Avoid giving opinions, assumptions and judgments at this time

Example (of what *not* to say): *“Mr. Godwin, your staff are heartless and uncaring. You’re nursing home is a disgrace and reflects that you don’t care about anything but money!”*

3. **Invite the person to address the issue in a way that works for both of you, and indicate belief in the person and their ability to do it...**

Example: *(continuing from above) “Mr. Godwin, we’d like to talk with you about the use of restraints with residents. We believe they are a poor way to manage behavior and that there are many more effective, cost-saving and respectful options. We know you want to run a good nursing home, and are hoping you’ll work with us.*

After speaking. . .

1. **LISTEN** – Hear the other person’s point of view. Actively listen: Use pull back, paraphrase and open-ended questions
2. **ENGAGE IN DIALOGUE** – Hold a conversation and listen to each other
3. **PLAN FOR ACTION** – Search for solutions that all can agree to
4. **ACKNOWLEDGE** – Thank the person and acknowledge what you have accomplished together

The Five Messages Model¹

5 Messages	Express:	Example:
1. <i>What you are seeing and hearing</i>	What are you or have you seen, heard, experienced or otherwise sensed?	<i>Mr. Godwin, your home has identified 12 residents with dementia as combative in the last 6 months and sent them away...</i>
Tips to Make Your Feedback Effective and Constructive: <ul style="list-style-type: none"> ◆ Use an “I” statement that “owns” what you are saying ◆ Describe the facts and the behavior. Do not characterize or describe the person, or include opinions, assumptions and judgments. Avoid blaming and judging. ◆ Be specific and clear about you are talking about. 		
2. <i>The impact, or what you are feeling...</i>	What impact does it have on you or your mission? What emotions are you feeling?	<i>I believe this is painful for the residents, your staff, and your organization...</i>
Tip: ◆ Be honest and genuine, and do not blame the other person for your feelings.		
3. <i>Why you feel that way – because...</i>	What interpretations, wants, needs, memories or anticipations of yours support your description of the impact or feelings?	<i>Because it disrupts residents’ lives, stresses your staff, and costs you time and money...</i>
Tips: ◆ Let the other person know why you are responding as you are ◆ Explain your point of view		
4. <i>What you want now – and now I want...</i>	What action, information or commitment do you want now?	<i>And so, I’d like to ask if I can work with you to offer training and other supports to your staff...</i>
Tip: ◆ Include a very specific, clear and descriptive request		
5. <i>What outcomes you hope for – so that...</i>	What positive results will that action, information or commitment lead to in the future – for both/all of you?	<i>So you can provide the high quality care you want, your staff will be better able to handle challenging situations, and residents will experience less stress...</i>
Tips to Make Your Feedback Effective and Constructive: <ul style="list-style-type: none"> ◆ Invite the person to accomplish a desired – and hopefully, shared – goal 		

¹ Adapted from ‘The Seven Challenges: A Workbook and Reader About Communicating More Cooperatively,’ by Dennis Rivers

Our Script for Speaking Up!²

The Five Messages	Express:
1. <i>What you are you or have seen, heard, experienced...</i>	What are you seeing, hearing or otherwise sensing?
2. <i>The impact, or what you are feeling...</i>	What impact does it have on your constituents or you? What emotions does this arouse in you or others?
3. <i>Why you feel that way or believe that's the impact – "because..."</i>	What interpretations, wants, needs, memories or anticipations of yours support your feelings?
4. <i>What you want now – "and now I want..."</i>	What action, information or commitment do you want now?
5. <i>What outcomes you hope for – "so that..."</i>	What positive results will that action, information or commitment lead to in the future – for both/all of you?

² Adapted from "The Seven Challenges: A Workbook and Reader About Communicating More Cooperatively," by Dennis Rivers. http://www.newconversations.net/communication_skills_workbook_summary_and_toc.htm

*It's realistic to
believe
that we can transform
the quality of
long-term care
through our
advocacy
efforts.*

