

# **WELCOME**

**GINA GAMBARO**

**Director of Marketing**

Rx

# Asking a question is easy!

- About the topic being presented —
  - ❖ Click on the **Q&A** icon at the bottom of your screen
  - ❖ Type your question & hit Enter
  - ❖ Questions will be answered at the program's end, or offline if time runs out
  
- About technical issues or CE credit —
  - ❖ Click on the **Chat** icon at the bottom of your screen
  - ❖ Type your question & hit Enter
  - ❖ Our team will reply to your question right away

# Housekeeping notes

- ▶ This webinar is being recorded for on-demand access later, after the series' conclusion
- ▶ To earn CE, you must attend the entire session
- ▶ **For those sharing a computer**
  - Complete a manual sign-in sheet before the program ends
  - Go to **Chat** to access the link for the sign-in sheet
  - Each participant must complete an evaluation to obtain CE credit
  - Instructions will also be emailed to the program registrant

## 2024 WEBINAR SERIES

# Caregiving: Language Matters

## How the Words We Use Impact Staff and Resident

**Anna Leahy**, Director, MFA in Creative Writing  
Chapman University

# My Background

## Creative Writing, Health Humanities, Caregiving

- ▶ When I was in high school, my father was diagnosed with terminal cancer.
- ▶ During one summer in college, I was a housekeeper in a hospital.
- ▶ In 2008, my poetry book *Constituents of Matter* was published.
- ▶ In 2012, my mother was diagnosed with pancreatic cancer.
- ▶ In 2017, *Tumor* was published.
- ▶ In 2019, I became a site facilitator at Kaiser Permanente in the Literature & Medicine program sponsored by California Humanities.
- ▶ I founded the Health Humanities program at Chapman University in 2022.

# Learning objectives

- ▶ How to seemingly innocuous language can unintentionally diminish residents' dignity and autonomy.
- ▶ The connection between language and staff well-being, including potential links to help prevent fatigue and burnout.
- ▶ Strategies for fostering and more positive, respectful, and supportive communication culture within your facility.

# Health Literacy

**What we know affects how we talk about healthcare.**

- ▶ patient-provider interaction
- ▶ public information and marketing
- ▶ cultural images and narratives
- ▶ social media
- ▶ conversations with friends and family
- ▶ Health literacy is the ability to access, understand, sort through, and use information or advice about health.

**How do we learn to and with talk with each other in long-term care facilities?**



# Health Information

Who knows what? Who has what condition?

National Institutes of Health  
National Center for Complementary and Integrative Health

## Pain in the U.S.



**25.3 million**  
American adults  
suffer from daily pain



**23.4 million**  
American adults  
report a lot of pain

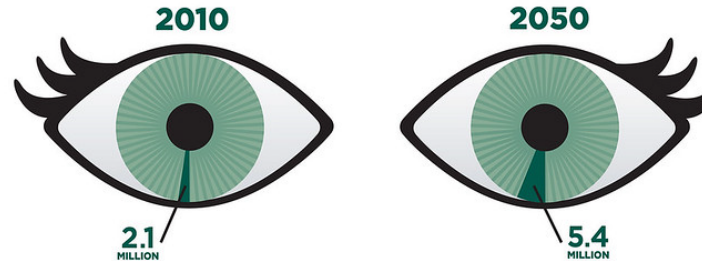
Nahin RL. Estimates of Pain Prevalence and Severity in Adults: United States, 2012. *Journal of Pain* (2015). doi: 10.1016/j.jpain.2015.05.002.



[nccih.nih.gov/health/pain](http://nccih.nih.gov/health/pain)

### Age-Related Macular Degeneration: NEI Looks Ahead

Between 2010 and 2050, the estimated number of people with AMD will more than double from 2.1 million to 5.4 million.



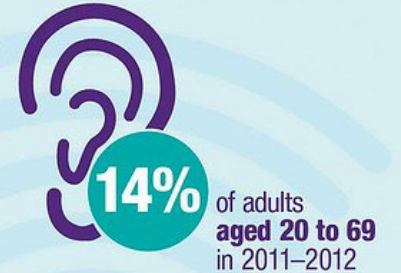
Each eye represents a total of 80 million people, the estimated number of Americans who will be 65 and older in 2050, the population most affected by common eye diseases.

For more information on eye disease, visit <http://nei.nih.gov/health>.



## New Study of Hearing Loss Among U.S. Adults Aged 20 to 69

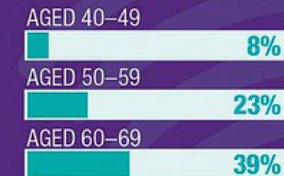
Who has hearing loss?



Prevalence of hearing loss has **declined slightly** from about **16%** in 1999–2004.

### Who is most at risk for hearing loss?

#### Older Age Groups



Prevalence of hearing loss increases with age.

#### Men



Men are about twice as likely as women to have hearing loss.

Hearing loss is defined as when the average threshold across four speech frequencies (0.5–4 kHz) is greater than 25 decibels hearing level. The statistics above are for hearing loss that may occur in one or both ears.  
Source: National Health and Nutrition Examination Survey, 2011–2012. Analysis reported in *JAMA Otolaryngology–Head & Neck Surgery*, December 2016.



National Institute on Deafness and Other Communication Disorders

<https://www.nidcd.nih.gov/>  
<https://twitter.com/nidcd>



# Engagement & Job Satisfaction

## Why Positive Communication in the Workplace Matters

According to a study published in *Health Affairs* in 2021, turnover rates in nursing homes are as follows:

- ❖ 56.2% RNs
- ❖ 53.6% LPNs
- ❖ 78.1% CNAs

According to a Gallup survey on the global workplace in 2017, High Employee Engagement correlates with the following:

- ❖ 17% higher productivity
- ❖ 41% lower absenteeism
- ❖ 59% lower turnover
- ❖ 70% lower safety incidents

# Social Health Theory

## A Lifetime of Interactions

**Health and attitudes toward health shape interactions.**

**AND**

**Interactions shape health and attitudes toward health.**

- ▶ An individual's history of interactions over long-term relationships and over time create, maintain, and/or destroy relationships.
- ▶ Interactions can be positive, negative, or mixed.
- ▶ Relationships change over time and as circumstances change.
- ▶ Interactions between individual and caregiver shape and reshape the individual's attitudes, behaviors, and health.

# Social Workplace Theory

## An Accumulation of Interactions

**Experiences and attitudes toward work shape interactions.**

**AND**

**Interactions shape experiences and attitudes toward work.**

- ▶ An individual's history of interactions over long-term relationships and over time create, maintain, and/or destroy relationships.
- ▶ Interactions can be positive, negative, or mixed.
- ▶ Relationships change over time and as circumstances change.
- ▶ Interactions between individual and caregiver shape and reshape the caregiver's attitudes, behaviors, and job satisfaction.
- ▶ Interactions among caregivers—the healthcare team—shape and reshape the caregiver's attitudes, behaviors, and job satisfaction.

# My Mom & Her Healthcare Team

## Names, Games, and Other Impressions of Patients and Colleagues

- ▶ Names matter - personalized
- ▶ Hobbies matter - whole person
- ▶ Personal history matters - personality and habits
- ▶ Priorities matter
  - ❖ quantity & quality
  - ❖ best-laid plans
- ▶ Goals matter - finding common ground



# Terms and Conditions

## Thinking about Words

- ▶ The Latin *malignentem* means *scheming maliciously*.
- ▶ The word *stage* is from the Latin for *stand* or *set*. A stage is a place to perform and a step in a process.
- ▶ The word *metastasis* comes from the Greek meaning *a shift in position from one place to another*.
- ▶ The terms we assign to things shape the larger ways we talk about them and, on a deeper level, the ways we think about and react to them.

**What language do you take for granted in your workplace?**





# Caregiver

## Definitions

- ▶ A *caregiver* is generally defined as someone who provides direct care to another person who needs help caring for themselves.
- ▶ A caregiver can be a healthcare provider, family member, friend, social worker, or member of the clergy.
- ▶ Each caregiver has different expertise. Together—with each other and the patient—they work as a team.
- ▶ How is caregiver different than caretaker?
  - ❖ support and needs vs. maintenance and upkeep
  - ❖ direct interaction vs. broad oversight
  - ❖ Buildings, gardens, and animals also have caretakers.
  - ❖ A caregiver is responsible for meaningful, direct interaction that meets another individual's needs.

# Care | Giver

## Origins of Terms

- ▶ The word *giver* comes from the Old English for one who *bestows, delivers, and entrusts*. This origin suggests that something moves in one direction.
- ▶ The word *care* comes from Old English and Old German words that suggested *sorrow, grief, and burdens of mind*. This origin suggests that giving care and needing care are hard.
- ▶ As the word *give* evolved into its current iteration, it also meant to *yield to pressure*, as in *give out* or *give in*. This origin suggests limits.
- ▶ The word *giver* also from the Dutch and German for one who *gives or receives*. What if caregiving is interaction, exchange, and engagement?

**What language comes to mind when you think about what *caregiving* means?**

# Communication Mismatch

**Language is Attitude, Attitude is Language**

**A communication mismatch leads to negative language and attitude.**

**AND**

**Negative language and attitude lead to communication mismatch.**

## Examples

- train wreck
- asshole
- freak
- complainer
- difficult
- challenging
- using condition to describe person

## *What causes mismatch?*

- pain
- exhaustion
- personality and habit
- loss of social identity
- loss of agency or lack of control
- loss of trust or affiliation
- differing priorities or goals

# Individualism & Collectivism

## Personality, Habit, Team Interaction

▶ independence

▶ autonomy

▶ self-reliance

▶ achievement

▶ apply communication to  
circumstances

▶ information-focused

▶ task-oriented

▶ interdependence

▶ trust

▶ sacrifice

▶ fitting in

▶ adjust communication to fit  
circumstances

▶ conversation-oriented

▶ experience-oriented

# Social Identity

## Care and Health

- ▶ We each tend to take for granted who we are, who others think we are, what we have accomplished, and how we contribute to each others lives.
- ▶ Sometimes, we view ourselves differently than others view us.
- ▶ Sometimes, we view others differently than they view themselves.
- ▶ Example: My mother thought of herself as a mother, an attorney, a friend, and a world traveler. Her oncologist thought of her as a cancer patient he wanted to keep alive as long as possible. The overnight, at-home caregiver thought of her as a mother whom she could help feel less discomfort.

**How do you define yourself? How do you individuals you care for?**

**How do those you care for define you? How do they define themselves?**



# Power Distance

## The Role of Hierarchy

- ▶ education
- ▶ expertise
- ▶ specialized language
- ▶ tone of voice
- ▶ clothing, e.g., uniform, white coat, pajamas
- ▶ sits or stands above or below eye level of others



**Who has what kind of power in your day-to-day workplace interactions?**



# How Do We See (Around) Power?

*Photo credits: NIH, NCI, CDC*



# Three Aspects of Every Interaction

## Control, Affiliation, Goal Direction

- ▶ Control: Initial interactions tend to be very structured, often with the person who has the most power managing what's discussed and how actions are taken. Give-and-take often evolves over time. **How is control shared?**
- ▶ Affiliation: Initial interactions tend to value competence over friendliness. Mutual respect based on humanity and dignity must be cultivated through each interaction. **How is affiliation fostered?**
- ▶ Goal Direction: Each interaction serves a purpose. The individuals on the healthcare team may each have distinct as well as overlapping goals. **How are goals determined and shared?**

# Team Communication and Job Satisfaction

## Organizational Learning

A 2019 study of primary care clinic staff suggested the following:

- ▶ Face-to-face communication across the healthcare team correlates with higher job satisfaction.
- ▶ Individuals may benefit from team interconnectedness.
- ▶ Team Huddle Intervention—short, inclusive meetings to share information and concerns—may be beneficial not only to increase safety but also to increase job satisfaction.

Other options: Communication Skills Workshops, Peer Support Groups, Employee Assistance Programs, Celebrations, Facilitated Discussions

**How might team communication policies, practices, and culture allow control, affiliation, and goals to evolve over time?**



# Cardiology: a poem by Raphael Campo

When we first met, my heart pounded. They said  
the shock of it was probably what broke  
his heart. In search of peace, we traveled once  
to Finland, tasted reindeer heart. It seemed  
so heartless, how you wanted it to end.  
I noticed on the nurse who took his pulse  
a heart tattooed above her collarbone.  
The kids played hearts all night to pass the time.  
You said that at its heart rejection was  
impossible to understand. “We send  
our heartfelt sympathy,” was written in  
the card your mother sent, in flowing script.  
I tried interpreting his EKG,

which looked like knife wounds to the heart. I knew  
enough to guess he wouldn’t last much longer.  
As if we’d learned our lines by heart, you said,  
“I can’t explain.” “Please don’t,” was my reply.  
They say the heart is just a muscle. Or  
the heart is where the human soul resides.  
I saw myself in you; you looked so much  
like him. You didn’t have the heart to say  
you didn’t want me anymore. I still  
can see that plastic statue: Jesus Christ,  
his sacred heart aflame, held out in his  
own hands. He finally let go. How grief  
this great is borne, not felt. Borne in the heart.

<https://poets.org/poem/cardiology>



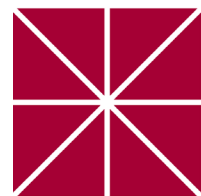
**Thank you.**

**Dr. Anna Leahy**

Director, MFA in Creative Writing

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<https://amleahy.com>



CHAPMAN  
UNIVERSITY

# Q & A

# About CE credit

## Administrator credit

This program has been approved for one total participant hour of continuing education credit by the National Continuing Education Review Services (NCERS) of the National Association of Long-Term Care Administrator Boards (NAB).

Approval #20250429-1-A102013-DL

## Nursing credit

This program has been approved for one total participant hour of continuing education credit by The Illinois Board of Nursing, an approved sponsor of continuing education by the Illinois Department of Professional Regulation.

# Obtaining CE credit

- ▶ Complete the evaluation at the conclusion of this program:
  - In your web browser
  - Also emailed immediately following this program
- ▶ For those sharing a computer to view the webinar:
  - Submit your sign-in sheet to the email address listed on the form
  - Each participant will then be emailed a link to the evaluation
  - Each person must complete an evaluation to receive CE credit
- ▶ CE certificates should be **emailed in the next 30 days**

# Want more CE after this?

*Stay tuned for our upcoming webinars:*

[ForumPharmacy.com](https://forumpharmacy.com)

## **LIVE Session**

*8<sup>th</sup> Annual Live Forum on Post-Acute, LTC & ALF*

## **Date**

*Thursday, June 13, 2024, 7:00am - 4:00pm*



# THANK YOU!