



# Positive Messaging

Positive messaging provides a framework for effective communication and includes:

- Addressing the Need
- Addressing the Concern
- Answering the Question
- Supporting the Team
- Supporting the Organization



## Compliment

- I was so excited to see my mom today. Thank you for coordinating a visit for us. The cookies were great! This time together means so much to both of us.
  - **Need** – Family Connection
- I am glad you had a nice visit with your mom today. She enjoys hearing family stories and she loves the pictures of the great grandkids that you bring in. How does she best like to communicate when you can't visit in person?



## Communication

- My dad doesn't seem to like some of the meals here. It looks like he is losing weight. Can we bring food in for him for some meals?
  - **Need**– Dad is well cared for and enjoys his meals
  - **Concern**– Dad is losing weight
  - **Question**– Can we bring food in?

## Communication

- **Need**– Dad Well Cared For and Enjoying His Meals  
Thank you for letting us know. I would like to schedule a time for the dietician to meet with you and your dad to review his meal preferences. What times work best for you this week?
- **Concern**– My dad is losing weight
  - Let's review your dad's health record. We weighed him two weeks ago and he was within two pounds of his baseline. We will plan to weigh him tomorrow morning and I will give you a call with his weight.

## Communication



### **Question- Can We Bring Food In?**

Yes, you can bring food in. Review your protocol for food storage/heating. Remind her how she can eat with her dad. Arrange a mealtime with her dad if she is interested.

If ever you have questions about your dad's care, please connect with us by phone or email. Here is my business card.

## Short Staffed

I know you're short staffed! I don't think dad is getting the care he needs. How do I know he is being cared for when there are less staff coming to work?

**Address the Need** – (Need - To know that her dad is getting good care)

That's a good question, thank you for asking. Has your dad mentioned any concerns about his care?

**Address the Concern** - What are your concerns about your dad's care?



## Short Staffed

**Answer the Question** – Our team is continuously reviewing staffing needs and making adjustments to ensure everyone is getting the care they need. When you don't see our staff members they are often in resident rooms assisting other residents.

Please let us know if you have any questions or concerns about your dad's care. We can talk about your concerns and come up with a plan.

18

## New Team Members

- Why Do You Have So Many New Staff? I Am Concerned That No One Knows My Mother's Care Needs?
- **Answer the Question** – Thank you for asking. We have had some new team members start in the past month. Give a brief explanation if appropriate (e.g., We have a number of people that work here during the school year that are students. We also have some staff that come from an outside agency that help us care for the residents.)



## New Team Members

- **Address the Concern** – What concerns do you have about your mother's care? What concerns does your mother have?
- We communicate in a variety of ways to coordinate care for your mother – your mother has a personalized care [plan](#), we provide report at shift change and we keep a report log of key information at the nurses' desk.
- We encourage you to check with us whenever you have concerns.

Creating organizational positive-messaging templates for frequent questions will assist staff in providing responses that Address the Need and Concern, Answer the Question, and Support the Team, Organization and Leadership.

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