

ORIGINAL ARTICLE

The Key to Successful Nurse Communication in Improve Public Health

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ABSTRACT

Introduction: Communication for nurses is the key to success in establishing interpersonal relationships, and participating in improving public health status. People must know their health condition and the causes of illness. Nurses play a role in motivating people to maintain health, prevent illness and disease, so that good communication skills are needed both verbally and non-verbally. This study aims to measure the effect of nurse communication in providing health education as an effort to improve public health. **Methods:** This study is a cross-sectional incidental sampling study of 118 respondents with the criteria of residing in Jakarta and Bandung, having received health services at a hospital or health center, and being more than 20 years old. The research instrument is the result of the researcher's elaboration. The questionnaire has passed the validity and reliability test, and the data is distributed through an electronic questionnaire. The study was conducted from July to September 2020. Data were analyzed using univariate and bivariate methods with linear regression. **Results:** The results showed that the mean of nurse communication in health education was 64.45, with the lowest value of 36. The mean of health improvement efforts was 61.71 with the lowest value of 44. There was a strong positive relationship ($r=0.720$) and significant ($p<0.05$) between nurse communication in providing health education to improving public health. Every one-time increase of nurses providing health education with verbal and non-verbal communication will increase 0.743 public health scores. **Conclusion:** Nurses have applied communication, both verbally and non-verbally in providing health education as an effort to improve public health. Nurses must continuously improve communication skills for the successful delivery of health education and implementation of nursing practice.

Keywords: Nurse communication, Community, Health improvement

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INTRODUCTION

Health can be described as a healthy condition both physically, mentally, spiritually and socially that allows everyone to live productively socially and economically (1). Health as a belief, value, activity patterns used to maintain and maintain the condition of the body in a balanced or healthy state in order to carry out daily activities (2). Health is the right of everyone, therefore it is necessary to make efforts to improve it. Improvement of health in individuals, families and communities can be realized if good health behavior becomes a culture of society.

Based on the Ministry of Health's research data regarding the lack of community concern for environmental cleanliness which has an impact on health. The level of concern of the Indonesian people in maintaining

environmental cleanliness is still relatively low, only around 54.4 million from 272 million people (20%). The majority still ignores cleanliness in the community, so an effort is needed to increase awareness about the importance of clean and healthy behavior (3). Health behavior can be improved through health education provided by health workers.

Nurses as health professionals must be able to provide health education in all settings, from primary to tertiary (4). Nurses in carrying out their roles must understand and have the ability to communicate properly and correctly. Communication can be verbal and non-verbal. Verbal communication is communicating using language that is delivered orally or in writing. While non-verbal communication is communication that uses facial expressions, limb movements, distance between individuals, and personal appearance. Communication by nurses must be able to improve the health of individuals, families and communities (5).

The public must understand the content provided during health education in order to change behavior

and healthy lifestyles. According to research (6), it was explained that nurses did not provide an explanation regarding the actions to be taken. The nurse explains the procedure only when the patient asks, because of barriers to communication skills. Based on research (7) conducted on 40 nurses in the Surgical Room at the Buton District Hospital in 2014, it was found that 57.5% of nurses' verbal communication was not good and 52.5% of nurses' non-verbal communication was not good either. Such communication affects individual satisfaction, so nurses must be aware of the verbal and non-verbal messages conveyed by their patients.

Based on the explanation above, research is needed to determine the relationship between nurse communication in health education and their efforts to improve public health.

MATERIALS AND METHODS

This research used quantitative correlational research with cross sectional method. The research sample was taken by means of purposive sampling randomly and incidentally in people who live in Jakarta and Bandung, totaling 118 people. They have received nursing services either at the Public Health Center or at the hospital. More than 20 years old. This research was conducted in July – September 2020 and has passed the ethical test No.0356_20_345/DPKE-KEP/FINAL-EA/UEU/VIII/2020.

The research instrument comes from researcher's elaboration. The questionnaire consisted of 30 positive statements which were divided into two, nurse communication and efforts to improve public health. The questionnaire uses 4-point rating scale to define respondents' likeability, where scale of 1 means never, 2 means sometimes, 3 means rarely, and a scale of 4 means always. The results of the validity test obtained a value greater than r-table, 0.36 and reliability with a value greater than r-Alpha, which is 0.943.

Prior to data collection, respondents were contacted via Whatsapp or Telegram to ask their willingness to participate in this study. Respondents who are willing are then given an explanation regarding the research objectives. After that, the process continued with data collection using an electronic questionnaire.

Data has been collected, coded, entered, and analysed using SPSS version 25. Data analysis was carried out using univariate and bivariate analysis. Univariate analysis with descriptive statistics was used to see the relationship between nurse communication and efforts to improve public health. Bivariate analysis with linear regression was used to see the effect of nurse communication on efforts to improve public health.

RESULT

A total of 118 respondents have filled out the electronic questionnaire. Respondents have received nursing services at hospitals and health centers. Respondents characteristics, Nurse communication and improvement of public health can be seen in the table below:

Respondent characteristics in Table I show that 17.8% of the participants were male, while 82.2% were female. Respondents were as categorized into the following age categories: 40.7% < 25 years, 55.1% 25–55 years and 4.2% > 55 years. Respondent education levels were as follows: 28.8% Highschool, 53.4% Undergraduate, 12.7% Graduates and 5.1% Post-Graduates. Based on their occupation, respondents were distributed as follows: 5.9% Civil officers, 23.7% Private officers, 8.5% Entrepreneurs, 7.6% Teachers/Lecturers, and 54.2% others. Recipient places for respondent nursing services were as follows: Hospital for 89.8% and Public Health Centers for 10.2%.

Table I. Respondents Characteristics

Variable	Statistic	
	N	%
Gender		
Female	97	82.2
Male	21	17.8
Age		
< 25 Years	12	10.2
25 – 35 Years	48	40.7
36 – 45 Years	33	28.0
46 – 55 Years	20	16.9
> 55 Years	5	4.2
Education		
Highschool	34	28.8
Undergraduates	63	53.4
Graduates	15	12.7
Post-Graduates	6	5.1
Occupation		
Civil Officers	7	5.9
Private Officers	28	23.7
Entrepreneurs	10	8.5
Teachers/Lecturers	9	7.6
Others	64	54.2
Nursing Staff		
Hospital	105	89.0
Public Health Center	12	10.2

The results in Table II show that the mean of nurse communication in health education is 64.45 with the lowest value of 36 and the highest value of 76. The mean of health improvement efforts is 61.71 with the lowest score of 44 and the highest score of 76.

Table II. Distribution of Nurse Communication Values and Efforts to Improve Public Health (n=118)

Variable	Mean	SD	Min - Max	95% CI
Nurse' Communication	64.45	8.97	36 – 76	62.81 – 66.08
Public Health Improvement Effort	61.71	8.69	44 – 76	60.12 – 63.29

The study result in table III showed that there is a strong positive relationship ($r=0.720$) and significant ($p<0.05$) between nurse communication in providing health education and improving public health. Each time a nurse provides health education with verbal and non-verbal communication, it will increase 0.743 public health scores.

Table III. The relationship between nurse communication in health education and efforts to improve public health.

Variable	r	R ²	Equation of line	p
Nurse communication on improving public health	0.720	0.518	Communication= $18.582+0.743*\text{health improvement}$	0.05

DISCUSSION

This study was mostly followed by women aged between 25-55 years with other occupations (as housewives, students or others). Most respondents were undergraduates and had been hospitalized. Based on these results, the provision of health education is very important to improve public health, especially for women. Women are the basis of family and community health (8).

Nurses' communication

Nurse communication is the ability of nurses to communicate with clients. Communication as an important tool for nurses in establishing interpersonal relationships with clients (9) to prevent, overcome symptoms and changes in body functions related to a disease. Prevention and recovery clients must pay attention to environmental hygiene starting from the maintenance of the family and community environment (10). The results showed that an average of 64.45 nurses had used verbal and non-verbal communication in providing health education. Clients who are given good attention, feel supported and appreciated through verbal and non-verbal communication by nurses, then clients will react positively to improve their health (11).

The results also inform that there are nurses who have not communicated optimally both verbally and non-verbally, with the lowest score of 36. Not all nurses mention the name of the client and convey the purpose of providing information when interacting with clients. Many nurses use long, unordered, unclear sentences and

do not use communication media, making it difficult for clients to participate in their health services. Clients who understand the information provided by the nurse will decide what action should be taken to meet their needs (12).

Communication as a tool to provide information, inform and influence individuals, families and communities so that nurses must improve their knowledge and communication skills, verbally and non-verbally (13). Nurses in communicating with clients must establish trust, convey goals briefly, clearly and easily understood so that clients understand what the nurse is saying (14). Good nurse communication in providing health education can increase individual, family and community motivation. The better the nurse's communication skills, the higher the motivation of individuals, families and communities to improve their health status (15).

Efforts to Improve Public Health

Efforts to improve health are various activities carried out in a measurable manner with clear attributes, focusing on making the community healthy. Measurable means that health status must be assessed with a numerical value, for example by laboratory values and the results of blood pressure measurements. Meanwhile, attributes are evidence of health status according to the client's health conditions, such as high blood pressure and diabetes mellitus (4). Study results illustrated that in general, health education can improve the health status of the community, with an average value of 61.71. Respondents informed that after receiving health education from nurses, they could find out their health condition and the causes of their illness.

They also receive information on how to maintain their health. Although the research results still have the lowest value of 44, where there are habits of some respondents that are difficult to change, such as reducing fatty foods and maintaining a regular lifestyle. Therefore, it is necessary to improve health that invites the public to maintain health and prevent disease (16). Health education is given as an effort to prepare and educate individuals, families and communities in order to increase self-confidence and ability to maintain health (17). Health education needs to utilize communication media in order to attract more public interest.

Nurse communication in providing health education in an effort to improve public health

There was a strong and significant positive relationship ($p<0.05$) between nurse communication in health education and efforts to improve public health. Nurses who provide health education with clear, concise and appropriate communication will have a positive impact on society. In addition, the appearance and friendly facial expression of nurses, making the audiences safe and comfortable to interact with each other. The key

to successful delivery of health education depends on the use of verbal and non-verbal communication from nurses (18). Everyone has the desire to continue to be healthy in order to be able to live a happy life (19), so it is necessary to make efforts to improve health.

Improving the health of individuals, families and communities can be realized with good health behavior (20). Health behavior can be improved through health education provided by health workers including nurses. Nurses must understand the client's behavior and culture in providing health education. Community concern for the surrounding environment, values, beliefs, habits, perceptions, and health conditions must be identified (10), to match the content of health education as needed. Every nurse must continuously improve communication skills because health education is one of the implementations of nursing practice whose success can only be achieved through communication (21).

CONCLUSION

Nurses have applied verbal and non-verbal communication well in providing health education as an effort to improve public health. Nurses have also established interpersonal relationships with the community when providing health education. Nurses must continuously improve their communication skills for successful health education and nursing practice implementation.

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