



Skills for Effective Communication

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Learning Objectives

- ▶ Describe the meaning and importance of rapport
- ▶ Explain some ways to have more effective communication with cases and contacts
- ▶ Understand the difference between question types (open versus closed, for example)
- ▶ Describe what it means to be an “active listener”
- ▶ Explain the four basic types of human communication and how they apply to contact tracing
- ▶ Describe and troubleshoot common difficulties with case investigation and contact tracing

The Importance of Rapport



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What Is Rapport, and Why Is It Needed?

- ▶ **Rapport** is a feeling of mutual understanding, trust, and agreeableness between people
- ▶ Callers will need rapport with cases and contacts to ...
 - ▶ Successfully ask for and get accurate information
 - ▶ Effectively educate about SARS-CoV-2 and COVID-19
 - ▶ Persuasively ask them to follow isolation and quarantine instructions



How to Conduct an Effective Call With a Case or Contact

- ▶ Tips for effective communication
- ▶ Types of questions
- ▶ Active listening
- ▶ Communication framework
 - ▶ Observations
 - ▶ Feelings
 - ▶ Needs
 - ▶ Requests

- ▶ Connect with people
- ▶ Be empathetic
- ▶ Use a compassionate tone
- ▶ **Attitude can greatly improve call quality!**



Content throughout adapted from: US Centers for Disease Control and Prevention. [TB Contact Investigation Interviewing Skills Course](#). Image adapted from: Uddin, A. "[Telephone](#)," from the Noun Project. [Creative Commons Attribution 3.0 United States](#).