

ARTICLE ON PUBLIC RELATIONS



Ms. Mary Vineela .P
MSc (N) Lecturer C H N
Naryana College of
Nursing, Nellore.

INTRODUCTION:

During recent years a plethora of organizational information have come into existence and their number is constantly on the increase. Good public relations has come to be regarded as an important attributes of the present day leadership, and significance can hardly be overstressed.

Meaning of public relations: The term public relation with the public. The term public is not easy to define, though frequency in use. The general public is really not one but a collection of publics. The ordinary citizen, who is the unit of public, comes in contact with the hospital administration needs information on many aspects. Here comes the importance of hospital public relations.

Definition: “Public relations is the skilled communication of ideas to the various public with the objective of producing a desire result”.

“Public relation is the art of making your organization liked and respected by its employees, customs, the people who buy from it and the people it sells to.”

Factors that contribute to the importance of public relations: Vast increase in organization: The modern welfare state, with its philosophy of looking after the citizens from the cradle to the grave is rendering innumerable services to the public. The very size and

complexity of these services render communication with the public is imperative. The public has to be made aware of the various facilities offered by the organization.

Urgent attention paid to the public and private iniquity: The organizations are under constant pressure to defined themselves against public criticism. So the organizations need to function efficiency and convince public that it is being well done.

The organizations occupies public change role

It is not enough for hospitals to implement polices, it has to be explained to the people and build up a popular support for them.

Primary functions of public relations:

According to millet, public relations of management has four primary functions.

1. Learning about public desires and aspirations.
2. Advising the public about what they should desire.
3. Ensuring satisfactory contact between public and hospital organizations.
4. Informing the public about what facilities they are providing.
5. Evaluating reactions of the public.

Tools and techniques of public relations: There can possibly be no exhaustive list of tools, instrumentalists and techniques of maintain good public relations. Time, place and person always make a difference,. There are times when gimmicks work wonders, and there are persons who, with their original approach and imaginative devices, win spectacular success in the field of public relations. Such things, may be listed publicity, advertising, personal contact, public speech and direct mail.

Publicity: It is the most important aspect of public relations, and has become a must for every large



organization, including the department. There is hardly a government today without a department of information or publicity. Both democratic and totalitarian regimes make full use of this powerful weapon of influencing and molding public or to disseminate knowledge of facts.

The various activities of the ministry and the important services rendering by it can be briefly described under the following heads:

- ☞ All India Radio.
- ☞ Doordarshan.
- ☞ Press Information Bureau
- ☞ Directorate of Advertising and Visual Publicity.
- ☞ Films Division.
- ☞ Research and Reference Division.
- ☞ Directorate of Field Publicity.

PUBLIC RELATIONS (P.R.) AND NURSES: The term has been defined by the Encyclopaedia Americana. "The act of analyzing, influencing and interpreting a person, idea, group or business so that he, or it will be recognized as servicing the public interest and will benefit from so doing. It operates in many different and constantly changing ways and the object."

Public relations is an administrative function. Its aim is to earn public understanding. Hospitals have their problems and the patients their expectations. It is here, where PR can play a vital and meaningful role to bring about a harmonious adjustment of hospitals to its community.

The common aim of PR is not only to inform the public but also to get information and evaluate attitudes of public opinion. The importance of hospital PR is well recognized. The most productive means the hospital has for creating and maintaining good community relations are to render high quality of professional service and to establish kind, sympathetic and understanding relationships.

with its patients, their relatives and their friends. Attaining both of these depend upon the aptitudes, the competence and the spirit of every employee.

Individually and collectively they mould the image and opinion of the hospital in the community. No group within the hospital is in a more favorable position to create good PR than is the personnel of the nursing department.

A comfortable waiting place should be provided for the patient and the attendant who accompanies the patients, to help him in admission. Therefore, it represents a microcosm of the life of a community. If the OPD can produce a favorable impression on the patient, he is likely to prove more co-operative.

The nurse has a lot to do with ironing out the rough edges and rounding off the corners among different categories of staff in the OPD. The nurse is a central figure in the ward and she comes in close contact with patients.

PR applied to the people of a community must of necessity utilize the methods and channels of communication which people understand.

GOOD PUBLIC RELATIONS PRODUCE IN A HOSPITAL ENTAILS.

- ☞ Determination of what the community wants to know.
- ☞ Expressing the facts in a form that is easily comprehended.
- ☞ Evaluating reactions.
- ☞ Revamping the program to meet public interest and approval.

Conclusion:

The public relations are essential for the nurse for maintaining good relationships among patients to rendering her care to developing the skills, and attitude based on health status in the community set ups along with health team members.