**Social attitude**

**1.** A person's outlook on social issues and responsibilities. 2. A person's general disposition towards others. 3. An opinion shared by a social group.

**Definition**

Social attitude is a person or groups reaction to other people, races, cultures, ideas, or traits. Social attitude measures the person or groups like or dislike toward a certain subject.

**Human relations in context of Nursing**

Every endeavour where more than one individual is making joint efforts to achieve a goal, there is need for human relations.

* The whole discipline of nursing profession is built on people that continuously interact with sick as well as human being.
* Nurses have to know how to manage people. A nurse will have to team up with top, middle& lower level management & also have to manage subordinates, for which the art of dealing with people & effective leadership are very important
* The nurse also deals with the society. It is at this level where the image of nursing is projected, her manner of communication, approach values, skills all these matter is projecting a positive image
* Leadership & influencing people required when nurses work in various setting like critical care units, special care units, school health, community health & so on.
* The ultimate aim of nursing service administration is to provide quality health care to people in the hospital, community & home
* Establish rapport &trust to understand the client views, their motivation & goal & them to achieve their goals.
* With the growing attention to community & home care, human relations play an important role in mobilizing & capitalizing on the strengths of various resources. Here the nurses role is to co-ordinate & manage the care delivered by other health care providers, community groups, non-governmental organizations, family members & workers from other sectors to achieve individual & community act for health

**Improving steps of human relation in nursing administration:**

* Know your personnel ,their goals & aspirations
* Understand their functions
* Help them to perform their assigned jobs by adopting positive reinforcement techniques
* Praise them in public to the good job done.
* Admonish them in private (for any wrong practices)
* Be sincerely interested in them
* Set examples for others
* Do not be afraid to share responsibility
* Deal with the complaints in time & give personal attention to the problems
* Treat sub-ordinates & clients with dignity & respect.