

# LSICLG4

## Promote the counselling service



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### Overview

This unit involves you managing and implementing policies and strategies to promote the counselling service. You will have to be aware of the ethical considerations and requirements that affect ways in which the service is promoted. You will also require knowledge of alternative services to which you may refer clients.

There is one element to this unit

1. Promote the counselling service

This unit is relevant to those working in the following counselling contexts

1. Those working in a managerial role
2. Those working in individual practice

All units within the suite of National Occupational Standards for Counselling are not specific to any theoretical model.

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### Performance criteria

- You must be able to:*
- P1 manage and implement policy and strategies appropriate to the setting to promote the counselling service
  - P2 understand the need and potential for development of the service appropriate to the setting and community
  - P3 agree a strategy for negotiating fees with clients when appropriate
  - P4 where applicable provide clear information about fee structure
  - P5 provide clear, correct and accessible information for your generic/specialist or specific client group
  - P6 be aware of ethical considerations and requirements that affect ways in which the service is promoted
  - P7 ensure publicity material clearly outlines limitations of the service, such as opening times, type of counselling on offer, confidentiality, number of sessions offered or problems addressed, whether it is a specialist or targeted service focussing on specific needs
  - P8 ensure service publicity is accessible to all potential clients, including those from different cultures or with disabilities
  - P9 identify networks that could be used for the benefits of the service
  - P10 identify alternative services for clients when appropriate and have a working knowledge of protocols and procedures to make referrals
  - P11 maintain personal contacts within service networks to ensure effective co- operation

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### Knowledge and understanding

*You need to know and understand:*

- K1 how to promote the counselling service and referral routes and pathways
- K2 how to assess their suitability of ethical, professional networks that could be used for the benefits of the service
- K3 how social, political, economic and technical factors in the external environment affect service delivery
- K4 the legal, regulatory, social and ethical responsibilities of a counselling service
- K5 relevant guidelines and codes of practice relating to promotion of counselling services
- K6 appropriate and ethical publicity and marketing strategies
- K7 ways in which clients access counselling services
- K8 agreed referral systems and protocols

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**Relevant occupations** Health, Public Services and Care; Health and Social Care; Child Development and Well Being; Associate Professionals and Technical Occupations; Education and training; Preparation for life and work; Health and Social Services Officers; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Healthcare and Related Personal Services; Childcare and Related Personal Services

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**Suite** Counselling National Occupational Standards v4

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**Key words** promote, counselling, service

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