

## SCDHSC0437

# Promote your organisation and its services to stakeholders



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### Overview

This standard identifies the requirements when promoting your organisation and the services it provides to a range of stakeholders. The requirements include developing plans to promote your organisation and its services, communicating key messages to stakeholders, and evaluating the effectiveness of promotional activities.

# SCDHSC0437

## Promote your organisation and its services to stakeholders

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### Performance criteria

#### Plan how to promote your organisation and its services to stakeholders

*You must be able to:*

- P1 identify the range of **stakeholders** to whom you wish to promote your organisation and its services
- P2 consult with representatives of these stakeholders to understand their actual or potential interests in your organisation and its services
- P3 identify the key messages that you want to communicate to the different stakeholders and agree these with **relevant people**
- P4 take account, where appropriate, of cultural and language issues
- P5 identify **opportunities to promote** your organisation and its services to stakeholders
- P6 select opportunities which offer the best possibility of communicating key messages within the resources available
- P7 identify and obtain the resources required for your promotional plans
- P8 explain your promotional plans to relevant people
- P9 ensure those who promote your organisation and its services have the knowledge, skills and competence to be able to do so
- P10 ensure methods of promotion you select are in line with organisational resources and requirements
- P11 identify how the effectiveness of your promotional activities will be measured

#### Carry out promotional activities

*You must be able to:*

- P12 use selected opportunities to promote your organisation and its services to stakeholders in line with your promotional plan
- P13 seize ad hoc opportunities to promote your organisation and its services to stakeholders as they arise
- P14 communicate key messages promptly in response to a crisis
- P15 agree key messages and the promotional opportunities to be used with relevant people in advance
- P16 communicate key messages to stakeholders clearly, in ways designed to help them understand the key messages and how these messages affect them
- P17 communicate key messages in ways that respect individuals' rights and the requirements of confidentiality
- P18 provide stakeholders with opportunities, where possible, to ask questions and seek clarification about the messages you are communicating
- P19 seek feedback from stakeholders, where possible, to ensure that they have understood the messages
- P20 ensure the information you communicate is accurate, up to date and in line with organisational requirements

# SCDHSC0437

## Promote your organisation and its services to stakeholders

---

*You must be able to:*

### **Evaluate the effectiveness of promotional activities**

- P21 select evaluation methods that are capable of identifying whether key messages have been communicated to, and understood by, stakeholders
- P22 select evaluation methods that are capable of identifying whether promotional activities have led to desired changes in attitudes or behaviour by stakeholders
- P23 carry out the evaluation using the methods selected
- P24 ensure your evaluation is sufficient to reveal the effectiveness of specific promotional activities
- P25 take appropriate action to improve your promotional plans and activities in the light of the results of the evaluation

# SCDHSC0437

## Promote your organisation and its services to stakeholders

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### Knowledge and understanding

*You need to know and understand:*

#### Rights

- K1 legal and work setting requirements on equality, diversity, discrimination and rights
- K2 your role in promoting individuals' rights, choices, wellbeing and active participation
- K3 your duty to report any acts or omissions that could infringe the rights of individuals
- K4 how to deal with and challenge discrimination
- K5 the rights that individuals have to make complaints and be supported to do so
- K6 conflicts and dilemmas that may arise in relation to rights and how to address them

*You need to know and understand:*

#### Your practice

- K7 legislation, statutory codes, standards, frameworks and guidance relevant to your work, your work setting and the content of this standard
- K8 your own background, experiences and beliefs that may have an impact on your practice
- K9 your own roles, responsibilities and accountabilities with their limits and boundaries
- K10 the roles, responsibilities and accountabilities of others with whom you work
- K11 how to access and work to procedures and agreed ways of working
- K12 the meaning of person-centred/child centred working and the importance of knowing and respecting each person as an individual
- K13 the prime importance of the interests and well-being of the individual
- K14 the individual's cultural and language context
- K15 how to build trust and rapport in a relationship
- K16 how your power and influence as a worker can impact on relationships
- K17 how to work in ways that promote active participation and maintain individuals' dignity, respect, personal beliefs and preferences
- K18 how to work in partnership with individuals, key people and others
- K19 how to manage ethical conflicts and dilemmas in your work
- K20 how to challenge poor practice
- K21 how and when to seek support in situations beyond your experience and expertise

# SCDHSC0437

## Promote your organisation and its services to stakeholders

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*You need to know and understand:*

### Theory for practice

- K22 the nature and impact of **factors that may affect the health, wellbeing and development of individuals** you care for or support
- K23 theories underpinning our understanding of human development and factors that affect it

*You need to know and understand:*

### Personal and professional development

- K24 principles of reflective practice and why it is important
- K25 your role in developing the professional knowledge and practice of others
- K26 how to promote evidence based practice

*You need to know and understand:*

### Communication

- K27 factors that can affect communication and language skills and their development in children, young people adults
- K28 methods to promote effective communication and enable individuals to communicate their needs, views and preferences

*You need to know and understand:*

### Health and Safety

- K29 legal and statutory requirements for health and safety
- K30 your work setting policies and practices for monitoring and maintaining health, safety and security in the work environment
- K31 practices for the prevention and control of infection in the context of this standard

*You need to know and understand:*

### Safe-guarding

- K32 legislation and national policy relating to the safe-guarding and protection of children, young people and adults
- K33 the responsibility that everyone has to raise concerns about possible harm or abuse, poor or discriminatory practices
- K34 indicators of potential harm or abuse
- K35 how and when to report any concerns about abuse, poor or discriminatory practice, resources or operational difficulties
- K36 what to do if you have reported concerns but no action is taken to address them
- K37 local systems and multi-disciplinary procedures that relate to safeguarding and protection from harm or abuse

# SCDHSC0437

## Promote your organisation and its services to stakeholders

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*You need to know and understand:*

### **Multi-disciplinary working**

- K38 the purpose of working with other professionals and agencies
- K39 the remit and responsibilities of other professionals and agencies involved in multi-disciplinary work

*You need to know and understand:*

### **Handling information**

- K40 legal requirements, policies and procedures for the security and confidentiality of information
- K41 legal and work setting requirements for recording information and producing reports
- K42 principles of confidentiality and when to pass on otherwise confidential information
- K43 how to record written information with accuracy, clarity, relevance and an appropriate level of detail
- K44 how and where electronic communications can and should be used for communicating, recording and reporting

*You need to know and understand:*

### **Leading practice**

- K45 theories about leadership
- K46 standards of practice, service standards and guidance relating to the work setting
- K47 national and local initiatives to promote the well-being of individuals
- K48 lessons learned from government reports, research and inquiries into serious failures of health or social care practice and from successful interventions
- K49 methods of supporting others to work with and support individuals, key people and others
- K50 how to contribute to the development of systems, practices, policies and procedures
- K51 techniques for problem solving and innovative thinking

*You need to know and understand:*

### **Risk management**

- K52 principles of risk assessment and risk management
- K53 principles of positive risk-taking

*You need to know and understand:*

### **Specific to this NOS**

- K54 a working knowledge of stakeholders in your organisation and their interests
- K55 a working knowledge of your organisation, its purpose, values and the services it provides

## SCDHSC0437

### Promote your organisation and its services to stakeholders

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- K56 a working knowledge of relevant people within your own and partner organisations with whom you need to agree key messages and communicate promotional plans
- K57 a working knowledge of the people available to promote your organisation and its services
- K58 a working knowledge of how to explain complex material to improve people's understanding, both orally and in writing
- K59 a working knowledge of how to communicate effectively with a variety of audiences
- K60 a working knowledge of the importance of consulting with relevant people and how to do this effectively
- K61 a working knowledge of the importance of agreeing key messages and communicating promotional plans with relevant people before releasing information
- K62 a working knowledge of the importance of giving people opportunities to ask questions and seek clarification, and how to do so
- K63 a working knowledge of the importance of feedback on the effectiveness of your communication
- K64 a working knowledge of how to improve plans and activities in the light of evaluation
- K65 a working knowledge of the importance of establishing how the effectiveness of promotional activities will be measured, and how to do so
- K66 a working knowledge of the range of methods for evaluating the effectiveness of promotional plans and activities
- K67 a working knowledge of the importance of checking your information is accurate and up-to-date, and how to do so
- K68 the knowledge, skills and competences required to promote the organisation and its services and how to ensure people possess these
- K69 the importance of identifying key messages to communicate to different stakeholders and how to do so
- K70 the range of opportunities available to promote the organisation and its services and how to select those opportunities which offer the best possibility of communicating key messages
- K71 your organisation's promotional plan
- K72 the resources required to carry out plans and how to identify and obtain these

# SCDHSC0437

## Promote your organisation and its services to stakeholders

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### Scope/range relating to performance criteria

#### Additional Information

The details in this field are explanatory statements of scope and/or examples of possible contexts in which the NOS may apply; they are not to be regarded as range statements required for achievement of the NOS.

Note: Where an individual finds it difficult or impossible to express their own preferences and make decisions about their life, achievement of this standard may require the involvement of advocates or others who are able to represent the views and best interests of the individual.

Where there are language differences within the work setting, achievement of this standard may require the involvement of interpreters or translation services.

**Evaluation methods** may be formal and quantitative, such as monitoring changes in the level of funding or referrals from different stakeholders; formal and qualitative, such as surveys or focus groups with stakeholders to measure changes in their attitudes to the organisation and its services; informal and quantitative, such as workers' perception on changes in the level of enquiries or demand for services; informal and qualitative, such as recording ad-hoc feedback (letters, comments) from stakeholders

The **individual** is the adult, child or young person you support or care for in your work

**Key people** are those who are important to an individual and who can make a difference to his or her well-being. Key people may include family, friends, carers and others with whom the individual has a supportive relationship.

**Opportunities to promote your organisation and its services** may include private meetings; public meetings and events; promotional materials, such as leaflets, magazines, radio, television, Internet; direct contact by mail, telephone or e-mail

**Others** are your colleagues and other professionals whose work contributes to the individual's well-being and who enable you to carry out your role

**Relevant people** may include trustees and managers in your agency; people who work for your agency; partners; funders

**Stakeholders** may include funders; commissioners; partners; people and agencies that refer users to your agency; users, their families and friends; people who work for your agency; the wider community.



# SCDHSC0437

## Promote your organisation and its services to stakeholders

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### Scope/range related to knowledge and understanding

The details in this field are explanatory statements of scope and/or examples of possible contexts in which the NOS may apply; they are not to be regarded as range statements required for achievement of the NOS.

**All knowledge statements must be applied in the context of this standard.**

**Factors that may affect the health, wellbeing and development of individuals** may include adverse circumstances or trauma before or during birth; autistic spectrum conditions; dementia; family circumstances; frailty; harm or abuse; injury; learning disability; medical conditions (chronic or acute); mental health; physical disability; physical ill health; poverty; profound or complex needs; sensory needs; social deprivation; substance misuse

### Values

Adherence to codes of practice or conduct where applicable to your role and the principles and values that underpin your work setting, including the rights of children, young people and adults. These include the rights:

To be treated as an individual

To be treated equally and not be discriminated against

To be respected

To have privacy

To be treated in a dignified way

To be protected from danger and harm

To be supported and cared for in a way that meets their needs, takes account of their choices and also protects them

To communicate using their preferred methods of communication and language

To access information about themselves

# SCDHSC0437

## Promote your organisation and its services to stakeholders

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