

## SCDHSC0438

### Develop and disseminate information and advice about health and social well-being



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#### Overview

This standard identifies the requirements when developing a range of information and advice materials to promote services and raise awareness of health and social well-being. The requirements include planning, design, production, and dissemination of information and advice materials.

This standard is tailored from SFHAD4.

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### Performance criteria

#### Plan the production of information and advice materials

*You must be able to:*

- P1 identify the overall purpose of the information and advice materials
- P2 identify specific objectives to be achieved through the production and dissemination of information and advice materials
- P3 ensure that objectives are measurable, achievable and time-bound
- P4 identify the specific target groups to be reached by the information and advice materials
- P5 assess the needs, motives and perceptions of the target groups
- P6 base the objectives to be achieved on evidence of what works for the target groups
- P7 research any existing materials which could be used or customised to meet your needs
- P8 investigate how the information and advice materials could be integrated with other interventions to reinforce key messages
- P9 obtain confirmation of the budget available for production and dissemination

#### Design and produce information and advice materials

*You must be able to:*

- P10 obtain information for inclusion in the information and advice materials and confirm the accuracy and validity of the information
- P11 protect sources of information according to agreed procedures
- P12 plan the production of materials, taking account of the time, money and expertise available
- P13 contextualise the information and advice materials to appeal to the target groups
- P14 ensure the design and content meets the original purpose and objectives
- P15 ensure the style of language and any graphics are appropriate to the target groups
- P16 ensure checks are made for clarity and accuracy
- P17 check that the materials comply with any relevant legislation, codes of practice, guidelines and ethical requirements
- P18 identify when it is appropriate for design and production to be contracted to media professionals
- P19 provide any media professionals involved in design or production with a detailed briefing
- P20 consult on the design and content of the information and advice materials with the relevant people

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- P21 estimate the 'shelf life' of the information and advice materials to be produced and the quantities required.

#### **Disseminate information and advice materials**

*You must be able to:*

- P22 identify the target groups for the information and advice materials
- P23 determine the most appropriate method of dissemination to the target groups
- P24 liaise with organisations, networks or stakeholders that provide access to the target groups
- P25 review how other similar information materials have been used
- P26 liaise with other interventions where your information and advice materials could reinforce similar messages
- P27 allocate time and resources for distribution of information and advice materials

#### **Evaluate the production and dissemination of information and advice materials**

*You must be able to:*

- P28 identify the overall purpose of the information and advice materials and specific objectives to be achieved through their dissemination
- P29 monitor the process of design, production and dissemination
- P30 establish criteria for evaluating the effectiveness of information and advice materials in achieving the original objectives
- P31 collect and review information on the effectiveness of information and advice materials in achieving the original objectives
- P32 identify any critical aspects of the design or dissemination of the information and advice materials that has an impact on their effectiveness
- P33 consult with relevant people on the results of the monitoring and evaluation
- P34 record the findings of the monitoring and evaluation to inform future actions

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### Knowledge and understanding

*You need to know and understand:*

#### Legislation and organisational policy and procedures

- K1 relevant legislation (including copyright), codes of practice, guidelines and ethical requirements

#### Communication skills

*You need to know and understand:*

- K2 how to write complex material clearly and concisely
- K3 the language and graphics appropriate for specific target groups
- K4 how to check information and advice materials for clarity and accuracy

#### Dissemination

*You need to know and understand:*

- K5 the different dissemination methods available for various target groups
- K6 how different methods of dissemination are suitable for different types of information and advice material
- K7 the resources necessary for disseminating different types of information and advice materials
- K8 how to liaise with other organisations, networks or stakeholders that provide access to target groups

#### Information and advice materials

*You need to know and understand:*

- K9 the importance of identifying specific objectives for information and advice materials
- K10 how to assess what is good about existing information and advice materials and how they could be improved
- K11 how information and advice materials can be used to reinforce local and national interventions
- K12 evidence of what works for the various target groups
- K13 the importance of involving relevant people in the development and dissemination of materials and how to do so
- K14 how to access the services of media professionals if required
- K15 how to provide a detailed briefing for media professionals
- K16 how to estimate the quantities of information and advice materials to be produced, taking account of their probable 'shelf life'

#### Information handling

*You need to know and understand:*

- K17 the importance of gathering full and accurate information and how to do so
- K18 sources of information, and how to access them
- K19 how to check the accuracy and validity of information received

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K20 the range of target groups, their different needs, motives and perceptions

#### **Monitoring and evaluation**

*You need to know and understand:*

K21 how to distinguish between the evaluation of process and the evaluation of effectiveness in achieving objectives

K22 how to monitor the budget and time allocated to the design, production and dissemination of information and advice materials

K23 how to establish criteria for evaluating the effectiveness of information and advice materials

K24 how to collect and review information on the effectiveness of information and advice materials in achieving their original objectives

K25 how to record the findings of monitoring and evaluation

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### Additional Information

#### Scope/range related to performance criteria

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.

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

**Information and advice materials:** information sheets; leaflets and fliers; posters; newsletters; stickers and cards; videos; audio tapes and CDs

**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.

**Other interventions:** school programmes; community initiatives; national initiatives

**Others** are your colleagues and other professionals whose work contributes to the

**Relevant people:** colleagues; managers; service users; media professionals

**Target groups:** men or women; families; children and young people; black or ethnic minority groups; homeless people

#### Scope/range relating 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

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#### 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

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<b>Validity</b>	Current
<b>Status</b>	Tailored
<b>Originating organisation</b>	Skills for Health
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<b>Relevant occupations</b>	Health, Public Services and Care; Health and Social Care; Associate Professionals and Technical Occupations; Health and Social Services Officers; Health Associate Professionals; Personal Service Occupations; Healthcare and Related Personal Services
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