

SFHCHDEB2

Design and produce information and advice materials about Coronary Heart Disease (CHD) and how to reduce the risk of CHD



Overview

This standard is about designing and producing information and advice materials about CHD and how to reduce the risk of CHD.

Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

You must be able to:

- P1 obtain information for inclusion in the information and advice materials and confirm the accuracy and validity of the information
- P2 protect sources of information according to agreed procedures
- P3 plan the production of materials, taking account of the time, money and expertise available
- P4 contextualise the information and advice materials to appeal to the target groups
- P5 ensure the design and content meets the original purpose and objectives
- P6 ensure the style of language and any graphics are appropriate to the target groups
- P7 ensure checks are made for clarity and accuracy
- P8 check that the materials comply with any relevant legislation, codes of practice, guidelines and ethical requirements
- P9 identify when it is appropriate for design and production to be contracted to media professionals
- P10 provide any media professionals involved in design or production with a detailed briefing
- P11 consult on the design and content of the information and advice materials with the relevant people
- P12 estimate the 'shelf life' of the information and advice materials to be produced and the quantities required

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Knowledge and understanding

You need to know and understand:

- K1 how to present complex information clearly and concisely
- K2 the language and graphics appropriate for specific target groups
- K3 how to check information and advice materials for clarity and accuracy
- K4 evidence of what works for the various target groups
- K5 the importance of involving relevant people in the development of materials and how to do so
- K6 how to access the services of media professionals if required
- K7 how to provide a detailed briefing for media professionals
- K8 how to estimate the quantities of information and advice materials to be produced, taking account of their probable 'shelf life'
- K9 the importance of gathering full and accurate information and how to do so
- K10 sources of information, and how to access them
- K11 how to check the accuracy and validity of information received
- K12 relevant legislation (including copyright), codes of practice, guidelines and ethical requirements, including referencing
- K13 the factors which determine the risk of CHD and the relative impact of these factors
- K14 how factors in people's lifestyles (ie physical activity, smoking, diet, alcohol consumption) can affect their risk of developing CHD
- K15 the nature of CHD, its different forms and its physical, psychological and social effects on individuals and their families
- K16 research-based evidence of the impact of environmental, social, lifestyle and behavioural factors on the incidence of CHD
- K17 the possible effects that modification of lifestyle and risk factors may have on individuals
- K18 the range of target groups, their different needs, motives and perceptions
- K19 local CHD needs assessments and priorities
- K20 local CHD strategies and plans
- K21 the range of CHD services offered by your organisation and other organisations

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Additional Information

External Links

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: IK2 Information collection and analysis

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