SFHCMG4
Communicate with individuals, groups and communities about promoting their health and wellbeing in a defined caseload

Overview	This standard is about communicating with individuals, groups and communities about promoting their health and wellbeing in a defined caseload. This standard is relevant to those who provide proactive and co-ordinated Case Management. Here, Case Management means identifying and risk stratifying vulnerable, high-risk people with complex multiple long term conditions. Case Management should take place within the philosophy of enabling and promoting self care, self management and independence.

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

SFHCMG4
Communicate with individuals, groups and communities about promoting their health and wellbeing in a defined caseload

Performance criteria

You must be able to:

P1 communicate with people throughout the process in a manner that:
  P1.1 is appropriate to them
  P1.2 encourages an open and frank exchange of views
  P1.3 minimises any constraints
  P1.4 is free from discrimination and oppression
P2 provide clear, up-to-date information to people about:
  P2.1 health and wellbeing
  P2.2 stressors to health and wellbeing and their implications
  P2.3 actions they can take to improve their health and wellbeing
  P2.4 agencies with responsibilities for improving health and wellbeing
P3 arrange for people to receive up-to-date information from alternative sources that is relevant to their needs and interests
P4 encourage people to identify for themselves:
  P4.1 factors that affect their health and wellbeing
  P4.2 their views about health and wellbeing and associated stressors
P5 remain open to the range of issues that people wish to explore in relation to health and wellbeing
P6 identify how the information received from people can be used to inform future planning
P7 enable people to identify:
  P7.1 their knowledge and skills about health and wellbeing
  P7.2 gaps in their knowledge and skills
P8 enable people to take:
  P8.1 responsibility for their own knowledge and skills
  P8.2 control of their own health and wellbeing
P9 acknowledge people's right to make their own decisions about their health and wellbeing and set their own priorities
P10 alert people when their actions and priorities affect the rights and health and wellbeing of others
P11 facilitate access to:
  P11.1 up-to-date appropriate information and advice when people need it
  P11.2 appropriate support that is sensitive to people's needs and contexts
P12 offer appropriate reinforcement and encouragement as people develop their skills and knowledge

SFHCMG4

Communicate with individuals, groups and communities about promoting their health and wellbeing in a defined caseload

Knowledge and understanding

You need to know and understand:

K1   the social construction of health and illness and how this affects people's perceptions

K2   the kinds of misinformation which people receive about health and wellbeing and how this can be counteracted

K3   the stressors to health and wellbeing: biological; chemical; physical; social; psychosocial

K4   inequality and discrimination and their impact on health and wellbeing including how to recognise and address inequality and discrimination in the context of Human Rights legislation

K5   risks to health and wellbeing, including:

    K5.1   consideration of avoidable, relative and absolute risk

    K5.2   the importance of the context of the risk and the factors that may modify its impact

    K5.3   appropriate risk management objectives

    K5.4   the concept of acceptable risk and whose values define this (ie political, social, scientific, the community)

    K5.5   assessment of different types of risk and appraisal of the different strategies for managing such risks

    K5.6   the importance of taking action that is proportionate to the scale and seriousness of the risk so that fear is not disproportionate to the actual risk

K6   concepts, principles and models for promoting health and wellbeing (such as those within WHO agreements) - understanding and application

K7   strategies for promoting health and wellbeing: identification of clear aims and objectives, including:

    K7.1   appraisal using a range of different outcome measures

    K7.2   the contribution of different strategies to reducing inequalities and achieving longer-term equity

    K7.3   critical appraisal evidence of effectiveness of different strategies

    K7.4   differentiating potential conflicts between different strategies

K8   theoretical models of:

    K8.1   behaviour change

    K8.2   models of community development

    K8.3   models of socio-political development

K9   and the application of these in the planning, implementation, monitoring and evaluation of strategies for promoting health and wellbeing

K10   the contributions of different agencies to promoting health and wellbeing -appraisal and application

K11   the relative priorities of different stakeholders and judgements about the extent to which they can be applied to promoting health and wellbeing and reducing inequalities

K12 the ethical dimensions against promoting health and wellbeing - appraising the nature, context and basis of people's argument

K13 principles of organisational development - understanding and applying to the promotion of health and wellbeing

K14 the application of change management principles in the promotion of health and wellbeing and the reduction of inequalities

K15 the application of negotiating and influencing skills in working with others to promote health and wellbeing and reduce inequalities

K16 methods for determining the financial and social costs of poor health and wellbeing and for analysing and illustrating the cost benefits of health improvement

K17 the specific legislation, guidelines of good practice, charters and service standards that relate to the work being undertaken and the impact of these on the work

K18 the services, policies and priorities of the worker's agency and how it relates to other agencies in the sector

K19 the data storage and retrieval systems used by agencies working in health improvement

K20 codes of practice and protocols about confidentiality and information sharing between agencies working in partnership

K21 effective communication skills with people in own agency, those in other agencies and with communities and the public; barriers to communication and ways of overcoming them

K22 your own role and responsibilities and from whom assistance and advice should be sought if necessary

K23 reasoning processes to determine approach and methodology

K24 the application of the principles of equality, diversity and anti-discriminatory practice

K25 the need to develop one's own competence and skills in line with changes in knowledge and practice, including:
    K25.1 how your area and scope of practice are changing
    K25.2 the evidence which is available on the work and the implications of this for your own skill and knowledge base

K26 how you have maintained your knowledge, skills and competence

SFHCMG4

Communicate with individuals, groups and communities about promoting their health and wellbeing in a defined caseload

Additional Information

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

Dimension: HWB1 Promotion of health and wellbeing and prevention of adverse effects on health and wellbeing

SFHCMG4

Communicate with individuals, groups and communities about promoting their health and wellbeing in a defined caseload

Developed by	Skills for Health
Version number	1
Date approved	June 2010
Indicative review date	June 2012
Validity	Current
Status	Original
Originating organisation	Skills for Health
Original URN	CM G4
Relevant occupations	Health, Public Services and Care; Nursing and Subjects and Vocations Allie; Health Professionals; Healthcare and Related Personal Services
Suite	Long Term Conditions - Case Management
Key words	case management, community matrons, long term conditions