SFHGEN127
Assess the need for, and plan awareness raising of health and wellbeing issues

Overview

This standard covers co-ordinating initiatives and programmes to raise awareness of health and wellbeing issues. It particularly covers assessing the need for awareness raising, determining the groups who are to be at the focus of the work and developing plans for awareness raising.

This standard is based on the belief that it is only possible to raise awareness of health and wellbeing issues if there is prior learning about the concerns, issues and priorities of the target group and the context of their lives. It is also based on evidence that awareness raising is usually most effective when it is integrated across agencies and practitioners so that there is a co-ordinated approach and message. This also leads to better targeting of resources. Awareness raising is also considered to be most effective when health and social well-being is viewed holistically.

This standard applies to anyone who has responsibility for co-ordinating awareness raising of health and wellbeing issues, no matter their location or employing agency. The focus of the activity may be those whose health and wellbeing is the subject of the awareness raising or those who may provide access to those who are the focus of the awareness raising. Users of this standard will need to ensure that practice reflects up to date information and policies.

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You must be able to:

P1   work closely with those involved in the planning to:

     P1.1   clarify the exact nature of the target group and the messages which are at the heart of the awareness raising

     P1.2   identify the methods which might be used to raise awareness

     P1.3   evaluate the ability of different methods to catch the interest of the target group whilst at the same time giving clear messages

     P1.4   identify the range of resources which is needed, and might be available for, the awareness raising

     P1.5   identify the groups, communities, agencies and practitioners who may be willing to be involved and contribute their own resources

P2   contact the relevant groups, communities, agencies and practitioners in a manner which encourages their involvement and highlights the benefits which joint work would bring

P3   ensure that where agencies and practitioners show an interest in the awareness raising, you take appropriate steps to secure their commitment and keep them on board

P4   accurately identify the exact nature of the resources available for the awareness raising and confirm this in writing with those making contributions

P5   identify factors which might affect the plan and its implementation and use this to inform its content and structure

P6   identify valid and reliable methods for evaluating the effectiveness of the awareness raising and build these into the overall design

P7   develop a plan for awareness raising that achieves the best balance between:

     P7.1   the concerns, interests and priorities

     P7.2   the target group

     P7.3   risk factors

     P7.4   the messages which need to be put across

     P7.5   the available resources

P8   include full details of how the resources will be allocated, who will do what and by when, and how the inputs and outcomes will be evaluated

P9   draft and present plans in a way which is suitable for those who are to use them

P10   discuss and agree plans with those involved in the planning to confirm that they are clear and capable of implementation

P11 fully brief people involved in the awareness raising on its nature, structure and purpose and their role within it

P12 identify those aspects of health and wellbeing which may be the focus for the awareness raising together with a rationale for them being of importance

P13 analyse known information on people's concerns and interest about, and risks to, their health and wellbeing to identify those groups who are likely to be targeted by the awareness raising

P14 identify others who have an interest in raising the awareness of the target group and use appropriate methods to determine their areas of interest

P15 use appropriate methods to involve a sample of people from the target group in assessing the need for awareness raising and how this may best be done

P16 ensure that those involved in the sample are representative of the group concerned and are able to speak about their needs and concerns

P17 use the information gained from the sample group on their concerns, interests and priorities to re-focus the content, objectives and structure of the awareness raising and clarify exactly who is to be targeted

P18 evaluate the potential impact of other factors on the awareness raising and use this to inform its feasibility and the approaches to be used

P19 work closely with others who might be involved in the awareness raising to:

P19.1 discuss and explore the different options available for the awareness raising

P19.2 select the options that are feasible in the context and likely to be effective in raising awareness

P19.3 identify all those who need to be involved in the planning and implementation of awareness raising

P20 disseminate information on the purpose and nature of the awareness raising to all those who need to be involved

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You need to know and understand:

K1 how individuals' and families' needs and interests may be affected by their current level of knowledge and understanding, their personal beliefs and values, their previous experiences, how they use services and the situation in which they find themselves

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

K3 holistic concepts and approaches to health and social well-being

K4 how to respect and acknowledge others' priorities in relation to their health and wellbeing

K5 the different ways in which it is possible to raise people's awareness of health and wellbeing

K6 the importance of being clear as to who the target group is for awareness raising and for maintaining contact with them throughout the process

K7 how the effectiveness of awareness raising is affected by the other messages which people receive

K8 the importance of integrating messages on health and wellbeing issues across agencies and practitioners

K9 good practice in awareness raising and the reasons for it success

K10 where information on the concerns, interests and priorities of people may be available and how to access it

K11 others who may be interested in raising the awareness of different targets groups and the reasons for their interest

K12 where it might be possible to gain information on others' interests and areas of activity

K13 methods of involving a sample of people from a target group in the assessment of need for awareness raising and in planning and the purpose of doing this

K14 how to evaluate whether those who represent a target group are in fact representative of them

K15 methods of working with individuals to identify their real issues and concerns

K16 how the content and structure of the awareness raising can be changed following feedback from the target group and made more relevant to them

K17 the range of different factors which may affect the content and effectiveness of awareness raising

K18 how to anticipate the potential effect of different factors on the awareness raising and use them to inform its planning

K19   the different options which might be available for awareness raising overall and those which are particularly feasible for the target group and health issue concerned

K20   how to select an option which is feasible in the particular circumstances

K21   effective means of communicating agreed strategies to interest groups

K22   the purpose of being clear as to who the target groups is and its nature

K23   how clarity regarding the target group affects the ability to target the message and use resources effectively

K24   how to integrate the work of your own agency with that of others in terms of aims, content and message, timing, processes and outcomes

K25   the different media which might be used for awareness raising and the advantages and disadvantages of each

K26   how to assess whether the media is capable of influencing the target audience and how this may be done

K27   the range of resources which might be available for raising awareness including those which are given in kind

K28   the purpose of securing commitment before too much detailed planning takes place

K29   the level of detail which is required for effective planning to take place

K30   the different factors which might affect the plan and its implementation and how to build them into the plan

K31   the ways in which awareness raising may be evaluated and the importance of considering evaluation criteria in the planning phase rather than after the awareness raising has taken place

K32   difficulties in evaluating awareness raising given the multiplicity of factors which can affect people's health and wellbeing and their attitudes towards it

K33   the type of qualitative information which may be obtained in planning and ways of getting hold of this

K34   how to develop plans which are clear and capable of implementation

K35   the purpose of drafting plans and agreeing them with all those involved

K36   effective ways of briefing people as to their role in awareness raising

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

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