

SFHHP8

Develop materials for information and education for specific audiences to support their engagement and participation in health protection processes



Overview

This standard concerns developing informational and educational materials to communicate with individuals and groups, in order to increase awareness, advise or educate them about risks to health and wellbeing, and how to minimise or manage these risks. These materials may be planned and developed as part of a programme, or required urgently, as part of a response to an incident. The audiences for the materials may be healthcare practitioners, environmental health practitioners, other professionals, or members of the public. The range of materials and media that could be used includes: written information, leaflets, written guidelines, posters, pictorial leaflets, on-line materials, teaching packs, teaching materials and aids, template presentations, media release, table-top exercises, DVD, CD-ROMs. You may work with, and seek the services of, specialists (including communications and publicity specialists, interpreters, and health promotion specialists) to enhance or translate the materials you design into different languages and specific formats.

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 engage with, and agree with relevant stakeholders the need to develop new materials, or to adapt existing materials, in order to engage specific audiences
- P2 clarify and agree with stakeholders:
 - P2.1 the purpose(s) for which the materials will be used
 - P2.2 the audiences they should reach
 - P2.3 the formats and media that they should (or could) use
 - P2.4 the funding and other resources available to develop and publish the materials
 - P2.5 plans and timescales for producing the materials
 - P2.6 responsibilities for editing, authorising and publishing the materials
 - P2.7 plans for disseminating the materials
- P3 establish clear objectives that the materials should achieve, and quality criteria they should meet
- P4 develop the materials, using relevant information, evidence and scientific expertise, including current policies and existing materials, taking account of alternative or opposing scientific or lay views
- P5 seek advice and assistance from specialists on specific formats and media as necessary in order to publish the materials, considering:
 - P5.1 the effectiveness of different formats and media for the message(s) you seek to communicate
 - P5.2 the costs of different formats and media
- P6 ensure the language, graphics, structure and formats are:
 - P6.1 appropriate to the audience and the media you are using
 - P6.2 incorporate any standards required by the stakeholders
- P7 where appropriate, consult with partner agencies and other stakeholders on content and final format
- P8 complete and deliver the materials within the timescales and budgets agreed
- P9 seek feedback on the effectiveness of the material, undertake periodic reviews, and revise and update materials where appropriate

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Knowledge and understanding

You need to know and understand:

- K1 your legal powers and duties, and your responsibilities and accountability under organisational and professional policies and protocols
- K2 the importance of working within the limits of your own competence and seeking support and advice when faced with situations outside your competence
- K3 the roles and responsibilities of local health and social care agencies and departments and other agencies at regional and national level
- K4 the range of informational and educational materials available and in use in health improvement and health protection
- K5 the importance of, and how to achieve, effective communication with a range of individuals about hazards and risks in order to improve and protect the population's health and wellbeing.
- K6 how social, cultural, emotional and psychological factors lead to different perceptions of health and wellbeing and illness
- K7 how to assess specific situational and communication factors that apply in a specific issue or incident
- K8 what influences behaviour, perceptions of risk and behaviour change in relation to health improvement and health protection
- K9 models and principles of health promotion and their application in a health protection context
- K10 the evidence linking the particular practices you are seeking to improve to risks to health, wellbeing or safety

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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: G8 Public relations and marketing

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