SFHPHP07
Finalise and disseminate communications about health and wellbeing and/or stressors to health and wellbeing

Overview

This standard covers finalising and disseminating information about health and wellbeing and/or stressors to health and wellbeing. Communication might be for information, promotion, education, prevention, or protection purposes.

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   work in partnership with others to identify and plan dissemination to the target audience

P2   involve others with expertise in specific areas to improve the presentation of the final communication

P3   present communications using media, style, vocabulary and tone that
  P3.1   balance the nature and complexity of the subject with the needs and interests of the audience
  P3.2   highlight key issues
  P3.3   enable important distinctions to be made
  P3.4   honestly acknowledge others' work

P4   disseminate communications consistent with the agreed plan

P5   review the effectiveness of communications and dissemination and identify improvements for the future

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Knowledge and understanding

You need to know and understand:

K1 types of data and information:
  - K1.1 community and population views of health and wellbeing needs and outcomes
  - K1.2 routinely available data on reproduction, disability, illness, disease and death
  - K1.3 data on the use of services (such as health and social care services)
  - K1.4 data on measures to manage disability, illness and disease
  - K1.5 data on the relationship between the physical environment and health and wellbeing
  - K1.6 data on the relationship between the social environment and health and wellbeing
  - K1.7 census data - key indicators and projections

K2 qualitative and quantitative data, how to use the two together and their respective limitations

K3 the concepts of validity and reliability in relation to the design of data collection, collation and analysis

K4 the range of qualitative and quantitative data analysis methods available and the purpose of each

K5 how to interpret and present data and information including:
  - K5.1 how to summarise and present information and the key issues emerging from it, in written, diagrammatic, graphic and pictorial, and audio form
  - K5.2 comparing local populations with other populations identifying localities or groups with poor health and wellbeing using secondary data
  - K5.3 comparing the health and wellbeing needs of different socio-economic groups (using data on socio-economic status and health needs)
  - K5.4 comparing health and wellbeing needs in different environments (e.g. the quality of air, water, food etc) using data on the physical environment and health
  - K5.5 comparing health and wellbeing status and the assessment of health and wellbeing needs using data on health and biological determinants
  - K5.6 comparing a locality with other populations through examining the scale of health and wellbeing problems in terms of incidence or prevalence
  - K5.7 assessing the importance of different risk factors in a given population, including socio-economic, lifestyle, ethnic and genetic

factors

K6 ethical issues and legislative requirements surrounding data and information (e.g. small numbers and confidentiality)

K7 the profile of the local area with which the worker is concerned

    K7.1 communities (neighbourhoods, communities of interest, communities of identity)

    K7.2 agencies and workers (across all sectors)

    K7.3 health and wellbeing: equalities and inequalities

    K7.4 illness: incidence, types, levels, problems and contributing factors, the likely extent of unreported illness and disability

    K7.5 structures and amenities

    K7.6 cultural diversity, community groups, formal and informal leaders, networks

K8 methods and approaches of community involvement

K9 the ways in which communication can be altered for different needs and contexts and how to respond to differences in the way that people communicate

K10 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

K11 the services, policies and priorities of the worker's agency and how it relates to other agencies in the sector

K12 the data storage and retrieval systems used by agencies working in health improvement

K13 codes of practice and protocols about confidentiality and information sharing between agencies working in partnership

K14 own role and responsibilities and from whom assistance and advice should be sought if necessary

K15 how to apply the principles of equality, diversity and anti-discriminatory practice to work

K16 how to develop one's own competence and skills in line with changes in knowledge and practice; how the worker's area and scope of practice are changing, the evidence which is available on the work and the implications of this for their own skill and knowledge base

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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
Level: 3

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