

SFHPHP15

Encourage behavioural change in people and agencies to promote health and wellbeing



Overview

This standard covers encouraging behaviour change in people and agencies in order to promote health and wellbeing. This includes the three stages of: enabling people and agencies to see the need for and to change their behaviour; enabling people to sustain their behaviour change; and evaluating the effectiveness of behaviour change.

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 communicate with people and agencies in a manner which
 - P1.1 is appropriate to them
 - P1.2 encourages an open exchange of views and information
 - P1.3 minimises any constraints to communication
 - P1.4 is free from discrimination and oppression
 - P1.5 respects roles and responsibilities
 - P1.6 facilitates involvement
 - P2 develop people's and agencies' confidence in the worker so that they are able to think and say what they want to knowing the worker will listen to them
 - P3 encourage people and agencies to
 - P3.1 recognise the consequences of their behaviour
 - P3.2 recognise the advantages of changing their behaviour and the alternatives available to them
 - P3.3 recognise their strengths and ability to change
 - P3.4 value themselves positively
 - P4 explore
 - P4.1 the motivation of the people and agencies for changing their behaviour
 - P4.2 obstacles to changing behaviour
 - P4.3 how the obstacles can be constructively addressed
 - P5 identify with people and agencies a range of strategies for changing their behaviour that are consistent with
 - P5.1 their circumstances
 - P5.2 the context
 - P5.3 their motivation for change
 - P5.4 the risks associated with their behaviour
 - P5.5 evidence of effective practice
 - P6 assist people and agencies to
 - P6.1 identify viable short and long term goals for changing their behaviour and managing the risks associated with it
 - P6.2 draw up a realistic and achievable plan for implementing the strategies
 - P7 agree with people and agencies
 - P7.1 how they will put the plan into action
 - P7.2 the roles of different people in the plan
 - P7.3 how progress will be reviewed
 - P8 challenge constructively attitudes and behaviour that do not promote health and wellbeing
 - P9 encourage people and agencies to be clear about the choices that they

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- have made and the reasons for their chosen course of action
- P10 explore with people and agencies the implications of their choices in a manner that encourages them to understand their impact and any difficulties that might arise
- P11 explore with people and agencies
 - P11.1 the methods available for sustaining their behaviour change
 - P11.2 the successes they have had previously in overcoming obstacles to change
 - P11.3 why they tend to behave in a certain way and how this can be avoided
- P12 clarify with people and agencies the support that is available to sustain their behaviour change
- P13 make appropriate arrangements for supporting people and agencies that are consistent with
 - P13.1 their behaviour
 - P13.2 agreements
 - P13.3 resources
- P14 encourage people and agencies to seek further support from the worker and from other people when they are in need of it
- P15 give immediate, focused and constructive feedback to people and agencies on positive changes in their behaviour
- P16 encourage people and agencies to record their progress in changing their behaviour
- P17 review with people and agencies their progress and encourage them to understand and value their achievements
- P18 seek the views of people and agencies, and of others, as to how your own work could be improved
- P19 identify any changes in circumstances or context that may have influenced the behaviour or motivation to change in the people and agencies
- P20 decide any changes that need to be made in working with, and the support received by, people and agencies
- P21 reflect on your own learning and development from working with people and agencies and use this to inform future programmes of behaviour change

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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 these can be counteracted
- K3 stressors to health and wellbeing: biological; chemical; physical; social; psychosocial
- K4 inequality and discrimination and their impact on health and wellbeing, and how to recognise and address inequality and discrimination in the context of Human Rights legislation
- K5 risks to health and wellbeing - avoidable, relative and absolute risk
- K6 the importance of the context of the risk and the factors that may modify its impact
- K7 appropriate risk management objectives
- K8 the concept of acceptable risk and whose values define this (ie political, social, scientific, the community)
- K9 the assessment of different types of risk and appraisal of the different strategies for managing such risks
- K10 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
- K11 concepts, principles and models for promoting health and wellbeing (such as those within WHO agreements) - understanding and application
- K12 strategies for promoting health and wellbeing
- K13 theoretical models of behaviour change, models of community development, and models of socio-political development - the application of these in the planning, implementation, monitoring and evaluation of strategies for promoting health and wellbeing
- K14 the contributions of different agencies to promoting health and wellbeing - appraisal and application
- K15 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
- K16 arguments against promoting health and wellbeing - appraising the nature, context and basis of people's argument
- K17 principles of organisational development - understanding and applying to the promotion of health and wellbeing
- K18 the application of change management principles in the promotion of health and wellbeing and the reduction of inequalities
- K19 how to apply negotiating and influencing skills in working with others to promote health and wellbeing and reduce inequalities

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- K20 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
- K21 the services, policies and priorities of the worker's agency and how it relates to other agencies in the sector
- K22 the data storage and retrieval systems used by agencies working in health improvement
- K23 codes of practice and protocols about confidentiality and information sharing between agencies working in partnership
- K24 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
- K25 own role and responsibilities and from whom assistance and advice should be sought if necessary
- K26 how to apply the principles of equality, diversity and anti-discriminatory practice to work
- K27 the need 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: HWB1 Promotion of health and wellbeing and prevention of adverse effects on health and wellbeing

Level: 2

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