

SFHPHP26

Advise the media about specific issues relating to health and wellbeing



Overview

This standard covers advising the media about specific issues related to health and wellbeing. It is most likely to be of relevance to those practitioners who have a specific role within their organisation to work with the media (as organisations usually restrict media work to a few individuals). The advice might be given reactively or proactively.

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 identify your agency's processes and procedures for working with the media and act within them
 - P2 interact with the media in ways which
 - P2.1 encourage effective relationships and communication
 - P2.2 are consistent with your role, responsibilities and scope of practice
 - P2.3 maintain the confidentiality of information and protect individuals from risks arising from the inappropriate disclosure of information
 - P3 develop clear, accurate and concise press releases that include all of the relevant information in a format and style appropriate to
 - P3.1 content
 - P3.2 the messages and image that the agency is seeking to convey
 - P3.3 the media to whom they are being issued
 - P3.4 the promotion of equality and diversity
 - P4 explain clearly to the media
 - P4.1 how and where they can contact the worker when they need to
 - P4.2 who else they can contact if the worker is not available
 - P4.3 the limits on the information which it is possible to disclose to them
 - P5 keep clear, accurate and complete records of
 - P5.1 contacts with the media
 - P5.2 the information given to the media
 - P5.3 the information gained from the media
 - P5.4 any undertakings made and actions taken as a result
 - P5.5 copies of press releases

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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 this can be counteracted
- K3 stressors to health and wellbeing: biological; chemical; physical; social; psychosocial
- K4 health needs including those which may remain hidden, why needs related to health and wellbeing may not be known (e.g. domestic violence)
- K5 inequality and discrimination and their impact on health and wellbeing; how to recognise and address inequality and discrimination
- K6 making contact with a range of people: the benefits of establishing contact with people, organisations, groups, networks, and partnerships; a range of methods and styles for appropriately contacting people, organisations and groups particularly those who face exclusion; the importance of maintaining commitments to others
- K7 the range and forms which communication takes, and the role which communication plays in maintaining identity
- K8 the ways in which it is necessary to alter communication when working with different individuals, communities and agencies/ representatives of different agencies
- K9 forms of injustice, discrimination and social exclusion globally, nationally and locally and the impact these have on the lives of individuals and communities and their relationships with others
- K10 the positive aspects, experiences, perspectives and impact of diversity and difference
- K11 the various forms of media, the timescales to which they work in relation to different types of event and the different approaches they may take (e.g. news, features)
- K12 the codes of conduct and guidelines which apply to the conduct of the media, how to make complaints about the conduct of the media and to whom these can be made; how the media may distort the messages which the agency is attempting to give and why this may occur
- K13 the values, aims, objectives, policies and work of the agency; how these influence the message and image the agency wants to convey and the processes it uses in working with the media; how these can best be explained and promoted to others
- K14 the potential benefits and risks of building relationships with the media, ways of building and sustaining effective relationships with media contacts
- K15 the importance of being clear of the key messages one is trying to

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- convey to the media and how to keep to those messages and avoid being drawn into disclosing more information than one had intended
- K16 the potential risks associated with inappropriate disclosure of information - to the agency, to those using the services of the agency, to relationships with other agencies and to relationships with the media
- K17 the role and responsibilities of those acting as a spokesperson for the agency, why it is important to maintain professional boundaries when speaking to the media and not offer personal opinion
- K18 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
- K19 the services, policies and priorities of the worker's agency and how it relates to other agencies in the sector
- K20 the data storage and retrieval systems used by agencies working in health improvement
- K21 codes of practice and protocols about confidentiality and information sharing between agencies working in partnership
- K22 own role and responsibilities and from whom assistance and advice should be sought if necessary
- K23 how to apply the principles of equality, diversity and anti-discriminatory practice to work
- K24 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: G8 Public relations and marketing

Level: 3

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Developed by Skills for Health

Version number 1

Date approved June 2007

Indicative review date June 2009

Validity Current

Status Original

Originating organisation Skills for Health

Original URN PHP26

Relevant occupations Health and Social Care; Healthcare and Related Personal Services

Suite Public Health

Key words Advice, media, media contacts, reacting to media requests, proactive media engagement, stressors.