

SFHPHP35

Advise how health improvement can be promoted in policy development



Overview

This standard covers advising on how to improve health and wellbeing within policy development at a macro level. The policies to improve health and wellbeing might be being developed within the practitioner's own agency or within another agency.

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 seize appropriate and timely opportunities to stress health improvement as a positive concept which can be actively promoted in policy development
 - P2 encourage stakeholders to think through and make explicit their long-term aims and priorities and any factors which influence these
 - P3 bring any conflicts between aims and priorities, or any tensions that might affect health improvement to stakeholders' attention in a manner likely to inform future discussions
 - P4 offer clear and up-to-date information and advice
 - P4.1 on trends and developments that may have relevance to policy development
 - P4.2 on specific areas of policy
 - P4.3 that acknowledges the complexity of inter-relationships between the different factors that affect health and wellbeing and the difficulty of identifying simple causal relationships
 - P4.4 that is justifiable in terms of the stakeholders' interests and situation
 - P4.5 that recognises the complexity of stakeholders' decisions
 - P5 encourage and support stakeholders to
 - P5.1 understand how their decisions will directly affect health improvement
 - P5.2 assess the risks involved in not improving health and wellbeing
 - P5.3 determine the level of risk they are prepared to accept
 - P5.4 involve everyone who has an interest in the policy in its development
 - P5.5 seek advice on the worker's area of expertise
 - P6 recommend courses of action to stakeholders that highlight
 - P6.1 the benefits to be gained
 - P6.2 any potential constraints
 - P7 evaluate draft policy in the light of evidence of effective practice in health improvement

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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 the stressors to health and wellbeing: biological; chemical; physical; social; psychosocial
- K4 health needs 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 in the context of Human Rights legislation
- K6 communication skills: how to respond to differences in the way that people communicate; the ways in which communication can be altered for different needs and contexts; barriers to cross cultural communication and ways of overcoming them; how to organise and provide appropriate translation and interpreting services
- K7 negotiation and influencing skills
- K8 how to evaluate the relative priorities of different stakeholders
- K9 policy development (i.e. the nature of policies directed at health improvement; the principles which underpin policy setting and how these can be built into policy formulation; the context in which policy development takes place; the process and purpose of policy development; the factors and priorities which may influence the development of policies and their acceptance (e.g. public opinion, legislation, resource implications, knowledge and practice and technology); the range of different aspects which needs to be developed in policies directed at health improvement; the tensions and conflicts which may arise during the development of policies directed at health improvement (e.g. between public and personal responsibility)
- K10 how health improvement and the reduction of inequalities can be promoted in policies which have other aims at their centre; the ways in which policies directed at health improvement and the reduction of inequalities can address a wide number of social exclusion issues
- K11 the various uses of information technology in the development of policies (e.g. in modelling); methods of forecasting trends and developments and identifying factors which may affect policies; methods of analysing relevant information (e.g. via SWOT analysis [strengths, weaknesses, opportunities and threats], modelling) and assessing implications for future direction and policy
- K12 the concept of policy development, implementation and evaluation as a multi-sectoral activity which builds on inter-sectoral collaboration (i.e. the

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- role and benefits of collaboration and participation throughout policy development and implementation i.e. from the formulation of policies through to policy implementation and evaluation; who participates, how participation occurs and the benefits of it at various stages of the policy development, implementation and evaluation process; how to negotiate and agree the roles of workers in the work to be undertaken; how to develop effective working relationships with people who are not working in the same team but are working towards the same aims; how teams and collaborative work evolve over time and the impact of this on relationships and effective working)
- K13 those individuals and groups who have a stake in the development of policy and the different views each may have, how to facilitate access for people/sections of the population so they can have a voice in policy setting; overall framework for conceptualising and developing indicators to measure participation in policy development; the purpose of involving, and ways to involve, the community in policy development and the benefits of using structures already in existence to do so; people in the group, community or agency who may have a vested interest in, or set agenda for, developments and how to evaluate the benefits and disadvantages which their involvement bring to the work in the short and longer term; how to evaluate the extent to which the people who become involved in policy development are representative and how more marginalised groups can be encouraged to participate; the range of processes which can be used to enable groups, communities and agencies to identify their own concerns and priorities and reflect on these; how to enable workers in the sector and policy makers to appreciate the vital role which community-based initiatives have on policy development and how to enable them to develop skills to interact with the community effectively; effective means of communicating agreed policy/policies to interest groups
- K14 the different machinery which is needed to implement policies
- K15 the resources available to put the policies into effect (i.e. how to estimate the cost of different policies and options; how to recommend and evaluate alternatives for policy; the rationale for setting up arrangements for monitoring and reviewing policies and how this can best be achieved and how to determine the necessary frequency for monitoring; the different methods which may be used to monitor progress and how to use them validly and reliably; how to analyse information to reveal actual or potential problems with policies; the criteria which may be used to evaluate progress and how these differ over time and in different contexts)
- K16 the range of issues which people and agencies are likely to experience when they are seeking to implement new policies; the ways in which issues can be turned round to develop solutions and move practice forward

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- K17 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
- K18 the services, policies and priorities of the worker's agency and how it relates to other agencies in the sector
- K19 the data storage and retrieval systems used by agencies working in health improvement
- K20 the codes of practice and protocols about confidentiality and information sharing between agencies working in partnership
- K21 own role and responsibilities and from whom assistance and advice should be sought if necessary
- K22 reasoning processes to determine approach and methodology
- K23 the application of the principles of equality, diversity and anti-discriminatory practice to work
- K24 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 how the worker has maintained their knowledge, skills and competence

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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: 4

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