

SFHPHP39

Present information and arguments to others on how policies affect health and wellbeing



Overview

This standard covers presenting information and arguments to others on how policies affect health and wellbeing in circumstances in which the worker has little direct control over policy decisions.

Users of this standard will need to ensure that practice reflects up to date information and policies.

SFHPHP39

Present information and arguments to others on how policies affect health and wellbeing

Performance criteria

- You must be able to:*
- P1 identify, as the main targets for the information, individuals who are likely to be responsive to ideas and are in a position of influence and authority
 - P2 seize appropriate and timely opportunities to stress health improvement as positive concepts that can be actively promoted in policy development
 - P3 explain clearly and effectively to stakeholders
 - P3.1 relevant trends and developments
 - P3.2 the added value that health improvement brings to their agendas and
 - P3.3 the impact of specific areas of policy
 - P4 encourage stakeholders to
 - P4.1 consider how their decisions will directly affect people's health and wellbeing
 - P4.2 consider the risks to health and wellbeing from their decisions
 - P4.3 involve people who will be affected by the policy in its development
 - P4.4 seek advice on the worker's area of expertise
 - P5 present advice, information and arguments
 - P5.1 that are justifiable in terms of the stakeholders' interests and situation
 - P5.2 recognise the complexity of policy making decisions
 - P5.3 at the times stakeholders can best make use of it
 - P5.4 based on evidence
 - P5.5 in a form which is capable of ready use
 - P6 evaluate your own effectiveness in influencing the policy agenda and use this to inform future practice

SFHPHP39

Present information and arguments to others on how policies affect health and wellbeing

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 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 how to apply 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)
- K7 how to apply negotiation and influencing skills
- K8 the relative priorities of different stakeholders
- K9 policy development
- K10 the concept of policy development, implementation and evaluation as a multi-sectoral activity which builds on inter-sectoral collaboration
- K11 those individuals and groups who have a stake in the development of policy and the different views each may have
- K12 how to present information and arguments in ways and at times which capture people's interests and encourage them to take action
- K13 the range of formats which can be used to present information and how to use these formats effectively
- K14 the analysis of information to reveal actual or potential problems
- K15 how to develop recommendations which strike the best balance between the different factors which have to be taken into account
- K16 how to present recommendations in forms which are suitable for the audience who are to use them
- 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

SFHPHP39

Present information and arguments to others on how policies affect health and wellbeing

- 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

SFHPHP39

Present information and arguments to others on how policies affect health and wellbeing

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

SFHPHP39

Present information and arguments to others on how policies affect health and wellbeing

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 PHP39

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

Suite Public Health

Key words Policy appraisal, influencing, proactivity
