

SFHPHP46

Create and capitalise upon opportunities to advocate the need for improving health and wellbeing



Overview

This standard covers creating and capitalising upon opportunities to advocate the need for improving health and wellbeing.

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 monitor the environment to identify potential opportunities for influencing others' agendas
 - P2 prioritise opportunities for influencing others' agendas
 - P3 explain clearly and effectively the added value which improving health and wellbeing brings to the agendas and objectives of others
 - P4 communicate information about improving health and wellbeing to the appropriate people
 - P4.1 showing how it has been effectively included in others' work
 - P4.2 in a manner which promotes its value
 - P4.3 emphasising ways in which it will facilitate the achievement of other aims and goals
 - P4.4 in a form which is likely to be of interest and value to the people concerned
 - P5 reinforce improvements, successes and achievements made by others at every opportunity supported by relevant and accurate information
 - P6 constructively tackle any queries and objections and make alternative proposals
 - P7 provide advice and information on specific areas
 - P7.1 at the times people can best make use of it
 - P7.2 based on evidence
 - P7.3 in a form which is capable of their ready use
 - P8 encourage others to seek advice on the worker's area of expertise when it would benefit them to do so
 - P9 evaluate own effectiveness in influencing others' agendas and use this to inform future practice

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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 inequality and discrimination and their impact on health and wellbeing: how to recognise and address inequality and discrimination
- K5 developing and framing statements of a vision for improving health and wellbeing that are realistic and capable of winning the support of others; appraisal and review of visions
- K6 how improving health and wellbeing can be promoted with agencies and individuals who have other interests
- K7 networking and liaison skills, how to develop and use these oneself and support others to do so
- K8 consultation, negotiation and facilitation skills with different individuals and groups and in different contexts
- K9 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
- K10 the principles and benefits of collaborative working and the importance of reaching agreements about roles and responsibilities and arrangements for decision-making; the importance of involving the community in collaborative working
- K11 the impact of one's own and others' role, competence and power on the improvement of health and wellbeing given that it is socially constructed
- K12 the concept of learning styles and different approaches to learning
- K13 the ways in which, and the opportunities for highlighting, improving health and wellbeing can be address in a wide number of measures
- K14 how to link in with the initial interests of individuals and agencies and gradually influence them towards improving health and wellbeing; how to relate improving health and wellbeing to the agendas and issues of others
- K15 the factors which may influence improving health and wellbeing and its acceptance (e.g. public opinion, legislation, resource implications, knowledge and practice and technology)
- K16 the purpose of keeping, and how to keep, records of contacts; the different roles which people have within the agencies concerned and

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- whom it is likely to be most effective to influence
- K17 how to prepare information on improving health and wellbeing inequalities which will capture the interests of others; how to counter arguments with benefits
- K18 evidence of how improving health and wellbeing has been integrated into policies in a range of settings and the benefits of using these examples as illustrations
- K19 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
- K20 the services, policies and priorities of the worker's agency and how it relates to other agencies in the sector
- K21 the data storage and retrieval systems used by agencies working in health improvement
- K22 codes of practice and protocols about confidentiality and information sharing between agencies working in partnership
- K23 own role and responsibilities and from whom assistance and advice should be sought if necessary
- K24 applying the principles of equality, diversity and anti-discriminatory practice to work
- K25 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: Core 4 Service improvement

Level: 3

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