

SFHPHS03

Plan, implement, monitor and evaluate strategies for promoting the health and wellbeing of the population



Overview

This standard covers planning, implementing, monitoring and evaluating strategies for promoting health and wellbeing of the population.

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 negotiate and agree with relevant others
 - P1.1 the target population and its context, culture, interests and needs
 - P1.2 the purpose of the strategy
 - P1.3 relevant targets and performance indicators
 - P1.4 the different interventions within the strategy and effective ways of delivering them
 - P1.5 the evidence base for the work
 - P1.6 the skills and skill mix needed to effectively deliver the strategy
 - P1.7 recording and information systems and requirements
 - P1.8 the effective allocation of human, financial and capital resources
 - P2 provide clear and focused briefings on
 - P2.1 individuals' roles and their relationship to others
 - P2.2 the expectations for the strategy as a whole and their contribution to targets and performance indicators
 - P3 lead others in implementation offering ongoing support and feedback opportunities to those involved
 - P4 continuously monitor activities against targets, performance indicators, plans and budget and make any necessary adjustments
 - P5 anticipate factors that may reduce the quality and effectiveness of the strategy and take effective action to address them
 - P6 evaluate the strategy as it proceeds using appropriate methods, make any necessary adjustments and effectively communicate the results
 - P7 identify strategies which are not effectively promoting health and wellbeing and bring them to the attention of the people concerned challenging them when this is appropriate

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Knowledge and understanding

You need to know and understand:

- K1 how to identify clear aims and objectives for different strategies for promoting health and wellbeing
- K2 how to appraise strategies for promoting health and wellbeing using a range of different outcome measures
- K3 how to apply a range of concepts, principles and models for promoting health and wellbeing (such as those within WHO agreements)
- K4 how strategies for promoting health and wellbeing contribute to reducing inequalities and achieving longer-term equity
- K5 how to recognise and address inequality and discrimination and what their impact is on health and wellbeing
- K6 theoretical models of behaviour change, models of community development, and models of socio-political development and their use in the planning of strategies for promoting health and wellbeing
- K7 how to apply theoretical models of behaviour change, models of community development, and models of socio-political development in the implementation, monitoring and evaluation of strategies for promoting health and wellbeing
- K8 the principles of organisational development and their application in the promotion of health and wellbeing
- K9 the evidence of effectiveness of different strategies for promoting health and wellbeing
- K10 the potential conflicts between different strategies of improving health and wellbeing and reducing inequalities
- K11 the nature, context and basis of people's arguments against promoting health and wellbeing
- K12 an in-depth understanding of how to apply change management principles in the promotion of health and wellbeing and the reduction of inequalities
- K13 how to apply negotiation and influencing skills in working with others to promote health and wellbeing and reduce inequalities
- K14 how to evaluate the relative priorities of different stakeholders and how to judge the extent to which they can be applied to promoting health and wellbeing and reducing inequalities
- K15 how to appraise the contributions of different agencies and apply these to the development of strategies for promoting health and wellbeing
- K16 how to maintain and apply up-to-date knowledge of the organisation of the NHS, national and local government and independent sector work related to health and wellbeing
- K17 how to apply the principles of legislation to the development and implementation of strategies for promoting health and wellbeing

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K18 how social constructions affect different perceptions of health and illness

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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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