

## SFPHS11

Communicate effectively with the public and others about improving the health and wellbeing of the population

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### Overview

This standard covers communicating effectively with the public and others about improving the 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 produce clear, succinct written information in a variety of forms to meet the needs of different audiences
  - P2 present oral information clearly and succinctly to meet the needs of different audiences using appropriate audio-visual equipment and other methods effectively in support
  - P3 find out information relevant to your own work and organisation, record it accurately and pass it on to others who need it
  - P4 prepare for meetings to a sufficient level to enable effective participation
  - P5 present yourself and interact with others in a manner which promotes the work of the organisation and is consistent with the promotion of rights and responsibilities
  - P6 make timely and appropriate interventions and challenge others when they misinterpret information or are discriminating unfairly
  - P7 make constructive comments on the contributions and views of others
  - P8 respond positively and constructively to requests for information within agreed timescales and consistent with agreed organisational policy and guidelines, statutory requirements and with the management of risk
  - P9 enable others to develop their knowledge, understanding, skills and confidence in improving health and wellbeing through the use of methods appropriate to their interests and needs
  - P10 maintain the security of confidential information

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### Knowledge and understanding

*You need to know and understand:*

- K1 the principles of effective oral and written communication (including mixed media such as visual aids) and apply these principles appropriately in different contexts and for different audiences
- K2 the functions of an effective committee member and their application to participating in, and chairing a committee (including how to summarise the key contents of a meeting)
- K3 how to prepare written reports and materials (including memos, minutes, notes, verbal and written briefings, research reports and electronic forms of communication) for a range of different audiences, including the public through press releases
- K4 how to give appropriate verbal presentations for a range of different audiences including those at executive/board level and multi-agency groups; and interviews with newspapers, radio and television on health topics
- K5 how to respond appropriately to verbal and written enquiries internal and external to the organisation
- K6 the principles of preparing agendas and minute taking and apply these in practice
- K7 the principles of teaching and apply these to educating different groups and individuals about improving health and wellbeing and reducing inequalities
- K8 effective methods of communicating with the public
- K9 how to appraise one's own role in the process and the impact which it may have on others' decisions and actions
- K10 how to develop and apply problem solving approaches to working effectively with others

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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 1 Communication

Level: 4

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**Originating organisation** Skills for Health

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

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**Suite** Public Health

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**Key words** Communication, health improvement, population, methods of communication, personal presentation, enablement.