

Take action to raise awareness of and promote community safety and social inclusion

Overview

This standard is about taking action to raise awareness and promote community safety and social inclusion. It involves assessing the need to raise awareness and determining which groups to target. It includes the development, support and implementation of plans to promote community safety and social inclusion with target groups.

The subject and focus of the awareness-raising will be dependent upon analysing information from community safety audits and from consultation with communities. The scope includes all aspects of safety, the relationship between safety and social inclusion and the needs and rights of victims, survivors and witnesses.

The term 'community' has been used to mean a set of people who are united either by a common geographical location or by a common interest or aspect, such as their work, gender or a disability. These might include groups and organisations, for example, business communities, young people, minority ethnic groups, the LGBT community.

It involves drawing upon a range of sources of information including your organisation's records, other associations and self-help groups, the media, published crime prevention/crime and disorder data, and research evidence on effectiveness.

There are three elements

1. Assess the need for raising awareness about community safety and social inclusion
2. Plan awareness raising about community safety and social inclusion
3. Support the implementation of awareness raising

Target group

This standard is applicable to those who have responsibility for raising awareness to promote community safety and social inclusion.

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Performance criteria

You must be able to:

Assess the need for raising awareness about community safety and social inclusion

1. analyse information from community safety audits and consultation with communities in order to identify those aspects of community safety and social inclusion which may be the focus for raising awareness
2. determine those groups to be targeted through analysing known information about their concerns, interests, and risks in relation to community safety and social inclusion
3. identify a sample of people who are representative of the target group, and who are willing to become involved
4. work closely with the sample group in order to identify their concerns, interests and priorities
5. use the information gained from the sample group to determine the content and structure of the awareness raising, and to clarify who is to be targeted
6. identify and explore the opportunities and constraints which will affect the feasibility of different forms of awareness raising and community action
7. identify the aims, objectives, methods and content of the awareness raising and consultation
8. appraise the different options available for the awareness raising with those who might be involved
9. recommend options which are most likely to meet the identified aims and objectives and are sufficiently flexible to meet changing circumstances
10. communicate information to those involved in the planning and implementation of awareness raising

Plan awareness raising about community safety and social inclusion

11. clarify the nature of the target group, and the identified aims and objectives of the awareness raising, with those involved in the planning
12. identify and appraise the methods which might be used to raise awareness, that are appropriate to the target group
13. contact and encourage the involvement of groups, communities, agencies and others who may be willing to contribute
14. identify the nature of the resources available for the awareness raising, and confirm this with those making contributions
15. take steps to secure the commitment of those who show an interest in the awareness raising
16. identify factors which might affect the plan and its implementation, and use these to inform its content and structure

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17. identify valid and reliable methods for evaluating the effectiveness of the awareness raising, and include these in the plan
18. develop a plan which details:
 - 18.1 the concerns, interests and priorities of the target group
 - 18.2 the messages which need to be put across
 - 18.3 how this will be achieved
 - 18.4 how this will be evaluated
19. present and discuss plans with those involved in the implementation

Support the implementation of awareness raising

20. discuss and agree the roles and responsibilities of different people and organisations involved in the implementation of awareness raising
21. communicate with the target audience using techniques that promote their interest and participation
22. support those involved in the awareness raising in order to identify any arising issues and offer solutions in line with your role and responsibilities
23. challenge attitudes and behaviour which are aggressive, abusive or discriminatory
24. seek feedback from target groups on the effectiveness of the inputs and outcomes of awareness raising
25. gather information on the process and outcomes of the awareness raising and community action, and collate it in a form which facilitates evaluation
26. present an evaluation of the awareness raising against its agreed aims, objectives, methods and content
27. offer constructive feedback to others involved in the awareness raising and community action on their contributions
28. make recommendations for improving future awareness raising based on the available evidence
29. maintain accurate and up to date records in line with your organisation's requirements
30. promote the outcomes of the evaluation using methods which support future awareness raising and contribute to the continuing development of good practice

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Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

1. legal and organisational requirements which relate to promoting community safety and social inclusion, and their impact for your area of operations
2. legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
3. the role of your organisation and its services and the services which it provides in raising awareness to promote community safety and social inclusion
4. the organisation's policy and procedures regarding confidentiality of information and the disclosure of information to third parties, and the specific circumstances under which disclosure may be made
5. the limits of your authority and responsibility, and the actions to take if these are exceeded

Working within the community justice sector

6. good practice communication techniques and how to apply them
7. methods and strategies of awareness raising which have been carried out by others and the strengths and weaknesses of different approaches
8. the impact of crime on victims and the subsequent needs this may create
9. the profile of your local area, including its:
 - 9.1 communities
 - 9.2 structures and amenities
 - 9.3 community groups including those 'hard to reach' communities
10. the social and environmental factors which contribute to social exclusion, including the particular needs of individuals who may be socially excluded or stigmatised
11. why social justice is important to working effectively with socially excluded individuals, groups and communities
12. the services, policies and priorities of community safety partnerships and their members
13. the relationship between community safety partnership strategies and the strategies of other multi-agency partnerships
14. methods for developing, adapting and maintaining effective channels of communication with community members in your local area
15. research methods appropriate for use within community safety and social inclusion action
16. how misinformation that people may receive about crime and anti-social behaviour can be counteracted

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17. methods for resolving conflict between individuals and groups
18. methods for managing the dynamics of groups and meetings
19. ways of managing resources effectively
20. methods for developing positive working relationships with the media,
21. methods for managing and monitoring awareness raising activities
22. the reasoning processes used in determining your approach and methodology
23. what is evidence-based practice, and why it is important to use evidence from research about what is effective
24. methods for monitoring and evaluating your own practice against the intended outcomes, including why it is important to share information about successes and failures
25. how to develop awareness raising plans, including the typical content of these plans

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