

Promote the needs, rights and interests of individuals and groups in the community

Overview

This standard describes ways of promoting the needs, rights and interests of individuals and groups in the community. It includes your role in promoting these needs, rights and interests, and that of supporting individuals to represent their own needs, rights and interests.

The term 'promotion' has been used to mean active support of a cause. Promotion may be informal or formal, and may involve different forms of the media, including social media.

There are two elements

1. Promote the needs, rights and interests of individuals and groups in the community
2. Help individuals to represent their own needs, rights and interests

Target group

This standard is applicable to those who have a responsibility for promoting the needs, rights and interests of individuals and groups in the community. The individuals and groups may include those who have been affected by crime and anti-social behaviour, including victims, survivors and witnesses, those who are at risk from offending and anti-social behaviour, and those who are at risk of offending.

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Performance criteria

You must be able to:

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1. gather information to determine the content and method of promotion, in line with your organisation's procedures and resources
2. analyse the information gathered in relation to individuals' or groups' assessed needs and expressed desires
3. consider the most appropriate methods for promoting the needs, rights and interests of the individuals and groups concerned, which acknowledges individual differences and preferences and is in line with their needs
4. use methods to promote needs, rights and interests which are acceptable to those involved, consistent with legal frameworks, in line with organisational requirements and are anticipated to be effective
5. use methods of communication that promote needs, rights and interests in a positive way without adversely reflecting on, or affecting others, at risk or in need in the community
6. monitor and evaluate the impact of the methods used, modifying these where necessary to maintain effective, anti-discriminatory promotion

Help individuals to represent their own needs, rights and interests

7. support individuals to identify their own needs, rights and interests within statutory and legal frameworks and in relation to other identifiable groups, in line with your role and responsibilities
8. explore with individuals the potential implications where their pursuit of their needs, rights and interests may adversely reflect on or be oppressive to others, in line with recognised good practice
9. provide information and advice which is appropriate to the issues, context and situation of the individuals, and recognises the complexity of the decisions which they have to make
10. identify and explore the opportunities and constraints which will affect the feasibility of different forms of promotion
11. inform individuals in good time of all arrangements, protocols or requirements they must adhere to
12. discuss barriers to individuals' needs, rights and interests openly, and develop methods of dealing with them in line with your organisational requirements
13. provide individuals with facilities for communication, in accordance with your organisation's procedures and resources
14. offer support, encouragement and feedback to individuals and help them to

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express themselves clearly and assertively in line with their needs

15. extend support to individuals' families, friends and community contacts where they are working in support of individuals' needs, rights and interests

16. help individuals to make contact with external sources of support or expertise, in line with their needs

17. review the individual's representation of their needs, rights and interests, and provide constructive and sensitive feedback regarding any enhancements in line with their needs

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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 the needs, rights and interests of individuals and groups, 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 promoting the needs, rights and interests of individuals and groups
4. organisational 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 with the community

6. concepts of empowerment, advocacy, human and civil rights
7. organisations providing information, advice and support on rights
8. principles of and strategies for dealing with oppression, disadvantage and discrimination, and their effectiveness
9. how individual and structural discrimination can undermine and exclude people from exercising their rights and responsibilities
10. the remit and responsibilities of organisations in negotiation and conciliation
11. potential conflicts between the needs, rights and interests of individuals and groups and those in the wider community
12. the different resources, opportunities and forums, both formal and informal, that may be used to promote the needs, rights and interests of individuals and groups
13. how the media, including social media, may be used to promote needs, rights and interests
14. strategies and techniques of communication with different audiences
15. sources of information, advice and support on rights and how individuals can access them
16. typical barriers to individual interests and methods of overcoming them

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