
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, lesbian and gay people.

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.

Performance criteria

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

You must be able to:

- P1 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
- P2 determine those groups to be targeted through analysing known information about their concerns, interests, and risks in relation to community safety and social inclusion
- P3 identify a sample of people who are representative of the target group, and who are willing to become involved
- P4 work closely with the sample group in order to identify their concerns, interests and priorities, whilst recognising their limitations in representing the whole target group
- P5 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
- P6 identify and explore the opportunities and constraints which will affect the feasibility of different forms of awareness raising and community action
- P7 identify the aims, objectives, methods and content of the awareness raising and consultation
- P8 appraise the different options available for the awareness raising with those who might be involved
- P9 recommend options which are most likely to meet the identified aims and objectives and are sufficiently flexible to meet changing circumstances
- P10 communicate information to those involved in the planning and implementation of awareness raising

Plan awareness raising about community safety and social inclusion

You must be able to:

- P11 clarify the nature of the target group, and the identified aims and objectives of the awareness raising, with those involved in the planning
- P12 identify and appraise the methods which might be used to raise awareness, where appropriate to the target group
- P13 contact those groups, communities, agencies and others who may be willing to be involved in the awareness raising and contribute their own resources, in a manner which encourages their involvement and highlights the benefits of joint working
- P14 identify accurately the nature of the resources available for the awareness raising, and confirm this in writing with those making contributions
- P15 take steps to secure the commitment of those who show an interest in the awareness raising, where appropriate
- P16 identify factors which might affect the plan and its implementation, and

Raise awareness to promote community safety and social inclusion

- use these to inform its content and structure
- P17 identify valid and reliable methods for evaluating the effectiveness of the awareness raising, and include these in the plan
- P18 develop a plan which identifies the concerns, interests and priorities of the target group, including the messages which need to be put across
- P19 describe within the plan the nature of the awareness raising, the resources to be allocated, the roles of those involved, and how the inputs and outcomes will be evaluated
- P20 present plans in a way which is suitable for those who are to use them
- P21 discuss plans with those involved in the implementation

Support the implementation of awareness raising

You must be able to:

- P22 discuss and agree the roles and responsibilities of different people and organisations involved in the implementation of awareness raising
- P23 communicate with the target audience in a manner that promotes their interest and participation
- P24 give clear and relevant reasons when it is impossible to act on a suggestion for whatever reason
- P25 maintain contact with those involved in the awareness raising in order to identify any arising issues and offer solutions
- P26 give necessary and appropriate support throughout the awareness raising
- P27 encourage those involved to seek the support they need at the time when they need it
- P28 challenge attitudes and behaviour which are aggressive, abusive or discriminatory
- P29 seek feedback from target groups on the effectiveness of the inputs and outcomes of awareness raising
- P30 gather information on the process and outcomes of the awareness raising and community action, and collate it in a form which facilitates evaluation
- P31 present an evaluation of the awareness raising against its agreed aims, objectives, methods and content
- P32 offer constructive feedback to others involved in the awareness raising and community action on their contributions
- P33 make recommendations for improving future awareness raising based on the available evidence
- P34 maintain accurate and up to date records in line with your organisation's requirements
- P35 communicate information to people who are authorised to have it
- P36 promote the outcomes of the evaluation in a manner which supports future awareness raising and contributes to the continuing development of best practice

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Raise awareness to promote community safety and social inclusion

Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

- K1 legal and organisational requirements which relate to promoting community safety and social inclusion, and their impact for your area of operations
- K2 legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
- K3 the role of your organisation and its services and the services which it provides in raising awareness to promote community safety and social inclusion
- K4 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
- K5 organisational requirements relating to allowing others to be present in discussions with victims/survivors/witnesses, and the relative benefits and disadvantages that the presence of others can create
- K6 the limits of your authority and responsibility, and the actions to take if these are exceeded

Working within the community justice sector

You need to know and understand:

- K7 methods and strategies of awareness raising which have been carried out by others and the strengths and weaknesses of different approaches
- K8 the impact of crime on victims and their need for protection, respect, recognition and information
- K9 the profile of your local area, including its communities, structures and amenities, and community groups including those 'hard to reach' communities
- K10 the social and environmental factors which contribute to social exclusion, including the particular needs of individuals who may be socially excluded or stigmatised, and why social justice is important to working effectively with socially excluded individuals, groups and communities
- K11 the services, policies and priorities of community safety partnerships and their members
- K12 the relationship between community safety partnership strategies and the strategies of other multi-agency partnerships
- K13 methods for developing and maintaining effective channels of communication with community members in your local area
- K14 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, and how to organise and provide appropriate translation and interpreting services

- K15 methods for determining the financial and social costs of crime and anti-social behaviour and for analysing and illustrating the cost benefits of community safety action
- K16 the kinds of misinformation which people receive about crime and anti-social behaviour and how this can be counteracted
- K17 methods for resolving conflict between individuals and groups
- K18 methods for managing the dynamics of groups and meetings
- K19 ways of managing resources effectively
- K20 methods for developing positive working relationships with the media, including the different media which might be used for awareness-raising about community safety and social inclusion and the advantages and disadvantages of each
- K21 how to develop and agree objectives, targets, methods, evaluation criteria, timescales, key milestones and indicators of effective performance
- K22 the reasoning processes used in determining your approach and methodology
- K23 what is evidence-based practice, and why it is important to use evidence from research about what is effective
- K24 methods for monitoring and evaluating your own practice against the intended outcomes, including why it is important to share information about successes and failures

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