

## [Unique Reference Number]

# Promote the needs and rights of individuals and groups in the community



---

### Overview

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

The term 'promotion' has been used to mean to support actively a cause, including informal discussions, formal presentations, and involvement with different forms of the media.

#### **There are two elements**

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

#### **Target Group**

This standard is applicable to those who have a responsibility for promoting the needs and rights 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.

## [Unique Reference Number]

### Promote the needs and rights of individuals and groups in the community

---

#### Performance criteria

*You must be able to:*

#### **Promote the rights of individuals and groups in the community**

- P1 analyse the information gathered in relation to the individuals' or group's assessed needs and expressed desires
- P2 use the information gathered to determine the content and method of promotion, in line with your organisation's requirements
- P3 consider the most appropriate method for promoting the rights of the individuals and groups concerned, which acknowledges individual differences and preferences where relevant
- P4 use methods of promoting rights which are acceptable to those involved, and are likely to be effective
- P5 use methods of communication which do not adversely reflect on, or affect others, at risk or in need in the community
- P6 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 interests**

*You must be able to:*

- P7 give appropriate explanation and support to individuals to enable them to identify their own interests and rights within statutory and legal frameworks and in relation to other identifiable groups, in line with your organisation's requirements
- P8 explore carefully with individuals the implications where the pursuit of their rights and interests adversely reflects on, or is oppressive to others
- P9 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
- P10 identify and explore the opportunities and constraints which will affect the feasibility of different forms of promotion
- P11 offer support, encouragement and feedback to individuals and help them to express themselves clearly and assertively
- P12 provide individuals with facilities for communication, in accordance with your organisation's procedures and resources
- P13 extend support to individuals' families, friends and community contacts where they are working in support of individuals' interests
- P14 help individuals to make contact with external sources of support or expertise, where appropriate

## [Unique Reference Number]

### Promote the needs and rights of individuals and groups in the community

---

#### Knowledge and understanding

*You need to know and understand:*

#### Legislative, regulatory and organisational requirements

- K1 legal and organisational requirements which relate to the rights of individuals and groups, 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 promoting the needs and rights of individuals and groups
- 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 with the community

*You need to know and understand:*

- K7 organisations providing information, advice and support on rights
- K8 strategies for dealing with oppression, disadvantage and discrimination and their effectiveness
- K9 how individual and structural discrimination can undermine and exclude people from exercising their rights and responsibilities
- K10 the remit and responsibilities of organisations in negotiation and conciliation
- K11 potential conflicts between the rights and responsibilities of individuals and groups and those in the wider community
- K12 strategies and techniques of communication with different audiences
- K13 sources of information, advice and support on rights and how individuals can access them
- K14 typical barriers to individual interests and methods of overcoming them

## [Unique Reference Number]

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

---

<b>Developed by</b>	Skills for Justice
---------------------	--------------------

---

<b>Version number</b>	2
-----------------------	---

---

<b>Date approved</b>	May 2010
----------------------	----------

---

<b>Indicative review date</b>	May 2012
-------------------------------	----------

---

<b>Validity</b>	Current
-----------------	---------

---

<b>Status</b>	Original
---------------	----------

---

<b>Originating organisation</b>	Skills for Justice
---------------------------------	--------------------

---

<b>Original URN</b>	SfJ BA6
---------------------	---------

---

<b>Relevant occupations</b>	Public Services; Public Service and Other Associate Professionals
-----------------------------	---

---

<b>Suite</b>	Community Justice
--------------	-------------------

---

<b>Key words</b>	Rights, needs, advocate, advocacy
------------------	-----------------------------------

---