

## **H5RF 04 (SCDHSC0438 AD4) — Develop and Disseminate Information and Advice About Health and Social Well-being**

### **Overview**

This standard identifies the requirements when developing a range of information and advice materials to promote services and raise awareness of health and social wellbeing. The requirements include planning, design, production, and dissemination of information and advice materials.

This standard is tailored from SFHAD4.

## **Additional Information**

### **Scope/range related to Performance Criteria**

The details in this field are explanatory statements of scope and/or examples of possible contexts in which the NOS may apply; they are not to be regarded as range statements required for achievement of the NOS.

**NOTE:** Where an individual finds it difficult or impossible to express their own preferences and make decisions about their life, achievement of this standard may require the involvement of advocates or others who are able to represent the views and best interests of the individual.

Where there are language differences within the work setting, achievement of this standard may require the involvement of interpreters or translation services.

The **individual** is the adult, child or young person you support or care for in your work.

**Information and advice materials:** information sheets; leaflets and fliers; posters; newsletters; stickers and cards; videos; audio tapes and CDs.

**Key people** are those who are important to an individual and who can make a difference to his or her wellbeing. Key people may include family, friends, carers and others with whom the individual has a supportive relationship.

**Other interventions:** school programmes; community initiatives; national initiatives.

**Others** are your colleagues and other professionals whose work contributes to the

**Relevant people:** colleagues; managers; service users; media professionals.

**Target groups:** men or women; families; children and young people; black or ethnic minority groups; homeless people.

## **Scope/range related to Knowledge and Understanding**

The details in this field are explanatory statements of scope and/or examples of possible contexts in which the NOS may apply; they are not to be regarded as range statements required for achievement of the NOS.

**Factors that may affect the health, wellbeing and development of individuals may include:** adverse circumstances or trauma before or during birth; autistic spectrum conditions; dementia; family circumstances; frailty; harm or abuse; injury; learning disability; medical conditions (chronic or acute); mental health; physical disability; physical ill health; poverty; profound or complex needs; sensory needs; social deprivation; substance misuse.

**All knowledge statements must be applied in the context of this standard.**

## **Values**

Adherence to codes of practice or conduct where applicable to your role and the principles and values that underpin your work setting, including the rights of children, young people and adults. These include the rights:

- ◆ to be treated as an individual
- ◆ to be treated equally and not be discriminated against
- ◆ to be respected
- ◆ to have privacy
- ◆ to be treated in a dignified way
- ◆ to be protected from danger and harm
- ◆ to be supported and cared for in a way that meets their needs, takes account of their choices and also protects them
- ◆ to communicate using their preferred methods of communication and language
- ◆ to access information about themselves

## Performance Criteria — What you do in your job

You must provide evidence to meet all the 34 Performance Criteria for this Unit. The Performance Criteria are grouped under headings to assist you with planning how best to meet these points.

Place the number of the piece of work where this Performance Criteria has been met in the evidence box after each criteria.

### Plan the production of information and advice materials

	<b>Performance Criteria</b>	<b>Evidence Number where this criteria has been met</b>
1	Identify the overall purpose of the information and advice materials.	
2	Identify specific objectives to be achieved through the production and dissemination of information and advice materials.	
3	Ensure that objectives are measurable, achievable and time-bound.	
4	Identify the specific target groups to be reached by the information and advice materials.	
5	Assess the needs, motives and perceptions of the target groups.	
6	Base the objectives to be achieved on evidence of what works for the target groups.	
7	Research any existing materials which could be used or customised to meet your needs.	
8	Investigate how the information and advice materials could be integrated with other interventions to reinforce key messages.	
9	Obtain confirmation of the budget available for production and dissemination.	

## Design and produce information and advice materials

	<b>Performance Criteria</b>	<b>Evidence Number where this criteria has been met</b>
10	Obtain information for inclusion in the information and advice materials and confirm the accuracy and validity of the information.	
11	Protect sources of information according to agreed procedures.	
12	Plan the production of materials, taking account of the time, money and expertise available.	
13	Contextualise the information and advice materials to appeal to the target groups.	
14	Ensure the design and content meets the original purpose and objectives.	
15	Ensure the style of language and any graphics are appropriate to the target groups.	
16	Ensure checks are made for clarity and accuracy.	
17	Check that the materials comply with any relevant legislation, codes of practice, guidelines and ethical requirements.	
18	Identify when it is appropriate for design and production to be contracted to media professionals.	
19	Provide any media professionals involved in design or production with a detailed briefing.	
20	Consult on the design and content of the information and advice materials with the relevant people.	
21	Estimate the `shelf life' of the information and advice materials to be produced and the quantities required.	

### Disseminate information and advice materials

	<b>Performance Criteria</b>	<b>Evidence Number where this criteria has been met</b>
22	Identify the target groups for the information and advice materials.	
23	Determine the most appropriate method of dissemination to the target groups.	
24	Liaise with organisations, networks or stakeholders that provide access to the target groups.	
25	Review how other similar information materials have been used.	
26	Liaise with other interventions where your information and advice materials could reinforce similar messages.	
27	Allocate time and resources for distribution of information and advice materials.	

### Evaluate the production and dissemination of information and advice materials

28	Identify the overall purpose of the information and advice materials and specific objectives to be achieved through their dissemination.	
29	Monitor the process of design, production and dissemination.	
30	Establish criteria for evaluating the effectiveness of information and advice materials in achieving the original objectives.	
31	Collect and review information on the effectiveness of information and advice materials in achieving the original objectives.	
32	Identify any critical aspects of the design or dissemination of the information and advice materials that has an impact on their effectiveness.	
33	Consult with relevant people on the results of the monitoring and evaluation.	

**Evaluate the production and dissemination of information and advice materials (cont)**

	<b>Performance Criteria</b>	<b>Evidence Number where this criteria has been met</b>
34	Record the findings of the monitoring and evaluation to inform future actions.	

## Knowledge and Understanding — Why and how you do what you do in your job

You must provide evidence of your knowledge and understanding to meet all the 25 knowledge points for this Unit. The knowledge points are grouped under headings to assist you with planning how best to meet them.

Place the number of the piece of work where each knowledge point has been met in the 'evidence number' box after each point.

### Legislation and organisational policy and procedures

	<b>Knowledge and Understanding</b> <i>You need to know and understand:</i>	<b>Evidence Number</b> <b>where this knowledge</b> <b>point has been met</b>
1	Relevant legislation (including copyright), codes of practice, guidelines and ethical requirements.	

### Communication skills

2	How to write complex material clearly and concisely.	
3	The language and graphics appropriate for specific target groups.	
4	How to check information and advice materials for clarity and accuracy.	

### Dissemination

5	The different dissemination methods available for various target groups.	
6	How different methods of dissemination are suitable for different types of information and advice material.	
7	The resources necessary for disseminating different types of information and advice materials.	
8	How to liaise with other organisations, networks or stakeholders that provide access to target groups.	



## Information and advice materials

	<b>Knowledge and Understanding</b> <i>You need to know and understand:</i>	<b>Evidence Number where this knowledge point has been met</b>
9	The importance of identifying specific objectives for information and advice materials.	
10	How to assess what is good about existing information and advice materials and how they could be improved.	
11	How information and advice materials can be used to reinforce local and national interventions.	
12	Evidence of what works for the various target groups.	
13	The importance of involving relevant people in the development and dissemination of materials and how to do so.	
14	How to access the services of media professionals if required.	
15	How to provide a detailed briefing for media professionals.	
16	How to estimate the quantities of information and advice materials to be produced, taking account of their probable 'shelf life'.	

## Information handling

17	The importance of gathering full and accurate information and how to do so.	
18	Sources of information, and how to access them.	
19	How to check the accuracy and validity of information received.	
20	The range of target groups, their different needs, motives and perceptions.	

## Monitoring and evaluation

	<b>Knowledge and Understanding</b> <i>You need to know and understand:</i>	<b>Evidence Number where this knowledge point has been met</b>
21	How to distinguish between the evaluation of process and the evaluation of effectiveness in achieving objectives.	
22	How to monitor the budget and time allocated to the design, production and dissemination of information and advice materials.	
23	How to establish criteria for evaluating the effectiveness of information and advice materials.	
24	How to collect and review information on the effectiveness of information and advice materials in achieving their original objectives.	
25	How to record the findings of monitoring and evaluation.	

The candidate and assessor must only sign below when all Performance Criteria and knowledge points have been met.

**Unit assessed as being complete**

<b>Candidate's name</b>	
<b>Candidate's signature</b>	
<b>Date submitted to Assessor as complete</b>	

<b>Assessor's name</b>	
<b>Assessor's signature</b>	
<b>Date assessed complete</b>	

**Internal Verification**

To be completed in accordance with centre's internal verifier (IV) strategy.

<b>Evidence for this Unit was sampled on the following date/s</b>	<b>Internal verifier's signature</b>	<b>Internal verifier's name</b>

This Unit has been subject to an admin check in keeping with the centre's IV strategy.

<b>Date of admin check</b>	<b>Internal verifier's signature</b>	<b>Internal verifier's name</b>

**Unit completion confirmed**

<b>Internal verifier's name</b>	
<b>Internal verifier's signature</b>	
<b>Date completed</b>	