
Overview

This unit is about promoting your area of work and its value to the community and setting up and maintaining networks that could be useful to your job.

The unit is divided into three parts. The first part describes the two things you have to do. These are:

1. make people in the community aware of opportunities and benefits
2. establish and maintain links with other organisations and individuals

The second part describes the knowledge and understanding you must have.

The third part gives some examples and explanations of some words we use in this unit

The unit is for you if you work in a setting whose main purpose is to provide children and young people with opportunities for freely chosen, self-directed play and you are regularly involved in promoting your organisation and working closely with others in the community.

This unit is underpinned by the Playwork Principles and staff must be familiar with these and committed to them in their practice.

Performance criteria

You must be able to:

Make people in the community aware of opportunities and benefits

- P1 identify opportunities to promote your area of work and organisation to people in the local community
- P2 communicate the purpose, values and methods of your area of work
- P3 communicate information about your own and other organisations which provide similar opportunities
- P4 emphasise the benefits of your work for the wider community
- P5 obtain feedback from people about the impact of initiatives
- P6 present information in a language and style which is appropriate to the people involved
- P7 promote your area of work in a way which is consistent with organisational policies and practices

You must be able to:

Establish and maintain links with other organisations and individuals

- P8 identify other organisations and individuals with whom you could work productively
- P9 establish contact with these organisations and individuals
- P10 deal with approaches from other organisations and individuals positively and co-operatively
- P11 explore with other organisations and individuals the possible benefits of future links
- P12 agree with them how you will maintain contact and exchange information in the future
- P13 exchange relevant information with the other organisations and individuals as and when it is of benefit to those involved

Knowledge and understanding

You need to know and understand:

Make people in the community aware of opportunities and benefits

- K1 how the Playwork Principles specifically relate to this unit
- K2 why it is important to promote your own area of work and its values, purpose and methods widely
- K3 the importance of reaching sections of the community that traditionally experience barriers to inclusion, including disabled children
- K4 the types of opportunities which you could use to promote your work and own organisation and how to identify suitable ones
- K5 presentation skills, and how to tailor presentations to the needs of different types of audiences
- K6 how to promote your area of work in a way that addresses other people's preconceptions and views
- K7 the benefits of your work to the community and how to emphasise these
- K8 why it is important to obtain feedback from people in the community about initiatives and what to do with such feedback
- K9 types and language and styles of presentation appropriate to the types of people listed in the range
- K10 organisational policies and practices which need to be kept in mind when promoting playwork, including those for inclusion

You need to know and understand:

Establish and maintain links with other organisations and individuals

- K11 why networking is important
- K12 the range of organisations and individuals with whom you could develop working relationships consistent with their job role
- K13 the mutual benefits which could come about from joint work with these organisations and individuals
- K14 how to identify and approach suitable organisations and individuals
- K15 how to explore the possible advantages of joint working and maintain contact
- K16 how to establish and maintain effective working relationships with other organisations and individuals
- K17 the importance of responding positively and co-operatively to other organisations and individuals

Additional Information

Scope/range related to performance criteria

1. **people**
 - 1.1. children and young people
 - 1.2. parents and carers
 - 1.3. organisations
 - 1.4. workers in other disciplines
 - 1.5. individuals in the community
 - 1.6. children and young people who experience barriers to access
2. **information**
 - 2.1. spoken
 - 2.2. written
 - 2.3. using visual images
3. **organisations**
 - 3.1. organisations in the same area of work
 - 3.2. organisations in different areas of work
4. **individuals**
 - 4.1. workers in the same area of work
 - 4.2. workers from other areas of work

Glossary

Barriers to access

Things that prevent or discourage children and young people from taking part in play provision. These may include physical barriers for disabled children, but also include wider issues such as discrimination, lack of positive images, lack of culturally acceptable activities and customs, language barriers and many other factors that affect different communities

Children and young people

All children and young people of school age with respect for any impairment, their gender, race, culture, language, sexuality, health, economic or social status and any other individual characteristics

Disabled Children/People

Children/people with impairments who experience barriers to accessing main stream child care and play facilities. This includes children with physical and sensory impairments, learning and communication difficulties, medical conditions, challenging and complex needs which may be permanent or temporary

Organisation's policies and procedures

What your organisation says its staff should and should not do in certain situations

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Promote your organisation in the community

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