

438

DEVELOP AND DISSEMINATE INFORMATION AND ADVICE ABOUT SUBSTANCE USE, HEALTH AND SOCIAL WELL-BEING

Unit overview

Elements of competence

438a	Plan the production of information and advice materials
438b	Design and produce information and advice materials
438c	Disseminate information and advice materials
438d	Evaluate the production and dissemination of information and advice materials

About this unit

For this unit you need to develop a range of information and advice materials to promote services, and raise awareness of, health and social well-being.

Scope

The scope is here to give you guidance on possible areas to be covered in this unit. The terms in this section give you a list of options linked with items in the performance criteria. You need to provide evidence for any option related to your work area.

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

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

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.

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Plan the production of information and advice materials

Performance criteria

You need to show that:

- 1 You identify the overall purpose of the information and advice materials
- 2 You identify specific objectives to be achieved through the production and dissemination of information and advice materials
- 3 You ensure that objectives are measurable, achievable and time-bound
- 4 You identify the specific target groups to be reached by the information and advice materials
- 5 You assess the needs, motives and perceptions of the target groups
- 6 You base the objectives to be achieved on evidence of what works for the target groups
- 7 You research any existing materials which could be used or customised to meet your needs
- 8 You investigate how the information and advice materials could be integrated with other interventions to reinforce key messages
- 9 You obtain confirmation of the budget available for production and dissemination

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Design and produce information and advice materials

Performance criteria

You need to show that,

- 1 You obtain information for inclusion in the information and advice materials and confirm the accuracy and validity of the information
- 2 You protect sources of information according to agreed procedures
- 3 You plan the production of materials, taking account of the time, money and expertise available
- 4 You contextualise the information and advice materials to appeal to the target groups
- 5 You ensure the design and content meets the original purpose and objectives
- 6 You ensure the style of language and any graphics are appropriate to the target groups
- 7 You ensure checks are made for clarity and accuracy
- 8 You check that the materials comply with any relevant legislation, codes of practice, guidelines and ethical requirements
- 9 You identify when it is appropriate for design and production to be contracted to media professionals
- 10 You provide any media professionals involved in design or production with a detailed briefing
- 11 You consult on the design and content of the information and advice materials with the relevant people
- 12 You estimate the 'shelf life' of the information and advice materials to be produced and the quantities required.

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Disseminate information and advice materials

Performance criteria

You need to show that:

- 1 You identify the target groups for the information and advice materials
- 2 You determine the most appropriate method of dissemination to the target groups
- 3 You liaise with organisations, networks or stakeholders that provide access to the target groups
- 4 You review how other similar information materials have been used
- 5 You liaise with other interventions where your information and advice materials could reinforce similar messages
- 6 You allocate time and resources for distribution of information and advice materials

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Evaluate the production and dissemination of information and advice materials

Performance criteria

You need to show that:

- 1 You identify the overall purpose of the information and advice materials and specific objectives to be achieved through their dissemination
- 2 You monitor the process of design, production and dissemination
- 3 You establish criteria for evaluating the effectiveness of information and advice materials in achieving the original objectives
- 4 You collect and review information on the effectiveness of information and advice materials in achieving the original objectives
- 5 You identify any critical aspects of the design or dissemination of the information and advice materials that has an impact on their effectiveness
- 6 You consult with relevant people on the results of the monitoring and evaluation
- 7 You record the findings of the monitoring and evaluation to inform future actions

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Knowledge specification for the whole of this unit

Competent practice is a combination of the application of skills and knowledge informed by values and ethics. This specification details the knowledge and understanding required to carry out competent practice in the performance described in this unit. When using this specification **it is important to read the knowledge requirements in relation to expectations and requirements of your job role.**

Legislation and organisational policy and procedures

- 1 Relevant legislation (including copyright), codes of practice, guidelines and ethical requirements

Theory and practice

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

- 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

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Knowledge specification for the whole of this unit (continued)

Local knowledge

20 The range of target groups, their different needs, motives and perceptions

Monitoring and evaluation

- 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

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Evidence requirements for this unit

- Direct observation by assessor and/or an expert witness is required for some of the performance criteria for every element in this unit.
- Prior to commencing the unit you should agree a plan with your assessor regarding the types of evidence to be used.
- You must provide your assessor with evidence for ALL the performance criteria, and ALL the knowledge requirements and the relevant parts of the SCOPE as applicable to your workplace.
- The evidence must, at all times, reflect the policies and procedures of the workplaces as linked to current legislation and valued and principles for best practice within the Health and Social Care Sector. This will include the National Service Standards for your area of work or client group.
- All evidence should relate to real work activities for ALL elements of this unit.
- Simulation is NOT permitted for this unit.

Competences can be demonstrated using a variety of types of evidence from the following:

- **Work products:** these can be any record that you would normally use within your normal role eg information and advice materials, minutes of meetings with stakeholders, procedures and policies, records and reports; inspection reports and feedback records, etc.
- **Assignment/project:** you may have already completed a project or assignment (for example from HNC, NC, VRQ, BTec courses, D32, 33, 34, A1 and V1). You could also use evidence of previous in-house training course/programmes you have completed showing professional development.
- **Reflective accounts:** you describe your actions in (a) particular situation(s) and reflect on the reason(s) for you practicing in that way, in relation to your organisation, its services and key messages.
- **Questioning/professional discussion:** you and your assessor may agree on questions or discussion to demonstrate your knowledge, to supplement the knowledge demonstrated through observations, products and reflective accounts. These can be oral or written but evidence of this must be recorded.

NB Confidential records are not required in your portfolio, they can remain where they are normally stored and be checked by your assessor and internal verifier. If they are included they must be anonymised.