

DANOS AD4 Develop and disseminate information and advice about substance use, health and social well-being

This unit is about developing a range of information and advice materials to promote substance misuse services, and raise awareness of substance use, health and social well-being.

Name of applicant:

I confirm that I am the line manager / supervisor for the above named.

I have assessed the applicant's competence in relation to each of the numbered items listed overleaf and have placed my initials against each numbered item to indicate my satisfaction that the applicant has demonstrated the competence to which it refers (see notes below).

My assessment of the applicant's competence in this unit is based on the following (see notes below):

Name:

Signed:

Date:

Notes

You should 'sign off' the applicant's competence in relation to each of the items listed below only where you have *clear evidence* that they have demonstrated the appropriate knowledge or skills in *real life* settings. Your assessment should be based on one or more of the following: observation of the applicant's practice, your supervision of the applicant, evidence provided by an appropriate third party (such as clients / colleagues / previous supervisor/line manager). Note - completion of a training course does NOT itself provide evidence of competence in a particular area.

In some cases the applicant will not have the opportunity within their existing position to demonstrate all of the required competences. Where this is the case arrangements will need to be made for their competence to be assessed in an alternative setting (such as on placement), or, where applicable, for it to be confirmed by a supervisor / line manager from a previous post.

Plan the production of information and advice materials

To perform to the standard you must ensure 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

Design and produce information and advice materials

To perform to the standard you must ensure 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

Disseminate information and advice materials

To perform to the standard you must ensure 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

Evaluate the production and dissemination of information and advice materials

To perform to the standard you must ensure 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.

Knowledge and Understanding

To perform competently in this unit, you need to know and understand:

Legislation and organisational policies and procedures

1. relevant legislation (including copyright), codes of practice, guidelines and ethical requirements

Communication skills

1. how to write complex material clearly and concisely
2. the language and graphics appropriate for specific target groups
3. how to check information and advice materials for clarity and accuracy

Dissemination

1. the different dissemination methods available for various target groups
2. how different methods of dissemination are suitable for different types of information and advice material
3. the resources necessary for disseminating different types of information and advice materials
4. how to liaise with other organisations, networks or stakeholders that provide access to target groups

Information and advice materials

1. the importance of identifying specific objectives for information and advice materials
2. how to assess what is good about existing information and advice materials and how they could be improved
3. how information and advice materials can be used to reinforce local and national interventions
4. evidence of what works for the various target groups
5. the importance of involving relevant people in the development and dissemination of materials and how to do so
6. how to access the services of media professionals if required

FDAP Drug & Alcohol Professional Certification
Workplace Assessment

7. how to provide a detailed briefing for media professionals
8. how to estimate the quantities of information and advice materials to be produced, taking account of their probable 'shelf life'

Information handling

2. the importance of gathering full and accurate information and how to do so
3. sources of information, and how to access them
4. how to check the accuracy and validity of information received

Local knowledge

1. the range of target groups, their different needs, motives and perceptions
2. local substance misuse needs assessments and priorities
3. local substance misuse strategies and plans
4. the range of substance misuse services offered by your organisation and other organisations

Monitoring and evaluation

1. how to distinguish between the evaluation of process and the evaluation of effectiveness in achieving objectives
2. how to monitor the budget and time allocated to the design, production and dissemination of information and advice materials
3. how to establish criteria for evaluating the effectiveness of information and advice materials
4. how to collect and review information on the effectiveness of information and advice materials in achieving their original objectives
5. how to record the findings of monitoring and evaluation