

SFHAD4

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



Overview

For this standard you need to develop a range of information and advice materials to promote substance misuse services, and raise awareness of substance use, health and social well-being. This includes planning, design, production, and dissemination of information and advice materials.

Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

You must be able to:

- P1 identify the overall purpose of the information and advice materials
- P2 identify specific objectives to be achieved through the production and dissemination of information and advice materials
- P3 ensure that objectives are measurable, achievable and time-bound
- P4 identify the specific target groups to be reached by the information and advice materials
- P5 assess the needs, motives and perceptions of the target groups
- P6 base the objectives to be achieved on evidence of what works for the target groups
- P7 research any existing materials which could be used or customised to meet your needs
- P8 investigate how the information and advice materials could be integrated with other interventions to reinforce key messages
- P9 obtain confirmation of the budget available for production and dissemination.
- P10 obtain information for inclusion in the information and advice materials and confirm the accuracy and validity of the information
- P11 protect sources of information according to agreed procedures
- P12 plan the production of materials, taking account of the time, money and expertise available
- P13 contextualise the information and advice materials to appeal to the target groups
- P14 ensure the design and content meets the original purpose and objectives
- P15 ensure the style of language and any graphics are appropriate to the target groups
- P16 ensure checks are made for clarity and accuracy
- P17 check that the materials comply with any relevant legislation, codes of practice, guidelines and ethical requirements
- P18 identify when it is appropriate for design and production to be contracted to media professionals
- P19 provide any media professionals involved in design or production with a detailed briefing
- P20 consult on the design and content of the information and advice materials with the relevant people
- P21 estimate the 'shelf life' of the information and advice materials to be produced and the quantities required.
- P22 identify the target groups for the information and advice materials
- P23 determine the most appropriate method of dissemination to the target groups
- P24 liaise with organisations, networks or stakeholders that provide access to the target groups

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- P25 review how other similar information materials have been used
- P26 liaise with other interventions where your information and advice materials could reinforce similar messages
- P27 allocate time and resources for distribution of information and advice materials.
- P28 identify the overall purpose of the information and advice materials and specific objectives to be achieved through their dissemination
- P29 monitor the process of design, production and dissemination
- P30 establish criteria for evaluating the effectiveness of information and advice materials in achieving the original objectives
- P31 collect and review information on the effectiveness of information and advice materials in achieving the original objectives
- P32 identify any critical aspects of the design or dissemination of the information and advice materials that has an impact on their effectiveness
- P33 consult with relevant people on the results of the monitoring and evaluation
- P34 record the findings of the monitoring and evaluation to inform future actions

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Knowledge and understanding

You need to know and understand:

- K1 relevant legislation (including copyright), codes of practice, guidelines and ethical
- K2 how to write complex material clearly and concisely
- K3 the language and graphics appropriate for specific target groups
- K4 how to check information and advice materials for clarity and accuracy
- K5 the different dissemination methods available for various target groups
- K6 how different methods of dissemination are suitable for different types of information and advice material
- K7 the resources necessary for disseminating different types of information and advice materials
- K8 how to liaise with other organisations, networks or stakeholders that provide access to target groups
- K9 the importance of identifying specific objectives for information and advice materials
- K10 how to assess what is good about existing information and advice materials and how they could be improved
- K11 how information and advice materials can be used to reinforce local and national interventions
- K12 evidence of what works for the various target groups
- K13 the importance of involving relevant people in the development and dissemination of materials and how to do so
- K14 how to access the services of media professionals if required
- K15 how to provide a detailed briefing for media professionals
- K16 how to estimate the quantities of information and advice materials to be produced, taking account of their probable 'shelf life'
- K17 the importance of gathering full and accurate information and how to do so
- K18 sources of information, and how to access them
- K19 how to check the accuracy and validity of information received
- K20 the range of target groups, their different needs, motives and perceptions
- K21 local substance misuse needs assessments and priorities
- K22 local substance misuse strategies and plans
- K23 the range of substance misuse services offered by your organisation and other organisations
- K24 how to distinguish between the evaluation of process and the evaluation of effectiveness in achieving objectives
- K25 how to monitor the budget and time allocated to the design, production and dissemination of information and advice materials
- K26 how to establish criteria for evaluating the effectiveness of information and advice materials
- K27 how to collect and review information on the effectiveness of information

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and advice materials in achieving their original objectives
K28 how to record the findings of monitoring and evaluation

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Additional Information

External Links

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: IK2 Information collection and analysis well-being

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