Overview

This standard covers planning, implementing, monitoring and evaluating strategies for promoting health and wellbeing of the population.

Users of this standard will need to ensure that practice reflects up to date information and policies.
Plan, implement, monitor and evaluate strategies for promoting the health and wellbeing of the population

Performance criteria

You must be able to:

P1 negotiate and agree with relevant others
   P1.1 the target population and its context, culture, interests and needs
   P1.2 the purpose of the strategy
   P1.3 relevant targets and performance indicators
   P1.4 the different interventions within the strategy and effective ways of delivering them
   P1.5 the evidence base for the work
   P1.6 the skills and skill mix needed to effectively deliver the strategy
   P1.7 recording and information systems and requirements
   P1.8 the effective allocation of human, financial and capital resources

P2 provide clear and focused briefings on
   P2.1 individuals’ roles and their relationship to others
   P2.2 the expectations for the strategy as a whole and their contribution to targets and performance indicators

P3 lead others in implementation offering ongoing support and feedback opportunities to those involved

P4 continuously monitor activities against targets, performance indicators, plans and budget and make any necessary adjustments

P5 anticipate factors that may reduce the quality and effectiveness of the strategy and take effective action to address them

P6 evaluate the strategy as it proceeds using appropriate methods, make any necessary adjustments and effectively communicate the results

P7 identify strategies which are not effectively promoting health and wellbeing and bring them to the attention of the people concerned challenging them when this is appropriate
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Knowledge and understanding
You need to know and understand:

K1 how to identify clear aims and objectives for different strategies for promoting health and wellbeing
K2 how to appraise strategies for promoting health and wellbeing using a range of different outcome measures
K3 how to apply a range of concepts, principles and models for promoting health and wellbeing (such as those within WHO agreements)
K4 how strategies for promoting health and wellbeing contribute to reducing inequalities and achieving longer-term equity
K5 how to recognise and address inequality and discrimination and what their impact is on health and wellbeing
K6 theoretical models of behaviour change, models of community development, and models of socio-political development and their use in the planning of strategies for promoting health and wellbeing
K7 how to apply theoretical models of behaviour change, models of community development, and models of socio-political development in the implementation, monitoring and evaluation of strategies for promoting health and wellbeing
K8 the principles of organisational development and their application in the promotion of health and wellbeing
K9 the evidence of effectiveness of different strategies for promoting health and wellbeing
K10 the potential conflicts between different strategies of improving health and wellbeing and reducing inequalities
K11 the nature, context and basis of people’s arguments against promoting health and wellbeing
K12 an in-depth understanding of how to apply change management principles in the promotion of health and wellbeing and the reduction of inequalities
K13 how to apply negotiation and influencing skills in working with others to promote health and wellbeing and reduce inequalities
K14 how to evaluate the relative priorities of different stakeholders and how to judge the extent to which they can be applied to promoting health and wellbeing and reducing inequalities
K15 how to appraise the contributions of different agencies and apply these to the development of strategies for promoting health and wellbeing
K16 how to maintain and apply up-to-date knowledge of the organisation of the NHS, national and local government and independent sector work related to health and wellbeing
K17 how to apply the principles of legislation to the development and implementation of strategies for promoting health and wellbeing
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K18  how social constructions affect different perceptions of health and illness
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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: HWB1 Promotion of health and wellbeing and prevention of adverse effects on health and wellbeing
Level: 4
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<td><strong>Developed by</strong></td>
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<tr>
<td><strong>Relevant occupations</strong></td>
<td>Health and Social Care; Healthcare and Related Personal Services</td>
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