

Overview

Key Purpose

The key purpose identified for those working in commissioning, procurement and contracting is to “Specify, shape and secure quality services, responses and projects that deliver improving outcomes for individuals, families and communities within the strategic objectives of the organisation”.

Elements of competence

1. Plan communication and information sharing
2. Communicate and share information
3. Review and evaluate communication and information sharing

About This Unit

This unit is about the ways in which you need to make sure that everyone in your area of responsibility is able to have access to information in a form they can use. This includes the individuals, families and communities who use services and those who direct their own support, the service providers, partners with whom you work and colleagues. Individuals, families and communities need information to be able to make effective decisions about outcomes and directing services, providers need information so that they can plan and partners need to be aware of any changes and developments. Effective communication is an essential part of your work in relation to working with individuals, families and communities directly or indirectly or in managing and developing the market.

Performance criteria

- You must be able to:*
- Plan communication and information sharing
 - P1 clearly identify the relevant people and organisations with whom you need to communicate and share information
 - P2 make an accurate check for any restrictions on information that may be shared
 - P3 identify and plan to use available communication channels in a way that will be most effective in reaching the audience
 - P4 plan to communicate in a way and in a format that is accessible for the audience
 - P5 ensure that individuals, families and communities who are directing their own support have accessible ways of communicating about their services
 - P6 prepare, clearly and concisely, the information you need to share
 - P7 make sure that there are appropriate communication channels for people who want to make complaints or 'blow the whistle'
 - P8 identify any risks resulting from your communication plans and make recommendations about how to manage them
 - P9 plan how you will record any key outcomes from communications
 - P10 identify and agree the criteria for measuring the effectiveness of communication and information sharing
- ou must be able to:
- Communicate and share information
 - P11 communicate in ways, and through channels, that are expected and have been agreed
 - P12 communicate messages and share information clearly and in an accessible way
 - P13 check regularly that all information and communication channels, such as websites and newsletters have been updated and are accessible
 - P14 listen to the responses of relevant people and make clear statements about any action that you will take as result
 - P15 pass on views, responses and information and requests for action promptly
 - P16 take action immediately in response to complaints or allegations
 - P17 reflect objectively on your own communication style and skills and identify any areas for development
- You must be able to:

Review and evaluate communication and information sharing

P18 seek feedback about communication and information sharing in a way that encourages people to respond

P19 actively seek proposals and ideas for changes and improvements to future communications and information sharing

P20 use the agreed criteria to measure the effectiveness of communication and information sharing

P21 ensure that all relevant people agree with the conclusions of the evaluation

P22 carry out any actions which you have committed to in response to feedback received

P23 provide information on the results of the evaluation to inform decision making where appropriate

Knowledge and understanding

You need to know and understand: Values

K1 legal and organisational requirements in relation to communication and information sharing

K2 how and why good communication contributes to effective partnership working

K3 why keeping people informed and communicating effectively is a key part of commissioning

K4 the importance of using sustainable means of communication that minimise the impact on the environment

5 methods of making communication accessible and reflective of the diversity of the audience

You need to know and understand:

Legislation and organisation policy and procedures

K6 codes of practice and conduct, and standards and guidance and the roles, responsibilities, accountability and duties of others in communication and information sharing

K7 relevant current local, UK and European legislation and organisational requirements, procedures and practices for:

K7.1 data protection

K7.2 risk assessment and management

K7.3 making and dealing with complaints and whistle blowing

K7.4 developing practices which promote communication and information sharing

K7.5 putting people who use services in control

K8 how different philosophies, principles, priorities and codes of practice can affect inter-agency and partnership working when communicating and sharing information

K9 policies, procedures, guidance and protocols with the other partners with whom you work that relate to communication and information sharing

You need to know and understand:

Theory and practice

K10 research and theories about communication systems, styles, and channels and social networking

K11 the use of evidence based practice to:

K11.1 justify your actions and decisions

K11.2 record and report processes and outcomes of your work

K12 ways to ensure that communication systems reflect the capacity of different partners to respond

K13 how systems affect the way people are able to communicate and find out information from organisations and the purpose of designing systems, which support communication and information sharing

K14 methods of managing risks

K15 ways to access professional development opportunities

Scope/range related to performance criteria

The scope helps to make sure that you provide evidence related to the work you do. Terms in this section give you options related to the words in bold in the performance criteria. Your evidence for this unit should cover any option that is part of your work.

Relevant people:

individuals, families and communities using or directing services;
service providers; partners; volunteers;

Restrictions:

confidentiality restrictions: data protection restrictions; commercial sensitivity restrictions; embargoed

Communication channels:

face to face; small groups; public meetings; regular feedback through representatives/community groups; telephone; email; web based; information leaflets; informal channels – 'school gate' etc

Share information:

Information about: service planning; service design; expenditure plans; outcomes; new initiatives; market developments; outcomes;

Record (verb):

formally; informally; officially; personally

Pass on:

verbally; electronically; written

Seek feedback: from individuals, families and communities who use or direct services, from service providers, from partners, from agencies and organisations who have an interest in what you do. In written form, electronic feedback, by telephone, through forums, through public meetings and consultations, through individual contact.

**Scope/range related
to knowledge and
understanding**

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.

Values

The values underpinning this unit have been derived from the key purpose statement, the values and principles statement, relevant service standards and codes of practice for health and social care in the four UK countries

Glossary

This section provides explanations of the key words and concepts used in this unit. In occupational standards it is quite common to find familiar words or phrases used, which, in the detail of the standards, may be used in a very particular way. Therefore we would encourage you to read this section carefully before you begin working with the standards and to refer back to this section as required

Relevant people

People to whom a particular issue or incident is important or who are affected by it. Who the relevant people are can depend upon circumstances

Organisation

The organisation/company/local authority for whom you work or volunteer, the organisation/company you own or run, if you receive direct payments or fund your own services it means you and the people who work for you

External Links

When using this specification it is important to read the knowledge requirements in relation to the expectations and requirements of your job role

Developed by	Skills for Care & Development
Version Number	1
Date Approved	July 2008
Indicative Review Date	July 2010
Validity	Current
Status	Original
Originating Organisation	Skills for Care & Development
Original URN	CPC 311
Relevant Occupations	Health, Public Services and Care; Health and Social Services Officers
Suite	Commissioning; Procurement and Contracting
Keywords	communication, information, sharing, access
