

Unit: CPC 311 Promote effective communication and information sharing (Commissioning, Procurement and Contracting)

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:

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| CPC 311 A Plan communication and information sharing |
| CPC 311 B Communicate and share information |
| CPC 311 C 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

Scope

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 information

Communication channels: face to face; small groups; public meetings; regular feedback through representatives/community groups; telephone; e-mail; 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.

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. The values and principles statement is at the start of these units:

Key words and concepts

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

CPC 311 A Plan communication and information sharing

Performance criteria

You must show that you:

1. Clearly identify the **relevant people** and **organisations** with whom you need to communicate and **share information**
2. Make an accurate check for any **restrictions** on information that may be shared
3. Identify and plan to use available **communication channels** in a way that will be most effective in reaching the audience
4. Plan to communicate in a way and in a format that is accessible for the audience
5. Ensure that individuals, families and communities who are directing their own support have accessible ways of communicating about their services
6. Prepare, clearly and concisely, the information you need to share
7. Make sure that there are appropriate communication channels for people who want to make complaints or 'blow the whistle'
8. Identify any risks resulting from your communication plans and make recommendations about how to manage them
9. Plan how you will **record** any key outcomes from communications
10. Identify and agree the **criteria** for measuring the effectiveness of communication and information sharing

CPC 311 B Communicate and share information

Performance criteria

You must show that you:

1. Communicate in ways, and through channels, that are expected and have been agreed
2. Communicate messages and share information clearly and in an accessible way
3. Check regularly that all information and communication channels, such as websites and newsletters have been updated and are accessible
4. Listen to the responses of relevant people and make clear statements about any action that you will take as a result

5. **Pass on** views, responses and information and requests for action promptly
6. Take action immediately in response to complaints or allegations
7. Reflect objectively on your own communication style and skills and identify any areas for development

CPC 311 C Review and evaluate communication and information sharing

Performance criteria

You must show that you:

1. **Seek feedback** about communication and information sharing in a way that encourages people to respond
2. Actively seek proposals and ideas for changes and improvements to future communications and information sharing
3. Use the agreed criteria to measure the effectiveness of communication and information sharing
4. Ensure that all relevant people agree with the conclusions of the evaluation
5. Carry out any actions which you have committed to in response to feedback received
6. Provide information on the results of the evaluation to inform decision making where appropriate

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 the expectations and requirements of your job role**

You need to show that you know, understand and can apply in practice:

Values

1. Legal and organisational requirements in relation to communication and information sharing

2. How and why good communication contributes to effective partnership working
3. Why keeping people informed and communicating effectively is a key part of commissioning
4. 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

Legislation and organisation policy and procedures

6. Codes of practice and conduct, and standards and guidance and the roles, responsibilities, accountability and duties of others in communication and information sharing
1. Relevant current local, UK and European legislation and organisational requirements, procedures and practices for:
 - data protection
 - risk assessment and management
 - making and dealing with complaints and whistle blowing
 - developing practices which promote communication and information sharing
 - Putting people who use services in control
10. How different philosophies, principles, priorities and codes of practice can affect inter-agency and partnership working when communicating and sharing information
11. Policies, procedures, guidance and protocols with the other partners with whom you work that relate to communication and information sharing

Theory and practice

12. Research and theories about communication systems, styles, and channels and social networking
13. The use of evidence based practice to:
 - justify your actions and decisions
 - record and report processes and outcomes of your work.
17. Ways to ensure that communication systems reflect the capacity of different partners to respond
18. 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.

19. Methods of managing risks
20. Ways to access professional development opportunities