

Introduction

Summary

This unit is about identifying and working with other organisations and professionals who can help you promote physical activity and its benefits to a target population. Promotion may include awareness raising, marketing or changing the environment to enable more physical activity. Other organisations and professionals may include, for example, schools, child care organisations, community and leisure centres, GPs and other health professionals, sports coaches, architects or planners.

The unit is divided into two parts. The first part (pages 2-6) describes the five things you have to do. These are:

- B17.1** **Develop your knowledge and understanding of the target population**
- B17.2** **Build relationships with other organisations and professionals with whom you can work**
- B17.3** **Promote physical activity and its benefits to other organisations and professionals**
- B17.4** **Agree common goals and objectives**
- B17.5** **Work with other organisations and professionals to achieve common goals and objectives**

The second part (pages 7-8) describes the knowledge and understanding you must have.

Target Group

This unit is for practitioners who promote physical activity and its benefits for people whose physical activity is less than the recommended level.

B17 Work in partnership with other organisations and professionals to promote physical activity and its benefits

B17.1

Develop your knowledge and understanding of the target population

The National Standard

What you must do

To meet the national standard, you must:

- 1 collect and organise information about the target population
- 2 analyse this information and identify the **key features** relevant to physical activity
- 3 check that your analysis is valid through discussion with the target population
- 4 explore and challenge assumptions where necessary
- 5 regularly review and enhance your information and analysis

What you must cover

This element covers the following:

- a key features** of the target population
 - 1 demographics
 - 2 physical environment
 - 3 ethnic mix
 - 4 social and economic issues
 - 5 health issues that may have some impact on physical activity
 - 6 barriers to participation and adherence

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B17.2

Build relationships with other organisations and professionals with whom you can work

The National Standard

What you must do

To meet the national standard, you must:

- 1 identify the **organisations and professionals** most relevant to your work
- 2 make contact and communicate in ways that are appropriate to the **organisations and professionals**
- 3 present yourself and your own organisation in a positive light
- 4 explain your role, aims and objectives
- 5 emphasise the aspects of your work and the work of your organisation relevant to them and their priorities
- 6 check and improve the information you have about them, their work and the target population

What you must cover

This element covers the following

- a organisations and professionals**
 - 1 with the promotion of physical activity as core to their role
 - 2 with the potential to have an impact on physical activity and with a good understanding of their role in relation to this
 - 3 with the potential to have an impact on physical activity but without a good understanding of their role in relation to this

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B17.3

Promote physical activity and its benefits to other organisations and professionals

The National Standard

What you must do

To meet the national standard, you must:

- 1 provide information on the benefits of physical activity which will be relevant to other **organisations and professionals**
- 2 ensure the information is evidence-based and reflects good practice
- 3 communicate this information in a way that is appropriate to **organisations and professionals** and their role
- 4 build a persuasive case which shows the relevance of their work to encouraging physical activity
- 5 deal effectively with queries and objections
- 6 provide links to relevant networks and colleagues where appropriate

What you must cover

This element covers the following

- a organisations and professionals**
 - 1 with the promotion of physical activity as core to their role
 - 2 with the potential to have an impact on physical activity and with a good understanding of their role in relation to this
 - 3 with the potential to have an impact on physical activity but without a good understanding of their role in relation to this

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B17.4

Agree common goals and objectives

The National Standard

What you must do

To meet the national standard, you must:

- 1 agree the aims, objectives and working methods of your shared agenda
- 2 agree the roles and responsibilities of yourself and other **organisations and professionals**
- 3 only agree responsibilities that are consistent with your level of responsibility and competence
- 4 agree how you will maintain contact, review and evaluate progress during joint working

What you must cover

This element covers the following

- a organisations and professionals**
 - 1 with the promotion of physical activity as core to their role
 - 2 with the potential to have an impact on physical activity and with a good understanding of their role in relation to this
 - 3 with the potential to have an impact on physical activity but without a good understanding of their role in relation to this

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B17.5

Work with other organisations and professionals to achieve common goals and objectives

The National Standard

What you must do

To meet the national standard, you must:

- 1 work to the goals and objectives you have agreed in your shared agenda
- 2 keep other **organisations and professionals** informed of your own progress
- 3 monitor and review the progress they are making
- 4 solve problems jointly, providing support from your own area of expertise
- 5 work with other **organisations and professionals** to evaluate the impact of working together
- 6 maintain effective working relationships with other and professionals throughout joint working

What you must cover

This element covers the following

- a organisations and professionals**
 - 1 with the promotion of physical activity as core to their role
 - 2 with the potential to have an impact on physical activity and with a good understanding of their role in relation to this
 - 3 with the potential to have an impact on physical activity but without a good understanding of their role in relation to this

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What you must know and understand

To be competent in this unit, you must know and understand the following

- K1 what is health related physical activity
- K2 recommended levels of physical activity
- K3 the potential which physical activity has for raising levels of health in communities and the consequences of not achieving recommended levels
- K4 community based approaches to encouraging physical activity
- K5 your own organisation's strategies and policies for working in the community
- K6 models and case studies of effective practice in community-based health related physical activity
- K7 different types of communities – for example, inner city and rural – and how their different features and needs will influence the way you work
- K8 why it is important to develop an accurate understanding of the community in which you are working
- K9 sources of information and research methods you should use to develop an understanding of your community and its levels of physical activity
- K10 the broad types of community issues that may impact on new approaches to physical activity
- K11 how you should analyse the information you have collected and draw conclusions based on this analysis
- K12 the importance of exploring and challenging assumptions that you or others may have about the community
- K13 how to identify, establish contact and network with other organisations and professionals most relevant to your work in the community
- K14 the roles and priorities of other organisations and professionals and how you can use

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these to build common agendas

- K15 why it is important to approach other organisations and professionals and establish a relationship with them in a way that is appropriate to them and their expectations and how to do so
- K16 how to build lasting and respectful relationships with other organisations and professionals
- K17 why it is important to explain your own role, aims and objectives and clarify any information you have about other organisations and professionals and their responsibilities
- K18 the importance of collaborative working and trying, wherever possible, to align agendas
- K19 the most effective ways of promoting the benefits of physical activity to other organisations and professionals
- K20 how to identify, organise and present evidence-based material that will influence other organisations and professionals on the benefits of physical activity for inactive populations
- K21 types of queries and objections you may encounter when engaging with other organisations and professionals in relation to physical activity and how to deal with these effectively
- K22 networks and colleagues who may be able to deal more effectively with queries and objections from other organisations and professionals
- K23 how to identify common areas of interest and ways of working
- K24 the importance of maintaining contact and regularly reviewing progress
- K25 the types of problems that may arise whilst working with other organisations and professionals and how to address these
- K26 how to maintain effective working relationships with other organisations and professionals