

DW15: Promote the needs, interests and rights of individuals and groups in the community

This unit is taken from the National Occupational Standards for Community Justice (Skills for Justice) where it appears as unit BA6

OVERVIEW	PERFORMANCE CRITERIA
<p>This unit focuses on the campaigning and promotional function to explain and assert the rights and roles of individuals. The standards in this unit combine the expectations of promotion with expectations as to how individuals may themselves be involved in representing their interests. Promotion ranges from informal means through to formal presentations at meetings and work with radio, television and the press.</p> <p>This unit is designed to be applicable to all workers who have a role in promoting the needs and rights of individuals and groups in the community.</p>	<p>You must be able to:</p> <p>Promote the rights and interests of individuals and groups in the community</p> <ol style="list-style-type: none"> 1. use methods of promotion and promote rights consistent with <ul style="list-style-type: none"> • the agency's policies, • individuals' assessed needs and expressed desires, and acknowledge individual differences and preferences among groups of individuals 2. use methods of promoting rights which are <ul style="list-style-type: none"> • practicable, legal and ethical • acceptable to those involved • of a kind likely to be effective 3. communicate messages and use methods which do not adversely reflect on or affect others at risk or in need in the community 4. monitor and review the impact of methods used and change methods if necessary to maintain effective, anti-discriminatory promotion <p style="text-align: center;">Methods of promotion</p> <ul style="list-style-type: none"> • formal • informal • networks • community • media. <p>Help individuals to represent their own interests</p> <ol style="list-style-type: none"> 5. give assistance to individuals consistent with the policies of the agency to enable them to identify their own interests and rights within statutory and legal frameworks and in relation to other identifiable groups 6. explore carefully with individuals the implications when the pursuit of rights and interests adversely reflects on or is oppressive to others 7. make available to individuals within agreed boundaries of confidentiality the information which will be of use to them or which they request 8. offer support, encouragement and feedback to individuals and help them to express themselves clearly and assertively 9. provide individuals with facilities for communication in line with agency policy and resources

	<p>10. extend support to individuals' families, friends and community contacts when they are working in support of individuals' interests.</p> <p>11. help individuals to make contact and take advantage of external sources of support or expertise which may be of use to them</p> <p>12. discuss openly barriers to individuals' interests or being able to represent them if there are any and develop methods of dealing with them.</p> <p style="text-align: center;">Methods for representing interests</p> <ul style="list-style-type: none"> • formal • informal • networks • community • media. <p style="text-align: center;">Facilities for communication</p> <ul style="list-style-type: none"> • information technology • translation • interpretation
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KNOWLEDGE AND UNDERSTANDING

- You need to know and understand the following:
- A. The nature and legal and agency basis of rights for individuals and groups in their context
 - B. Agencies providing information, advice and support on rights
 - C. Strategies for dealing with oppression, disadvantage and discrimination and research on individuals' view of them and on their effectiveness
 - D. How individual and structural discrimination can undermine and exclude people from exercising their rights and responsibilities
 - E. The remit and responsibilities of agencies in negotiation and conciliation
 - F. Potential conflicts between the rights and responsibilities of individuals and groups and those in the wider community
 - G. Strategies and techniques of communication with different audiences
 - H. Sources of information, advice and support on rights and how individuals can access them
 - I. Typical barriers to individual interests and methods of overcoming them