Competence 6.
Promoting Behaviour Change

You will need to know and understand:

Level 3 and 4
1. Potential barriers to public health and wellbeing
2. How to provide information to individuals, groups and communities about behaviour change
3. The importance of encouraging individuals to identify for themselves the factors that affect their health and wellbeing
4. The benefits of encouraging individuals to recognise their strengths and value themselves positively
5. The importance of motivating individuals throughout the behaviour change process in a manner that is appropriate to them
6. General strategies for promoting behaviour change
7. The range of services available locally for people who need information and support in making and maintaining changes in their behaviour
8. How to access information and data on the use of relevant services
9. The kinds of misinformation which people receive about health and wellbeing and how this can be counteracted through behavioural change activities

Level 5
10. The use and application of the different theoretical models of behaviour change
11. How to identify specific strategies for changing an individual's behaviour which is consistent with their personal circumstances, their motivation for change and the risks associated with their behaviour
12. The importance of drawing individuals attention to the consequences of their behaviour, the advantages of changing their behaviour and the alternatives available to them
13. How to assist individuals in identifying realistic short and long term goals for changing their behaviour and managing the risks associated with it
14. The importance of drawing up agreements with individuals to assess how their behaviour change progress will be reviewed

Level 6
15. How to provide information to individuals, groups and communities about potential barriers to public health and wellbeing
16. How to provide information to individuals, groups and communities about behaviour change
17. The importance of encouraging individuals to identify for themselves the factors that affect their health and wellbeing
18. The benefits of encouraging individuals to recognise their strengths and value themselves positively
19. The importance of motivating individuals throughout the behaviour change process in a manner that is appropriate to them
20. General strategies for promoting behaviour change
21. The range of services available locally for people who need information and support in making and maintaining changes in their behaviour
22. How to access information and data on the use of relevant services
23. The kinds of misinformation which people receive about health and wellbeing and how this can be counteracted through behavioural change activities

NOS ref: PHP13, PHP05, PHP15, PHP41, CHS148