
Overview

This standard is about letting people know about the Family Learning programmes that are available to them, using a variety of forms including posters, other printed material, mail, electronic mail or websites.

Performance criteria

You must be able to:

1. find out the information needs of the local area and target groups
2. identify sources of reliable and accurate information and opportunities appropriate to Family Learning
3. prepare publicity and information materials using an appropriate format and language
4. ensure that publicity and information about programmes is accessible and meets the needs of the audience
5. check that publicity and information materials are accurate and up to date
6. explain to participants how they can access opportunities
7. provide information about programmes in response to telephone, electronic or verbal requests
8. review and evaluate the effectiveness of the information and publicity

Knowledge and understanding

You need to know and understand:

1. the different methods that can be used to publicise Family Learning programmes and the reasons why one method may be more suitable than another in particular situations
2. how to help people overcome any barriers they may encounter in accessing information
3. the legal restrictions surrounding publicity and information
4. the different languages which are appropriate for different communities
5. cultural requirements for communication for the local communities you are trying to inform such as format and where information should be displayed or communicated

Glossary

Family

Family includes any person who has parental responsibility for a child and any other person with whom the child has been living. Each family is unique and can include parents, carers, guardians, grandparents, other relatives, chosen family and of course, children and young people.

CLDFL06

Provide publicity and information about Family Learning programmes



Developed by	CLD Standards Council Scotland
Version Number	1
Date Approved	30 Mar 2023
Indicative Review Date	30 Mar 2028
Validity	Current
Status	Original
Originating Organisation	LSI
Original URN	LSIFL09
Relevant Occupations	Direct Learning Support, Education and Training
Suite	Family learning
Keywords	Family; Learning; Accessible; Environment; Adults; Children
