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## Overview

This standard is about supporting learners to develop their communication skills to represent their views and values to others. It also includes identifying what the needs and interests of learners or groups are and presenting their needs and interests accurately and fairly. Encouraging people to take part and become involved in advocacy supports the development of skills and confidence.

## Performance criteria

### *You must be able to:*

1. choose models of advocacy to use according to the advocacy context
2. agree with people the key issues they wish to address through advocacy, the desired outcomes and the information requirements
3. assist people to engage with appropriate people, including decision makers
4. discuss and agree with people opportunities to participate and to represent themselves
5. assist people with planning what they want to communicate
6. assist people to collect sufficient and valid information to enable them to support and present their views and interests
7. agree with people how to tailor their presentation of their views and interests to different audiences
8. help people to develop strategies to cope with any constraints or barriers they face in doing this
9. review available information about the needs of people and collect additional information so that you can advocate on their behalf, with their agreement, where necessary
10. present the interests of people to the audience, listen to the response of others and offer constructive feedback
11. record and maintain records of the information presented and the actions taken
12. review the outcomes of the representations with people, and agree appropriate consequent actions
13. comply with relevant values, codes of practice, guidelines and ethical requirements
14. meet the values and principles in relation to the requirements of this standard

## Knowledge and understanding

### *You need to know and understand:*

1. your role and responsibilities within the advocacy of people's views and interests
2. models, methods and techniques of advocacy
3. typical circumstances where people may need advocacy
4. factors affecting the ability of people to participate and represent themselves
5. methods of assessing the skills and confidence of people relevant to presenting their views and interests
6. the importance of establishing realistic goals for the outcome of representations
7. how to agree the advocacy needed with and for people including the goals, information needed and how to present the case
8. the range of situations where representation may take place, and the factors to consider in preparing for these
9. who to contact in order to pursue the interests of people
10. the type of information needed and how to obtain additional information to ensure accurate and fair advocacy
11. the importance of preparation when presenting views and arguments, the needs and expectations of the audience, and methods of achieving this
12. the difference between decision makers and those who influence the decision-making process, and the importance of each
13. communication skills appropriate to presenting views and interests
14. typical issues and areas of concern raised through advocacy and ways to resolve them
15. how to provide feedback and review the outcomes of advocacy with people
16. how to take any required action following the advocacy representation
17. legal, organisational and ethical codes of practice, guidelines and requirements relevant to your role
18. the values and principles in relation to the requirements of this standard

CLDAL13

Advocate with and on behalf of learners so that their interests are represented



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## Glossary

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Advocate with and on behalf of learners so that their interests are represented



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