

<b>AREA 1</b>	<b>STANDARD</b>
<b>Practicing professional, ethically and legally</b>	<b>1.1.</b> Comply with statutory legislation and practice requirements in your area of work.
	<b>1.2.</b> Use an ethical approach in your area of work, identifying ethical dilemmas or issues arising and how you address them.
	<b>1.3.</b> Act in ways that promote equality and diversity
	<b>1.4.</b> Act in ways that value people as individuals.
	<b>1.5.</b> Act in ways that recognise people's expressed beliefs and preferences.
	<b>1.6.</b> Act within the limits of your competence, seeking advice when needed.
	<b>1.7.</b> Continually develop own practice by reflecting on your behaviour and role, identifying where you could make improvements.
	<b>1.8.</b> Contribute to the development and improvement of others' public health practice.

<b>AREA 2</b>	<b>STANDARD</b>
<b>Using public health information to influence population health and well-being</b>	<b>2.1.</b> Identify data and information requirements to deliver the public health function demonstrating use of epidemiological terms and concepts.
	<b>2.2.</b> Manage data and information in compliance with policy and protocol, demonstrating awareness of data confidentiality and disclosure.
	<b>2.3.</b> Obtain, verify and organise data and information, showing awareness of potential data anomalies.
	<b>2.4.</b> Demonstrate how health inequalities are identified and monitored
	<b>2.5.</b> Interpret and present information using appropriate analytical methods for quantitative data.
	<b>2.6.</b> Interpret and present information using appropriate analytical methods for qualitative data.

<b>AREA 3</b>	<b>STANDARD</b>
<b>Assessing the evidence for public health interventions and services</b>	<b>3.1.</b> Access and appraise appropriate evidence of effectiveness for public health interventions or services.
	<b>3.2.</b> Apply evidence to plan delivery of effective public health interventions or services.

<b>AREA 4</b>	<b>STANDARD</b>
<b>Protecting the public from health risks while addressing differences in risk exposure and outcomes</b>	<b>4.1.</b> Demonstrate how risks to health and wellbeing are identified, prevented or controlled.
	<b>4.2.</b> Demonstrate how individual and population health differ and describe the possible tensions which may arise when promoting health and wellbeing.

**AREA 5****Implementing public health policy and strategy****STANDARD**

- 5.1.** Support the implementation of policies or strategies to improve health and wellbeing and reduce health inequalities.
- 5.2.** Demonstrate how your work is influenced by an understanding of the impact of the wider determinants of health.
- 5.3** Critically reflect on and make suggestions for how public health policies or strategies could be improved.

**AREA 6****Collaborating across agencies and boundaries to deliver the public health function****STANDARD**

- 6.1.** Show how organisations, teams and individuals work in partnership to deliver the public health function.
- 6.2.** Demonstrate how you work collaboratively with other organisations to improve public health.
- 6.3** Reflect on your personal impact on relationships with people from other teams or agencies when working collaboratively.

**AREA 7****Planning, managing and evaluating public health programmes and projects****STANDARD**

- 7.1.** Describe how you have planned a public health intervention to improve health and wellbeing, demonstrating terms and concepts used to promote health and wellbeing.
- 7.2.** Demonstrate how the culture and experience of the target population may impact on their perceptions and expectations of health and wellbeing.
- 7.3.** Show how the target population were involved in intervention planning or delivery and have been supported to make informed decisions about improving their health and wellbeing.
- 7.4.** Evaluate a public health intervention, reporting on its effect and making suggestions for improvement.
- 7.5.** Demonstrate project management skills in planning or implementing a public health intervention.
- 7.6.** Demonstrate how quality assurance principles or policies are applied when planning or implementing a public health intervention.
- 7.7.** Demonstrate how risk management principles or policies are applied when planning or implementing a public health intervention.

**AREA 8****Communicating with others to improve health outcomes and reduce health inequalities****STANDARD**

- 8.1.** Communicate public health information clearly to a variety of audiences.
- 8.2.** Communicate the health concerns and interests of local people to influence service provision.
- 8.3** Demonstrate awareness of the effect the media can have on public perception of health and wellbeing.