AREA 1	STANDARD	INDICATOR
Professional and Ethical Practice	1. Recognise and address ethical dilemmas and issues – demonstrating	a) knowledge of existing and emerging legal and ethical issues in own area of practice
		b) the proactive addressing of issues in an appropriate way
	2. Recognise and act within the limits of own competence seeking advice when needed (links with 4a)	
	3. Act in ways that: (links with standard 9 and ethical frameworks)	a) acknowledge and recognise people's expressed beliefs and preferences
		b) promote the ability of others to make informed decisions
		c) promote equality and value diversity
		d) value people as individuals
		e) acknowledge the importance of data confidentiality and disclosure, and the use of data sharing protocols
		f) are consistent with legislation, policies, governance frameworks and systems.
	4. Continually develop and improve own and others' practice in public health by:	a) reflecting on own behaviour and practice and identifying where improvements should be made
		b) recognising the need for, and making use of, opportunities for personal and others' development
		c) awareness of different approaches and preferences to learning
		d) the application of evidence in improving own area of work
		e) objectively and constructively contributing to reviewing the effectiveness of own area of work.

AREA 2	STANDARD	INDICATOR
Technical competence in Public Health	5. Promote the value of health and wellbeing and the reduction of health inequalities - demonstrating:	a) how individual and population health and wellbeing differ and the possible tensions between promoting the health and wellbeing of individuals and the health and wellbeing of groups
		b) knowledge of the determinants of health and their affect on populations, communities, groups and individuals
		c) knowledge of the main terms and concepts used in promoting health and wellbeing
		d) knowledge of the nature of health inequalities and how they might be monitored
		e) awareness of how culture and experience may impact on perceptions and expectations of health and wellbeing
	6. Obtain, verify, analyse and interpret data and/or information to improve the health and wellbeing outcomes of a population / community / group - demonstrating:	a) knowledge of the importance of accurate and reliable data / information and the anomalies that might occur
		b) knowledge of the main terms and concepts used in epidemiology and the routinely used methods for analysing quantitative and qualitative data
		c) ability to make valid interpretations of the data and/or information and communicate these clearly to a variety of audiences
	7. Assess the evidence of effective interventions and services to improve health and wellbeing – demonstrating:	a) knowledge of the different types, sources and levels of evidence in own area of practice and how to access and use them
		b) the appraisal of published evidence and the identification of implications for own area of work
	8. Identify risks to health and wellbeing, providing advice on how to prevent, ameliorate or control them - demonstrating:	a) knowledge of the risks to health and wellbeing relevant to own area of work and of the varying scale of risk
		b) knowledge of the different approaches to preventing risks and how to communicate risk to different audiences.

AREA 3	STANDARD	INDICATOR

Application of technical competence to public health work	9. Work collaboratively to plan and / or deliver programmes to improve health and wellbeing outcomes for populations / communities / groups / families / individuals – demonstrating:	a) how the programme has been influenced by:
		  I. the health and wellbeing of a population
		
		  II. the determinants of health and wellbeing
		
		  III. inequalities in health and wellbeing
		
		  IV. the availability of resources
		
		  V. the use of an ethical framework in decision making/ priority setting.

		b) how evidence has been applied in the programme and influenced own work
		c) the priorities within, and the target population for, the programme
		d) how the public / populations / communities / groups / families / individuals have been supported to make informed decisions about improving their health and wellbeing
		e) awareness of the effect the media has on public perception
		f) how the health concerns and interests of individuals groups and communities have been communicated
		g) how quality and risk management principles and policies are applied.
		h) how the prevention, amelioration or control of risks has been communicated

AREA 4	STANDARDS	INDICATOR
Underpin-ning skills and knowledge	10. Support the implementation of policies and strategies to improve health and wellbeing outcomes – demonstrating:	a) knowledge of the main public health policies and strategies relevant to own area of work and the organisations that are responsible for them
		b) how different policies, strategies or priorities affect own specific work and how to influence their development or implementation in own area of work
		c) critical reflection and constructive suggestions for how policies, strategies or priorities could be improved in terms of improving health and wellbeing and reducing health inequalities in own area of work
		d) the ability to prioritise and manage projects and/or services in own area of work
	11. Work collaboratively with people from teams and agencies other than one's own to improve health and wellbeing outcomes – demonstrating:	a) awareness of personal impact on others
		b) constructive relationships with a range of people who contribute to population health and wellbeing

		c) awareness of:
		  I. principles of effective partnership working
		  II. the ways in which organisations, teams and individuals work together to improve health and wellbeing outcomes
		  III. the different forms that teams might take

	12. Communicate effectively with a range of different people using different methods	