

An Introduction to Health Literacy – Professional Standards

All of our sessions have been mapped against standards from the following professional organisations. Click on each to find the individual standards that the session meets:

- [General Medical Council](#)
- [Nursing and Midwifery Council](#)
- [Health and Care Professions Council](#)
- [General Pharmaceutical Council](#)
- [General Dental Council](#)
- [General Optical Council](#)
- [Professional Standards Authority](#)
- [Skills for Health](#)
- [Social Work England](#)
- [American College of Health Care Administrators](#)
- [Chartered Institute of Professional Development](#)
- [Academy for Healthcare Science](#)

GMC Professional Capabilities Framework

- From Domain 1 – Doctors should demonstrate appropriate personal and professional values and behaviours by:
 - Treating patients as individuals, respecting their dignity and ensuring patient confidentiality
 - Listening to patients, carers and guardians, and accepting that they have insight into, preferences for and expertise about the patient's own condition and context
- From Domain 2 – Doctors must be:
 - Able to give clear, accurate and comprehensible verbal instructions in English
 - Demonstrating effective consultation skills including effective verbal and nonverbal interpersonal skills
 - Sharing decision making by informing the patient, prioritising the patient's wishes, and respecting the patient's concerns and expectations
 - Supporting patients in caring for themselves
 - Communicating, consulting and sharing information appropriately with carers
 - Support and empower patient self-care
 - Explain critical objectives and requirements for successful recovery and rehabilitation
 - Explain clinical reasoning behind diagnostic and clinical management decisions to patients, carers, guardians and other colleagues
 - Getting informed consent from the patient, or other valid authority, before carrying out any examination, investigation or treatment
- From Domain 4 – Doctors must be aware of and demonstrate:
 - Basic principles of person-centred care, including effective self-management, selfcare and expert patient support
 - The responsibilities and needs of carers as they play an increasing role in healthcare provision
- From Domain 6 – Doctors must demonstrate that they can participate in and promote activity to improve quality and safety by:
 - Involving patients and public in decision making at group or community level

- From Domain 8 – Doctors must demonstrate that they can:
 - Take part in patient education

NMC Code

- Section 2 – Listen to people and respond to their preferences and concerns
 - 2.1: Work in partnership with people to make sure you deliver care effectively
 - 2.2: Recognise and respect the contribution that people can make to their own health and wellbeing
 - 2.3: Encourage and empower people to share in decisions about their treatment and care
- Section 3 – Make sure that people's physical, social and psychological needs are assessed and responded to
 - 3.1: Pay special attention to promoting wellbeing, preventing ill health and meeting the changing health and care needs of people during all life stages
 - 3.3: Act in partnership with those receiving care, helping them to access relevant health and social care, information and support when they need it
- Section 7 – Communicate clearly
 - 7.1: Use terms that people in your care, colleagues and the public can understand
 - 7.4: Check people's understanding from time to time to keep misunderstanding or mistakes to a minimum

HCPC Standards of Conduct, Performance and Ethics

- Section 1 – Promote and protect the interests of service users and carers
 - 1.2: You must work in partnership with service users and carers, involving them, where appropriate, in decisions about the care, treatment or other services to be provided
 - 1.3: You must encourage and help service users, where appropriate, to maintain their own health and well-being, and support them so they can make informed decisions
- Section 2 – Communicate appropriately and effectively
 - 2.2: You must listen to service users and carers and take account of their needs and wishes
 - 2.3: You must give service users and carers the information they want or need, in a way they can understand
- Section 6 – Manage risk
 - 6.1: You must take all reasonable steps to reduce the risk of harm to service users, carers and colleagues as far as possible

GPhC Standards for Pharmacy Professionals

- From Standard 1 – Pharmacy professionals must provide person-centered care. People receive safe and effective care when pharmacy professionals:
 - Involve, support and enable every person when making decisions about their health, care and wellbeing
 - Listen to the person and understand their needs and what matters to them
 - Give the person all relevant information in a way they can understand, so they can make informed decisions and choices
- From Standard 2 – Pharmacy professionals must work in partnership with others. People receive safe and effective care when pharmacy professionals:
 - Work with the person receiving care
- From Standard 3 – Pharmacy professionals must communicate effectively. People receive safe and effective care when pharmacy professionals:
 - Ask questions and listen carefully to the responses, to understand the person's needs and come to a shared decision about the care they provide
 - Listen actively and respond to the information they receive in a timely manner
 - Check the person has understood the information they have been given
 - Communicate effectively with others involved in the care of the person
- From Standard 6 – Pharmacy professionals must behave in a professional manner. People receive safe and effective care when pharmacy professionals:
 - Treat people with respect and safeguard their dignity

GDC Standards for the Dental Team

- Principle 1 – Put patients' interests first
 - 1.1.1: You must discuss treatment options with patients and listen carefully to what they say. Give them the opportunity to have a discussion and to ask questions
- Principle 2 – Communicate effectively with patients
 - 2.1.1: You must treat patients as individuals. You should take their specific communication needs and preferences into account where possible and respect any cultural values and differences
 - 2.2.1: You must listen to patients and communicate effectively with them at a level they can understand. Before treatment starts you must:
 - Explain the options (including those of delaying treatment or doing nothing) with the risks and benefits of each
 - Give full information on the treatment you propose and the possible costs
 - 2.2.2: You should encourage patients to ask questions about their options or any aspect of their treatment
 - 2.3.3: You should recognise patients' communication difficulties and try to meet the patients' particular communication needs by, for example:
 - Not using professional jargon and acronyms;
 - Using an interpreter for patients whose first language is not English;
 - Suggesting that patients bring someone with them who can use sign language;
 - Providing an induction loop to help patients who wear hearing aids
 - 2.3.4: You should satisfy yourself that patients have understood the information you have given them, for example by asking questions and summarising the main points of your discussion
 - 2.3.5: You should make sure that patients have enough information and enough time to ask questions and make a decision

- Principle 3 – Obtain valid consent
 - 3.1.3: You should find out what your patients want to know as well as what you think they need to know. Things that patients might want to know include:
 - Options for treatment, the risks and the potential benefits
 - Why you think a particular treatment is necessary and appropriate for them
 - The consequences, risks and benefits of the treatment you propose
 - The likely prognosis
 - Your recommended option
 - The cost of the proposed treatment
 - What might happen if the proposed treatment is not carried out
 - Whether the treatment is guaranteed, how long it is guaranteed for and any exclusions that apply
 - 3.1.4: You must check and document that patients have understood the information you have given
 - 3.2.1: You must provide patients with sufficient information and give them a reasonable amount of time to consider that information in order to make a decision

GOC Standards of Practice for Optometrists and Dispensing Opticians

- Section 1 – Listen to patients and ensure they are at the heart of the decisions made about their care
 - 1.2: Listen to patients and take account of their views, preferences and concerns, responding honestly and appropriately to their questions
 - 1.3: Assist patients in exercising their rights and making informed decisions about their care. Respect the choices they make
 - 1.6: Consider all information provided by your patients, including where they have undertaken research in advance of the consultation. Explain clearly if the information is not valid or relevant
 - 1.7: Encourage patients to ask questions and take an active part in the decisions made about their treatment, prescription and aftercare
 - 1.8: Support patients in caring for themselves, including giving advice on the effects of life choices and lifestyle on their health and well-being and supporting them in making lifestyle changes where appropriate
- Section 2 – Communicate effectively with your patients
 - 2.1: Give patients information in a way they can understand. Use your professional judgement to adapt your language and communication approach as appropriate
 - 2.3: Be alert to unspoken signals which could indicate a patient's lack of understanding, discomfort or lack of consent
 - 2.4: Ensure that the people you are responsible for are able to communicate effectively with patients and their carers, colleagues and others
 - 2.5: Ensure that patients or their carers have all the information they need to safely use, administer or look after any optical devices, drugs or other treatment that they have been prescribed or directed to use in order to manage their eye conditions. This includes being actively shown how to use any of the above
- Section 13 – Show respect and fairness to others and do not discriminate
 - 13.1: Respect a patient's dignity, showing politeness and consideration

PSA Standards for members of NHS Boards and Clinical Commissioning Group governing bodies in England

- From Standard 2 – I will apply the following values in my work and relationships with others:
 - I will be open about the reasoning, reasons, and processes underpinning my actions, transactions, communications, behaviours, and decision-making and about any conflicts of interest
 - I will treat patients and service users, their families and carers, the community, colleagues and staff with dignity and respect at all times
- From Standard 3 – As a Member, for myself, my organisation, and the NHS, I will seek:
 - I will seek excellence in clinical care, patient safety, patient experience, and the accessibility of services
- From Standard 4 – I will do this by:
 - Always putting the safety of patients and service users, the quality of care, and patient experience first, and enabling colleagues to do the same
 - Understanding the health needs of the population I serve
 - Listening to patients and service users, their families and carers, the community, colleagues, and staff, and making sure people are involved in decisions that affect them
 - Communicating clearly, consistently and honestly with patients and service users, their families and carers, the community, colleagues, and staff, and ensuring that messages have been understood
- From Standard 5 – As a Member, for myself and my organisation, I will seek:
 - I will seek to ensure my organisation is fit to serve its patients and service users, and the community
- From Standard 6 – As member, for myself and my organisation, I will:
 - Ensuring that patients and service users and their families have clear and accessible information about the choices available to them so that they can make their own decisions

SfH Code of Conduct for Healthcare Support Workers and Adult Social Care Workers in England

- Standard 2 – Promote and uphold the privacy, dignity, rights, health and wellbeing of people who use health and care services and their carers at all time
 - 2.4: promote people's independence and ability to self-care, assisting those who use health and care services to exercise their rights and make informed choices
- Standard 3 – Work in collaboration with your colleagues to ensure the delivery of high quality, safe and compassionate healthcare, care and support
 - 3.6: Actively encourage the delivery of high quality healthcare, care and support
- Standard 4 – Communicate in an open and effective way to promote the health, safety and wellbeing of people who use health and care services and their carers
 - 4.1: Communicate respectfully with people who use health and care services and their carers in an open, accurate, effective, straightforward and confidential way
 - 4.3: Always explain and discuss the care, support or procedure you intend to carry out with the person and only continue if they give valid consent
 - 4.5: Recognise both the extent and the limits of your role, knowledge and competence when communicating with people who use health and care services, carers and colleagues

SWE Professional Standards

- Standard 1 – Promote the rights, strengths and wellbeing of people, families and communities. As a social worker I will:
 - 1.3: Work in partnership with people to promote their wellbeing and achieve best outcomes, recognising them as experts in their own lives
 - 1.5: Recognise differences across diverse communities and challenge the impact of disadvantage and discrimination on people and their families and communities
- Standard 2 – Establish and maintain the trust and confidence of people. As a social worker I will:
 - 2.4: Practise in ways that demonstrate empathy, perseverance, authority, professional confidence and capability, working with people to enable full participation in discussions and decision making
 - 2.5: Actively listen to understand people, using a range of appropriate communication methods to build relationships
- Standard 3 – Be accountable for the quality of my practice and the decisions I make. As a social worker I will:
 - 3.3: Apply my knowledge and skills to address the social care needs of individuals and their families commonly arising from physical and mental ill health, disability, substance misuse, abuse or neglect, to enhance quality of life and wellbeing
 - 3.10: Establish and maintain skills in information and communication technology and adapt my practice to new ways of working, as appropriate
 - 3.13: Provide, or support people to access advice and services tailored to meet their needs, based on evidence, negotiating and challenging other professionals and organisations, as required
 - 3.14: Assess the influence of cultural and social factors over people and the effect of loss, change and uncertainty in the development of resilience
- Standard 5 – Act safely, respectfully and with professional integrity. As a social worker I will not:
 - 5.6: Use technology, social media or other forms of electronic communication unlawfully, unethically, or in a way that brings the profession into disrepute

ACHCA Code of Ethics

- Expectation I: Primacy of Persons Served – Individuals shall hold paramount the welfare, rights, dignity, safety, and quality of life of persons served. The Health Care Administrator shall:
 - Provide the highest quality, person-centered, equitable services practicable within available resources and applicable standards of practice
 - Ensure timely and accurately informed consent; honor advance directives and goals-of-care, including hospice and palliative preferences
- Expectation II: Professional Competence and Personal Conduct – Individuals shall maintain high standards of professional competence, integrity, and accountability. The Health Care Administrator shall:
 - Maintain licensure/credentials and competencies required for role and setting; pursue continuing education and professional development
- Expectation IV: Responsibility to the public, the profession and colleagues – Individuals shall honor their responsibilities to the public, the profession, and interprofessional partners. The Health Care Administrator shall:
 - Collaborate with community partners to plan and deliver a full range of health, social, and supportive services
 - Share expertise with colleagues, students/trainees, and the public to increase understanding of aging services and the administrator's role

CIPD Code of Conduct and Ethics

- Section 1 – Positive and active impact on working lives:
 - 1.2: Champion and demonstrate employment and business practices that promote sensitivity for the customs, practices, culture and personal beliefs and rights of others. Whilst upholding and promoting equal opportunity, diversity, inclusion and dignity
- Section 2 – Civic virtue and stewardship:
 - 2.4: Safeguard all restricted, confidential, commercially sensitive and personal data. Do not use it for personal advantage or to the benefit or detriment of third parties

AHCS Good Scientific Practice

- Domain 1 – Professional Practice:
 - 1.1.2: You treat patients and their carers as individuals and do the following:
 - Champion equality, diversity and inclusion in how you address individual needs and contribute to service delivery.
 - Share information with patients and their carers to support engagement in their care, shared decision-making about their care and a holistic approach to decision making.
 - Respect individuals' rights, autonomy, values, beliefs and wishes about how they engage in diagnostic and therapeutic processes while in your care.
 - Maintain patients' dignity in how you deliver care
 - 1.1.4: You support patients and the public to promote and manage their own health and to use a holistic approach to their well-being
 - 1.3.1: You engage fully with patients, carers and colleagues to understand their needs, preferences and requests and take account of non-verbal cues to inform how you communicate and respond
 - 1.3.2: You communicate in ways that take account of the needs of your intended audience, adapting how you present information to seek to achieve relevance and clarity and to aid understanding
 - 1.3.6: You produce materials about your service and professional activity that do the following:
 - Present clear, accurate information in a format appropriate for the target audience (e.g., patients, carers or other healthcare professionals).
 - Provide clarity on when you are giving advice or expressing a professional opinion and the basis and parameters of this.
 - Comply with relevant legal, ethical and professional requirements and codes, including those relating to advertising, presenting research data, and writing for publication
 - 1.5.3: You contribute to others' learning and development in line with your scope of practice, competence and job role, and engage with the importance of being a competent educator as an integral component of your role as a healthcare scientist

- Domain 3 – Clinical Practice:
 - 3.1.1: You obtain informed consent from individual parties (patients, or their carers or other appropriate authorities) before you do the following:
 - Undertake an investigation or examination
 - Provide treatment
 - Involve individuals in teaching or research activity
 - 3.1.6: You refer patients to the most appropriate healthcare professional or service, ensuring that you do the following:
 - Put patients' needs and safety first
 - Recognise when elements of patient care sit outside your scope of practice, competence and job role