

LSIFL09

Provide publicity and information about Family Learning programmes



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**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:*
- P1 find out the information needs of the local area and target groups
  - P2 identify sources of reliable and accurate information and opportunities appropriate to Family Learning
  - P3 prepare publicity and information materials using an appropriate format and language
  - P4 ensure that publicity and information about programmes is accessible and meets the needs of the audience
  - P5 check that publicity and information materials are accurate and up to date
  - P6 explain to participants how they can access opportunities
  - P7 provide information about programmes in response to telephone, electronic or verbal requests
  - P8 review and evaluate the effectiveness of the information and publicity

**Knowledge and understanding**

*You need to know and understand:*

- K1 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
- K2 how to help people overcome any barriers they may encounter in accessing information
- K3 the Legal restrictions surrounding publicity and information
- K4 the different languages which are appropriate for different communities
- K5 cultural requirements for communication for the local communities you are trying to inform such as format and where information should be displayed or communicated

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**Relevant occupations** Education and Training; Direct learning support; Social Welfare Associate Professionals

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**Suite** Family Learning

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**Key words** Family; learning; accessible; environment; adults; children