

Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Effective Communication Skills in Advocacy

Unit Reference Number: H/652/3923

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 15

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand why effective communication skills are important when advocating for others	1.1 Explain the importance of effective communication skills when advocating for others
	1.2 Identify barriers to effective communication
	1.3 Analyse how communication can influence outcomes for individuals
	1.4 Evaluate communication methods used when advocating for others
2. Be able to communicate effectively	2.1 Demonstrate the use of a range of communication methods
	2.2 Reflect on own communication skills

Indicative Content	
LO1	A.C 1.1 - Learners must explain how effective communication underpins the core principles of independent advocacy and how communication supports the advocate to accurately represent an individual without imposing personal bias or opinions. AC 1.2 - Learners must identify three barriers that impede effective communication within an advocacy context. Learners could give examples from environmental (e.g., noise, lack of privacy, uncomfortable settings), psychological/emotional (e.g., trauma, anxiety, lack of trust), and linguistic/cultural categories (e.g., English as an additional language, regional dialects, use of professional jargon and neurodiversity). AC 1.3 - Learners must analyse the direct link between positive and negative

	communication quality and the outcomes experienced by individuals requiring advocacy. Learners could include examples of the impacts of effective and ineffective communication, such as increased self-esteem, the upholding of human rights, feelings of disempowerment or frustration, and misrepresentation. AC 1.4 - Learners must evaluate at least two different methods of communication used when advocating on behalf of others, assessing the strengths and limitations of each method of communication. This could include a comparison between verbal and non-verbal, for example.
LO2	AC 2.1 - Learners must demonstrate the practical application of at least two distinct communication methods tailored to the specific needs of an individual. Additionally, they must demonstrate active listening techniques (e.g., paraphrasing, using open questions, and adjusting vocal tone, pace, and pitch). AC 2.2 - Learners must reflect on their own communication performance identifying personal strengths and specific areas for development.

Assessment Requirements

LO2	AC 2.1 This criterion must be assessed using simulated observation. AC 2.2 This criterion must be assessed using reflective practice.
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