

## CONDUCT COMMUNITY AWARENESS TRAINING AND SENSITIZATION

**UNIT CODE:** COD/OS/SW/CR/04/6/A

### UNIT DESCRIPTION

This unit specifies the competencies required to conduct community awareness training and sensitization. It involves identifying community awareness needs, determining community awareness programmes, developing community awareness plan, obtaining resources required, developing sensitization partnerships and linkages and carrying out awareness outreach campaigns. It also entails evaluating community awareness and sensitization programmes and documenting community awareness and sensitization programmes.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b> These describe the key outcomes which make up workplace function.	<b>PERFORMANCE CRITERIA</b> These are assessable statements which specify the required level of performance for each of the elements. <i><b>Bold and italicized terms are elaborated in the Range</b></i>
1. Identify Community Awareness Needs	1.1 An assessment tool for knowledge, attitude and practices is prepared as per SOPs 1.2 Piloting the tools is carried out as per organisation policy. 1.3 Assessment is administered as per SOPs 1.4 Analyse Results are analysed as per assessment tools. 1.5 Document and share results are with stakeholders as per SOPs
2. Determine Community Awareness Programmes	2.1 Relevant program stakeholders are identified as per organisation policy 2.2 Meetings to formulate the programmes are conducted as per organisation policy. 2.3 Formulated programmes are documented as per organisation policy. 2.4 A report is prepared as per organisation policy

<p>3. Develop Community Awareness Plan.</p>	<p>3.1 Community awareness objectives are identified as per organisation policy.</p> <p>3.2 Activities are developed as per the set objectives.</p> <p>3.3 Resources needed are determined as per organisation policy.</p> <p>3.4 Timeframe is developed as per organisation policy.</p>
<p>4. Obtain Resources Required</p>	<p>4.1 Available resources and resource gaps are identified as per organisation policy.</p> <p>4.2 Resources to implement the plan are mobilised as per organisation policy.</p> <p>4.3 Resources are allocated</p>
<p>5. Develop Sensitization Partnerships and Linkages</p>	<p>5.1 Identification of relevant mobilization partners is carried out as per organisation policy.</p> <p>5.2 Community <i>collaborating networks</i> are established and strengthened as per organisation policy</p> <p>5.3 <i>Planning and review meetings</i> are conducted as per organisation policy</p>
<p>6. Carryout community Awareness activities.</p>	<p>6.1 Adequate <i>logistical plan</i> is prepared as per the activities.</p> <p>6.2 Community awareness plan is implemented as per organisation policy.</p> <p>6.3 Awareness plan is monitored as per organisation policy.</p> <p>6.4 Report is prepared as per SOPs.</p>
<p>7. Evaluate Community Awareness and Sensitization Programmes</p>	<p>7.1 <i>Evaluation</i> schedules are prepared as per the policy</p> <p>7.2 Evaluation tools are prepared as per organisation policy.</p> <p>7.3 Evaluation conducted as per the tools prepared.</p> <p>7.4 Evaluation report prepared as per SOPs.</p> <p>7.5 Report disseminated as per organisation policy.</p>
<p>8. Document community awareness and sensitization</p>	<p>8.1 <i>Documentation</i> procedures are identified as per SOP.</p>

programmes.	<p>8.2 Documents are Stored as per organisation policy.</p> <p>8.3 Documentation plan is prepared as per the organization policy.</p> <p>8.4 <b>Documentation tools</b> are prepared as per the documentation plan</p> <p>8.5 Documentation analysis is conducted as per the organization policy.</p>
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## RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

VARIABLE	RANGE
1. Documentation may include but not limited to:	<ul style="list-style-type: none"> <li>• Community awareness programme reports</li> <li>• Programme pictures</li> <li>• Documentaries</li> <li>• Human change stories</li> <li>• Most significant change stories</li> </ul>
2. Documentation tools may include but not limited to:	<ul style="list-style-type: none"> <li>• Documentation plan</li> <li>• Documentation templates</li> <li>• Cameras, video cameras</li> <li>• Voice recording devises</li> </ul>
3. Community collaborating network may include but not limited to:	<ul style="list-style-type: none"> <li>• Mapping of community sensitisation partners</li> <li>• Directory of partners</li> <li>• Establishment of management and coordination mechanisms</li> </ul>
4. Planning and review meetings may include but not limited to:	<ul style="list-style-type: none"> <li>• Development of terms of reverence for the partners</li> <li>• Partners periodic planning meetings</li> <li>• Partners periodic review meetings</li> </ul>
5. Logistical planning may include but not limited to:	<ul style="list-style-type: none"> <li>• Checklist for planned events</li> <li>• Transport arrangement</li> <li>• Venue preparation</li> <li>• Agenda planning</li> </ul>

	<ul style="list-style-type: none"> <li>• Facilitators and resource persons</li> </ul>
6. Evaluation may include but not limited to:	<ul style="list-style-type: none"> <li>• Evaluation plan</li> <li>• Identification of intermediary outcome indicators</li> <li>• Identification of outcome indicators</li> </ul>

## **REQUIRED SKILLS AND KNOWLEDGE**

This section describes the skills and knowledge required for this unit of competency.

### **Required Skills**

The individual needs to demonstrate the following skills:

- Presentation
- Interpersonal relation
- Boundary setting
- Facilitation
- Training
- Planning and prioritization
- Empathy
- Self-awareness
- Report writing
- Critical thinking
- Persuasion
- Team work
- People management
- Coordination
- Organizational
- Decision making
- Emotional intelligence

### **Required knowledge**

The individual needs to demonstrate knowledge of:

- Social welfare policies
- Human behaviour and social environment
- Social work practices and interventions
- Social research
- Legal aspects in child welfare
- Human growth and development
- Child welfare programmes
- Nutrition and food supply
- Basic counselling and psychology

- Rehabilitation programs
- Statistics
- Economics
- Basic accounting
- Digital literacy

## EVIDENCE GUIDE

<p>1. Critical aspects of Competency</p>	<p>Assessment requires evidences that the candidate:</p> <ul style="list-style-type: none"> <li>1.1 Demonstrated ability to identify strategies for creating awareness</li> <li>1.2 Demonstrated the ability to prepare assessment tools for knowledge, attitude and practices</li> <li>1.3 Demonstrated ability to analyse community awareness results</li> <li>1.4 Demonstrated ability to identify programme stakeholders</li> <li>1.5 Demonstrated ability to conduct meetings and formulate community awareness programme</li> <li>1.6 Demonstrated ability to prepare reports and disseminate information</li> <li>1.7 Demonstrated ability to identify community awareness objectives</li> <li>1.8 Demonstrated ability to develop a time frame</li> <li>1.9 Demonstrated ability to identify available resources and resource gaps</li> <li>1.10 Demonstrated ability to identify relevant mobilization partners</li> <li>1.11 Demonstrated ability to establish community collaborative networks</li> <li>1.12 Demonstrated ability to implement logistical plans</li> <li>1.13 Demonstrated ability to monitor awareness plans</li> <li>1.14 Demonstrated ability to evaluate community awareness and sensitisation programme</li> <li>1.15 Demonstrated ability to document community awareness and sensitization programmes</li> <li>1.16 Demonstrated ability to identify strategy for creating awareness</li> </ul>
<p>2. Resource Implications</p>	<p>The following resources MUST be provided:</p> <ul style="list-style-type: none"> <li>2.1 Work plans</li> </ul>

	<p>2.2 Meeting equipment and materials</p> <p>2.3 Organisation policies</p> <p>2.4 board room/meeting room</p> <p>2.5 Fully equipped simulated meeting room</p> <p>2.6 Censors reports maps</p>
3. Method of Assessment	<p>Competency may be assessed through:</p> <p>3.1 Written or oral questions</p> <p>3.2 Observation</p> <p>3.3 Third party report</p> <p>3.4 Project</p> <p>3.5 Interview</p> <p>3.6 Review of portfolios</p>
4. Context for Assessment	<p>Competency may be assessed:</p> <p>4.1 On-the-job</p> <p>4.2 Off-the –job</p> <p>4.3 During Industrial attachment</p>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>