

## Call to Action

### Imminent Restriction to Practice

A request has been made to add two new requirements to the National Occupational Standard CNH1.

Addition 1:	<b>Knowledge and Understanding</b>
Add requirement:	<b>The claims for your discipline that can be made in your advertising including on social media.</b>
Addition 2:	<b>Performance Criteria</b>
Add requirement:	<b>Comply with the Advertising Standards Authority Non-Broadcast Code of Advertising and section 4 of the Cancer Act 1939</b>

### **What would this change mean?**

Should this change be made; it would mean that to be **deemed 'competent'** a practitioner in **ANY** discipline would need their promotion and advertising not to **adhere to the law directly** but to an **interpretation of the law** made by a voluntary code defined and controlled by the Advertising Standards Authority (ASA).

At the choosing of the ASA, this change can have a significant impact on your ability to advertise your services, obtain insurance, obtain a Special Treatment Licence, or defend yourself in court.

The Advertising Standards Authority (ASA) is a **private company** financed by a voluntary levy on advertising. It is **not regulated** and has **no government oversight**. The ASA is free to change its' interpretation **without consultation** or input from the profession.

**Insurance providers, local licensing authorities, courts, and awarding bodies all use National Occupational Standards to assess competency and safe practice.**

### **What is a National Occupational Standard?**

A National Occupational Standard (NOS) is a document that describes the knowledge, skills and understanding an individual needs to be **competent** at a job. All the completed and approved NOS are kept on a database – [UK Standards](#).

A National Occupational Standard is developed for the industry and by the industry. Section 2.2 of NOS [Quality Criteria for development of National Occupational Standards](#) details which stakeholders should be consulted when an NOS is developed. No such consultation has been undertaken for these additions.

### **What can you do?**

1. If you are a profession body or an education provider, write to Skills for Health voicing your views on the additions [competences@skillsforhealth.org.uk](mailto:competences@skillsforhealth.org.uk) The attached wording may be of help in framing your response.
2. As a practitioner or service user sign the [Stakeholder Petition](#)
3. Circulate the [stakeholder petition found here](#) to:
  - a. Schools and education providers
  - b. Practitioners and members
  - c. Profession bodies and associations
  - d. Ask your members to circulate to their clients.

**This is URGENT your response must be received by 13<sup>th</sup> AUGUST 2023**