



# National Association of Link Workers

## CONNECT LINK

### Regulations relating to the use of the “NATIONAL ASSOCIATION OF LINK WORKERS” Collective trademark

#### Chapter I general provisions

##### **Article 1**

In order to promote quality and consistency in professional standards and practices for Social Prescribing Link Workers within the legal and standard use of "NATIONAL ASSOCIATION OF LINK WORKERS" collective trademark, jointly safeguard and improve the “NATIONAL ASSOCIATION OF LINK WORKERS” certification visibility and reputation of the collective trademark, protect the legal rights and interests of UK Social Prescribing Link Workers, according to the UK intellectual office, the measures for the administration of collective trademarks and certification trademarks registered and, these rules are formulated.

##### **Article 2**

NATIONAL ASSOCIATION OF LINK WORKERS is a collective trademark approved and registered by the trademark office of the state intellectual property office.

##### **Article 3**

The registrant of the collective trademark "NATIONAL ASSOCIATION OF LINK WORKERS" shall be NALW C.I.C., and the exclusive right to use the trademark shall belong to the members of NATIONAL ASSOCIATION OF LINK WORKERS. It is a condition of use that the mark shall not be used without indicating that is a collective mark.

#### Chapter 2 Conditions for becoming and ceasing to be a member

##### **Article 4**

No person or organisation shall become a member of the NATIONAL ASSOCIATION OF LINK WORKERS unless:

- (I) That person is a social prescribing link worker or employer of social prescribing link worker has signed up for membership; and
- (II) Has as a membership account with National Association of Link Workers.

##### **Article 5**

- (I) A member may withdraw their membership of National association of Link Workers by cancelling their membership anytime;
- (II) Membership is only transferable for organization members replacing a link worker who no longer works with them;
- (III) A person’s membership is terminated when that person dies or ceases to exist
- (IV) Membership is terminated at the expiration of the annual membership if not renewed



# National Association of Link Workers

## CONNECT LINK

### Chapter 3 conditions and procedures for the use of the collective trademark "NATIONAL ASSOCIATION OF LINK WORKERS"

#### Article 6

A member of the NATIONAL ASSOCIATION OF LINK WORKERS may use the collective trademark after completing the procedures in accordance with these rules and after passing the Professional Learning Programme (PLP) Courses and obtaining the certification. In addition to this, Continuing Professional Development (CPD).

There are four courses provided by NALW C.I.C, which are based on the levels of link working. The courses are as follows:

- The Confident Link Bronze level course modules
  - Role
  - Duty of care & negligence
  - Communication
  - Active listening
  - Question styles
  - Signposting
  - Record keeping

The course includes 10 lessons, 64 topics, 7 quizzes and a course certificate.

- The Confident Link Silver level course modules
  - Role
  - Person centred approach
  - Social determinants of health
  - Behaviour change framework (Motivational Interviewing)
  - Signposting
  - Multi-Disciplinary Team (MDT) working

The course includes 9 lessons, 70 topics, 6 quizzes and a course certificate.



## National Association of Link Workers

### CONNECT LINK

- The Confident Link Gold level course modules
  - Role
  - Reflective Practice
  - Link service mapping
  - Measuring service performance
  - Communication style
  - Change management
  - Personal Development Plan

The course includes 9 lessons, 54 topics, 7 quizzes and a course certificate.

- The Confident Link Platinum level course modules
  - Role
  - Nutrition & Weight Management Awareness
  - Healthy Eating Awareness
  - Physical Activity Awareness
  - Drug & Substance Misuse Awareness
  - Supporting lifestyle change: using The Transtheoretical Model of behaviour change

The course includes 8 lessons, 81 topics, 6 quizzes and a course certificate.

The course modules may alter subject to changes in professional practice requirements, or legislature.

#### **Article 7**

Social Prescribing Link Worker services provided by members using the collective trademarks must conform to the state laws and the requirements of the commissioning authority the local governments concerning Social Prescribing Link Worker services, and the quality of services needed by those using the collective trademarks must be guaranteed.

#### **Article 8**

The members of the NATIONAL ASSOCIATION OF LINK WORKERS shall handle the following matters when using the collective trademark:

- (1) Observe the standards of professional practice as set out in the Code of Practice for Social Prescribing Link Workers and Employers of Social Prescribing Link Workers, as they may be reviewed and reissued from time to time;



## National Association of Link Workers

### CONNECT LINK

- (II) passing the Professional Learning Programme (PLP) Courses and obtaining the certification;
- (III) complete a minimum of 20 Continuing Professional Development (CPD) per membership year including 10 hours of formal CPD;
- (IV) apply for individual or comprehensive membership which must be approved; and
- (V) payment of membership fees.

#### **Chapter 4 members of NATIONAL ASSOCIATION OF LINK WORKERS**

##### **The rights and obligations of collective trademarks**

###### **Article 9**

Members of the NATIONAL ASSOCIATION OF LINK WORKERS shall enjoy the following rights:

###### Standard Membership

- (1) using the collective trademark within the scope of its services;
- (2) using the collective trademark to promote the professional image of Social Prescribing Link Workers service and quality assurance;
- (3) access to exclusive knowledge and resources library;
- (4) professional learning programme (PLP) & Continuing Professional Development (CPD);
- (5) access to regional or national community of practice events;
- (6) access to live webinars and question and answers with experts by experience;
- (7) access to online UK community of practice;
- (8) monthly member newsletter and updates; and
- (9) collective voice to inform policy and practice

###### Comprehensive Membership

- (1) using the collective trademark within the scope of its services;
- (2) using the collective trademark to promote the professional image of Social Prescribing Link workers service and quality assurance;



## National Association of Link Workers

### CONNECT LINK

- (3) access to exclusive knowledge and resources library;
- (4) professional learning programme (PLP) & Continuing Professional Development (CPD);
- (5) access to regional or national community of practice events;
- (6) access to live webinars and question and answers with experts by experience;
- (7) access to online UK community of practice;
- (8) monthly member newsletter and updates;
- (9) access to facilitated monthly online peer group clinical supervision/reflective practice;
- (10) access to UK annual conference; and
- (11) collective voice to inform policy and practice

#### Article 10

**Members of the NATIONAL ASSOCIATION OF LINK WORKERS shall undertake the following obligations:**

- (I) maintain the quality and market reputation of the services using the collective trademark of " NATIONAL ASSOCIATION OF LINK WORKERS", and ensure quality and consistency in professional standards and practices;
- (II) accept the irregular testing of professional standards and practices and the supervision of collective trademark use by the " NATIONAL ASSOCIATION OF LINK WORKERS", and support the work of service quality/professional practice testing and supervision personnel;
- (III) accept responsibility for the management of the collective trademark signs, to ensure that the "NATIONAL ASSOCIATION OF LINK WORKERS collective trademark is not used out of control, misappropriated, eroded;
- (IV) not transfer, sell or gift to others the "NATIONAL ASSOCIATION OF LINK WORKERS" collective trade mark;
- (V) Shall not permit others to use the "NATIONAL ASSOCIATION OF LINK WORKERS" collective trademark;
- (VI) shall not be use the "NATIONAL ASSOCIATION OF LINK WORKERS" collective trade mark in a service that is not related to the collective trademark.



## National Association of Link Workers

### CONNECT LINK

#### **Chapter five: the management and protection of the collective trademark of the “NATIONAL ASSOCIATION OF LINK WORKERS”**

##### **Article 11**

Membership and/or Professional Practice organ of the NALW shall be the administrative organ of the collective trademark of the “NATIONAL ASSOCIATION OF LINK WORKERS” and shall carry out the following work:

- (I) organize the members of the organization to formulate and modify the administrative rules for the use of the collective trademark of the “NATIONAL ASSOCIATION OF LINK WORKERS”;
- (II) to organise and supervise the use of the collective trademark in accordance with these rules;
- (III) to be responsible for the all-round tracking and management of the services using the collective trademark;
- (IV) supervise and test professional standards and practices;
- (V) to maintain the exclusive right to use the collective trademark of the “NATIONAL ASSOCIATION OF LINK WORKERS”;
- (VI) dealing with members who violate these rules.

##### **Article 12**

Any amendment to the provisions of these rules shall be subject to the examination and approval of the trademark office of the state administration for industry and commerce.

##### **Article 13**

- (I) Any person who is not a member of the NATIONAL ASSOCIATION OF LINK WORKERS, without authorization, uses a trademark identical with or similar to the collective trademark within the scope of the service items included in this application; or the registrant permits a non-member of the organization to use the collective trademark. The NALW C.I.C. or its members shall, in accordance with the provisions of the UK intellectual property office and relevant regulations and rules, request the administrative department of industry and commerce to investigate and punish according to law or bring a lawsuit to the court.
- (II) If the circumstances are serious enough to constitute a crime, the offender shall be reported to the judicial organ for investigation of his criminal responsibility according to law.



## **National Association of Link Workers**

### **CONNECT LINK**

#### **Article 14**

If the members of the NATIONAL ASSOCIATION OF LINK WORKERS violate these rules when using the collective trademark, the NALW C.I.C. has the right to cancel their membership, withdraw their collective business standard use certificate and the collective trademark logo they have obtained, and if necessary, they will ask the industrial and commercial administrative authorities to investigate and deal with them, or seek judicial solutions.

#### **Chapter six supplementary provisions**

#### **Article 15**

The membership fee for admission into the NATIONAL ASSOCIATION OF LINK WORKERS shall be decided by the directors of the NALW C.I.C.

#### **Article 16**

These rules shall take effect from the date on which the trademark office of the state administration for industry and commerce approves the registration of the trademark.