



**Australian Government**

# **SIRCHCS006 Coordinate pharmacy health promotions**

**Release: 1**

# SIRCHCS006 Coordinate pharmacy health promotions

## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to generate ideas, plan and implement health education promotions in a community pharmacy. Community pharmacy health education programs seek to raise awareness of health issues rather than directly promoting products and services offered by the pharmacy.

This unit applies to senior pharmacy assistants who may report directly to a front of pharmacy manager, under the overall supervision of a pharmacist, or report directly to a pharmacist. In this context, they apply discretion, judgement and accept responsibility for outcomes of their own work.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

## Pre-requisite Unit

Nil

## Competency Field

Health Care Support

## Unit Sector

Community Pharmacy

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

1. Generate ideas for pharmacy health promotions.

### PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Identify, access and interpret information about current community health issues.
- 1.2. Research the current focus of government and health council health initiatives.
- 1.3. Identify potential health promotions from research and related awareness raising methods.
- 1.4. Assess and select potential health promotions according to

- compatibility with pharmacy and local community requirements.
2. Develop health education promotions.
    - 2.1. Establish goals and objectives for health education promotions.
    - 2.2. Develop and document operational plans that include timelines and resource allocations consistent with budget resources and other operational constraints.
    - 2.3. Present and advocate for health education promotions to pharmacy team.
  3. Implement health education promotions.
    - 3.1. Organise and allocate resources required to facilitate the achievement of promotional goals.
    - 3.2. Provide clear and comprehensive information about promotions to pharmacy team.
    - 3.3. Allocate on roles and responsibilities for delivery of promotional services and allocate to relevant personnel.
    - 3.4. Establish and conduct relationships with targeted external groups in a manner that enhances positive image of the pharmacy.
    - 3.5. Use networks to assist with implementation of promotional activities.
    - 3.6. Coordinate operational logistics for delivery of promotional activities.
    - 3.7. Monitor and evaluate activities against goals and objectives of program and use learning to inform future activities.

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

- |                               |   |
|-------------------------------|---|
| Oral communication skills to: | <ul style="list-style-type: none"> <li>• liaise with external organisations about their role in promotional activities.</li> </ul>            |
| Teamwork skills to:           | <ul style="list-style-type: none"> <li>• take a lead role and work as part of a pharmacy team to implement promotional activities.</li> </ul> |
| Technology skills to:         | <ul style="list-style-type: none"> <li>• use online systems to search for information</li> <li>• develop planning documentation.</li> </ul>   |

## Unit Mapping Information

No equivalent unit.

## **Links**

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>