



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRCPPK311 Assist customers seeking baby or infant care medicines and products**

**Release: 1**

## SIRCPPK311 Assist customers seeking baby or infant care medicines and products

### Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	<p>This unit is updated and equivalent to SIPRPPKS004A Identify, locate and sell baby and infant products.</p> <p>New unit title and technical modifications to all areas of the unit. No change to the overall scope or outcomes of the unit.</p>

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to assess customer needs, select and supply relevant products, and advise on baby and baby care services.

### Application of the Unit

This unit applies to community pharmacy employees working as pharmacy assistants. Pharmacy assistants work directly with customers, providing information on and supplying Pharmacy Medicines and unscheduled medicine products for baby and infant care. In situations where the baby, infant or its agent requires referral to a pharmacist for therapeutic advice, or where the supply of Pharmacist Only Medicines or products is required, the pharmacy assistant gathers information, refers the customer on, and then supports the pharmacist by finalising the supply of medicines and products.

A person undertaking this role is required to work under the supervision of a pharmacist.

### Licensing/Regulatory Information

All relevant federal, state or territory legislation, Pharmacy Board of Australia Guidelines, and established practice and quality assurance standards are to be met relating to the promotion and supply of Pharmacy Medicines (S2) and Pharmacist Only (S3) Medicines.

## **Pre-Requisites**

SIRCHCS201 Support the supply of Pharmacy Medicines and Pharmacist Only Medicines

## **Employability Skills Information**

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and Performance Criteria

#### ELEMENT

#### PERFORMANCE CRITERIA

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- |   |  |
|---|--|
| <p>1. Collect information regarding baby and infant care needs.</p>                       | <p>1.1. Approach and question <i>customer</i> to establish who will be using the product.</p> <p>1.2. Confirm relevant symptoms, their duration and their severity.</p> <p>1.3. Determine customer satisfaction with baby and infant <i>medicines or products</i> that have been tried to relieve symptoms.</p> <p>1.4. Identify any other health conditions and medicines the customer is taking.</p> <p>1.5. Follow pharmacy protocols and procedures to respect and protect customer privacy.</p> |
| <p>2. Identify and respond to baby or infant needs and requirements.</p>                  | <p>2.1. Assess baby or infant information and determine <i>response</i>.</p> <p>2.2. Act on <i>triggers for referral to a pharmacist</i>.</p> <p>2.3. Select and suggest Pharmacy Medicine or unscheduled medicines or products where suited to baby or infant symptoms and needs.</p>   |
| <p>3. Provide relevant product, care and lifestyle information.</p>                       | <p>3.1. Explain manufacturer's product information and confirm customer understanding of <i>directions for product use</i>.</p> <p>3.2. Suggest <i>companion products and services</i> where relevant to baby or infant's desired health and wellbeing outcomes.</p> <p>3.3. Offer lifestyle and baby or infant care advice where relevant to desired outcomes.</p> <p>3.4. Access <i>relevant sources</i> to provide information on baby and infant products or services.</p>                       |
| <p>4. Maintain and build own knowledge of baby and infant care products and services.</p> | <p>4.1. Identify the pharmacy range and location of baby and infant care products and services.</p> <p>4.2. Maintain currency of knowledge with respect to new additions or changes to the pharmacy range.</p>   |

## Required Skills and Knowledge

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

### Required skills

- communication skills to:
  - interact with the customer to:
    - ask questions to identify and confirm baby or infant requirements
    - provide information
    - confirm understanding
    - explain pharmacy baby and infant services available
    - suggest and supply baby and infant medicines and products
  - refer customer to a pharmacist or another staff member
  - use language and concepts appropriate to cultural differences
  - use and interpret non-verbal communication
- learning skills to maintain currency of knowledge on the pharmacy range of Pharmacy Medicines and unscheduled baby and infant care medicines, products and services
- literacy skills to:
  - follow pharmacy protocols and procedures
  - interpret medication, product and self-care information
- numeracy skills to calculate dosage or quantity requirements
- planning and organising skills to meet customer service timelines
- problem-solving skills to assess and respond to customer information
- teamwork skills to operate as part of a pharmacy team, providing relevant information and seeking advice from a pharmacist and other pharmacy staff as required
- technical skills to assess baby and infant care requirements
- technology skills to:
  - access and use information systems required by the role
  - demonstrate procedures for using relevant aids and equipment that may assist customers requiring baby and infant medicines, products or equipment

### Required knowledge

- aids and equipment that may be of assistance to customers requiring baby and infant care products
- appropriate health and product terminology
- awareness of guidelines on infant feeding and implications for advice given on the use of infant formula as outlined in the Marketing in Australia of Infant Formula (MAIF) agreement
- benefits associated with breastfeeding and sources of further information
- common symptoms and conditions for which baby and infant care pharmacy medicines and products may provide relief
- personal role boundaries and responsibilities and circumstances under which referral to a pharmacist or other pharmacy staff is required

- pharmacy range and locations of Pharmacy Medicines, Pharmacist Only Medicines used to treat babies and infants
- pharmacy range and location of key baby and infant care products and associated features and benefits, including:
  - formula composition
  - teat and bottle features and selection
  - sterilisation techniques
  - nappy creams
- pharmacy protocols and procedures relating to the supply of baby and infant care products, including:
  - collecting required information from customers
  - identifying baby and infant needs
  - identifying and acting on triggers for referral to a pharmacist
  - identifying and supplying the relevant medicines, products, information, aids and equipment to meet customer needs
  - respecting and protecting customer privacy
- support services and baby and infant care information, including:
  - baby clubs, including in-pharmacy baby care clubs
  - dedicated facilities
  - infant health-care services

## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

### Overview of assessment

#### Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the ability to:

- apply knowledge of the pharmacy product range to suggest and supply products that meet baby and infant health-care needs
- apply knowledge of lifestyle, baby and infant health-care practices and support services to inform customers
- collect from and provide information to customers in ways appropriate to customer needs
- demonstrate appropriate techniques to confirm customer understanding of directions for product use
- follow pharmacy protocols and procedures for identifying and acting on triggers for referral to a pharmacist.

#### Context of and specific resources for assessment

Assessment must ensure that competency is:

- observed by the assessor or the technical expert working in partnership with the assessor as described in the assessment guidelines
- demonstrated across a range of customers over sufficient time to include handling of a range of contingencies
- demonstrated in a real or simulated pharmacy workplace environment, which may include customer interruptions and involvement in other related activities normally expected in the pharmacy.

Assessment must ensure access to:

- a range of real or simulated customers with different requirements
- a range of baby and infant care products and services
- pharmacy protocols and procedures
- relevant documentation, such as:
  - medicine and product information
  - baby and infant health-care advice.

#### Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of the candidate in the workplace:
  - collecting and assessing information to establish baby or infant requirements
  - identifying and acting on triggers for referral to a pharmacist
  - suggesting and supplying baby and infant care products to a range of customers
- written or oral questions appropriate to the language and literacy level of the learner to test relevant underpinning knowledge
- role plays to confirm communication skills to meet diverse customer requirements
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

**Guidance information for assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIRXSLS201 Sell products and services.



## Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

***Customer*** may include:

- third parties, such as parents
- people:
  - from a range of social, cultural and ethnic backgrounds and with varying mental and physical abilities
  - visiting the pharmacy, contacting the pharmacy by phone, or in their own home
  - with special needs, such as:
    - the elderly
    - infants
    - from non-English speaking background
- who are:
  - drug or alcohol affected
  - emotionally unstable
  - mentally unstable
  - physically unwell.

***Medicines or products*** may include:

- complementary medicines
- durable products
- formula and feeding products and steriliser kits
- nappies and related products
- unscheduled medicines and products
- pharmacy medicines
- Pharmacist Only Medicines
- products in various forms, such as:
  - liquids, sprays and drops
  - ointments, creams, oils and lotions
  - powders
  - formulas
- rash and other skin treatments
- teething products.

***Response*** may include:

- referral to:
  - a more experienced team member
  - a pharmacist
- recommending medicine or products.

***Triggers for referral to a***

- baby or infant is:

***pharmacist*** may include:

- under 2 years of age
- taking other medicines
- customer who has:
  - had the complaint for some time
  - other health conditions
  - used the product before but is not satisfied with its efficacy
- customer appears to be:
  - sick
  - angry
  - confused
  - dissatisfied
  - uncertain
  - under the influence of drugs or alcohol
- pharmacy assistant is unsure and needs confirmation of the medicine selected, even if the product has been requested by name
- request for Pharmacist Only Medicine.

***Directions for product use*** may include:

- how to use the medicine or product correctly
- how often to use the medicine or product
- correct dose and maximum dose not to be exceeded
- most common and important adverse effects
- other lifestyle or management tips for the condition
- to contact the pharmacy if the medicine or product is unsatisfactory, does not help or the symptoms persist.

***Companion products and services*** may include:

- aids and equipment
- preventative skin treatments
- baby clubs
- vitamin supplements.

***Relevant sources*** may include:

- local baby and infant support services
- breastfeeding groups
- health-care fact sheets
- pharmacy or manufacturer product leaflets brochures and manuals
- product support material, such as:
  - booklets
  - reputable internet resources.

## **Unit Sector(s)**

Community Pharmacy

## **Competency field**

Pharmacy Product Knowledge