



**Australian Government**

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

# **LGAEHRR504C Implement public environmental health education programs**

**Release 2**

## **LGAEHRR504C Implement public environmental health education programs**

### **Modification History**

LGAEHRR504C Release 2: Layout adjusted.

LGAEHRR504C Release 1: Primary release.

### **Unit Descriptor**

This unit covers the development and delivery of public environmental health education, promotion and awareness strategies, including campaigns and programs.

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

### **Application of the Unit**

This unit supports the attainment of skills and knowledge required for competent workplace performance within councils of varying size and locations. Knowledge of the legislation and regulations within which councils must operate is essential. The role of council staff, elected members and management in protecting and managing the natural and built environment must be appropriately reflected.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

Not applicable.

### **Employability Skills Information**

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a Unit of Competency

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the Range Statement. Assessment of performance is to be consistent with the Evidence Guide.

## Elements and Performance Criteria

| ELEMENT   | PERFORMANCE CRITERIA   |
|---|--|
| <p>1. <b>Develop environmental health education, promotion and awareness strategies</b></p>   | <p>1.1 Goals and objectives for health education, promotion and awareness are established in accordance with <i>council requirements</i>.</p> <p>1.2 Information to assist in needs analysis is identified, researched and collated.</p> <p>1.3 Health surveys that identify <i>community health needs</i> are developed.</p> <p>1.4 Existing services and strategies are reviewed and evaluated to ensure relevance.</p> <p>1.5 Community networks are established and maintained to ensure broad exposure to local development needs.</p>                  |
| <p>2. <b>Implement environmental health education, promotion and awareness strategies</b></p> | <p>2.1 Appropriate <i>health education, promotion and awareness programs</i> are developed and implemented based on community development needs and in accordance with council policy.</p> <p>2.2 Programs are implemented using appropriate educational, promotional and awareness activities and responding to state <i>legislative requirements</i>.</p> <p>2.3 Health education, promotional and awareness programs are monitored and evaluated in conjunction with the community to assess performance in relation to program goals and objectives.</p> |
| <p>3. <b>Undertake marketing programs</b></p>   | <p>3.1 Opportunity for a <i>marketing</i> program is identified from the market place.</p> <p>3.2 <i>Viability</i> of a program is assessed by <i>internal and external consultation</i>.</p> <p>3.3 Reports are prepared for management and council with recommendations and supporting information.</p> <p>3.4 Marketing program is implemented and monitored to ensure objectives are met within budget, resource and time limitations.</p> <p>3.5 Program is reviewed and assessed using consumer response and internal audits.</p>                      |

## Required Skills and Knowledge

This describes the essential skills and knowledge and their level, required for this unit

### Required Skills

- information gathering and research
- survey design
- cooperative and professional communication and interaction with a wide range of stakeholders
- problem solving and conflict management
- well developed and effective written communication
- implementation of promotional strategies
- program planning
- networking
- implementation of public consultation strategies
- implementation of program evaluation strategies
- participation in public presentations
- budget management
- monitoring own work and adjusting to meet agreed standards and expectations
- engaging in activities that promote own ongoing learning requirements, which may include maintaining current knowledge of legislation and common law
- using technology relevant to the job/role, which may include the use of computers and other relevant office technology

### Required Knowledge

- council structure and services
- relevant council procedures
- relevant legislation and standards
- principles of positive interaction with diverse groups within the community
- community consultation and information strategies
- local health services and relevant professionals
- council's health education policy
- current and potential health issues affecting the community

## Evidence Guide

### Overview of assessment requirements

A person who demonstrates competency in this unit will be able to perform the outcomes described in the elements to the required performance level detailed in the performance criteria. The unit's skill and knowledge requirements must also be demonstrated. For example, knowledge of the legislative framework and safe work practices that underpin the performance of the unit are also required to be demonstrated.

### Critical aspects of evidence to be considered

The demonstrated ability to:

- establish and maintain community networks
- establish appropriate goals for health education, promotion and awareness in accordance with council requirements
- develop, implement and evaluate appropriate health education, promotion and awareness programs
- market, implement and monitor programs to ensure objectives are met
- report, review and assess programs

### Context of assessment

On the job or in a simulated work environment.

### Method of assessment

The following assessment methods are suggested:

- observation of the learner performing a range of workplace tasks over sufficient time to demonstrate handling of a range of contingencies
- written and oral questioning to assess knowledge and understanding
- completion of workplace documentation
- third-party reports from experienced practitioners
- completion of self-paced learning materials, including personal reflection and feedback from trainer, coach or supervisor

### Evidence required for demonstration of consistent performance

Competency must be demonstrated in all elements across a range of variables relevant to council's size, location and strategic plan.

### Resource implications

Access to a workplace or simulated case studies that provide relevant equipment and materials, such as:

- videotapes
- pamphlets
- health legislation
- council policies and procedures

## 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 in the Performance Criteria is detailed below.

|  |  |
|--|--|
| <p><b><i>Council requirements</i></b><br/>may include:</p>                           | <ul style="list-style-type: none"> <li>• council policies, procedures and guidelines</li> <li>• strategic, business and management plans</li> <li>• local ordinances, laws and by-laws</li> <li>• state legislation</li> </ul>   |
| <p><b><i>Community health needs</i></b><br/>may include special requirements of:</p> | <ul style="list-style-type: none"> <li>• ethnic or minority groups</li> <li>• demographic groups</li> </ul>  |
| <p><b><i>Health education, promotion and awareness programs</i></b> may include:</p> | <ul style="list-style-type: none"> <li>• immunisation</li> <li>• nutrition</li> <li>• smoking</li> <li>• sun smart</li> <li>• health effects of climate change, such as heat stress</li> <li>• mosquito control</li> <li>• sexually transmitted diseases</li> <li>• council</li> <li>• public health plan</li> <li>• public health policy</li> <li>• media releases</li> <li>• personal skill development</li> <li>• community action strengthening</li> <li>• supportive environments</li> <li>• reorienting services</li> <li>• behavioural and environmental adaptation</li> <li>• community development</li> </ul> |
| <p><b><i>Legislative requirements</i></b><br/>may include:</p>                       | <ul style="list-style-type: none"> <li>• federal</li> <li>• state or territory</li> <li>• local government</li> </ul>  |
| <p><b><i>Marketing</i></b> may include:</p>  | <ul style="list-style-type: none"> <li>• preparation and use of materials, such as:             <ul style="list-style-type: none"> <li>• audiovisual materials</li> <li>• pamphlets and books</li> <li>• software</li> <li>• badges</li> <li>• ties</li> <li>• stickers</li> </ul> </li> <li>• professional consultancy</li> <li>• online support</li> </ul>   |
| <p><b><i>Viability</i></b> may include:</p>  | <ul style="list-style-type: none"> <li>• profit or loss</li> </ul>   |

***Internal and external consultation*** may include:

- break-even
- community value
- staff
- councillors
- schools
- police
- experts
- community
- parents
- funding organisations
- regional groups
- relevant agencies, including welfare agencies
- hospitals
- medical institutes
- church groups
- industry and professional expertise
- government departments
- marketing departments and consultants
- media developers

## **Unit Sector(s)**

Health and Environment