



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.

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

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>

Assessment Requirements for SIRCHCS006 Coordinate pharmacy health promotions

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- access and interpret information on current community health issues and initiatives from three different sources
- plan and implement two health education promotions in a community pharmacy.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- common health education promotions offered by community pharmacies
- sources of information on current community health issues and initiatives:
 - federal, state or territory government health departments
 - not for profit health councils
 - industry associations
 - professional publications
- role of pharmacy suppliers and others in the pharmacy network in cooperative promotional activities
- project management principles:
 - liaising with others
 - coordinating activities to achieve outcomes within budget and timelines
- planning processes for promotional activities
- format, content and use of operational plans
- roles and responsibilities of pharmacy and dispensary assistants, pharmacists and other managerial staff in delivering health education promotions.

Assessment Conditions

Skills must be demonstrated in a pharmacy with designated front of pharmacy areas. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure use of:

- information technology hardware and software
- online information systems
- information on current community health issues and initiatives from a variety of sources
- community pharmacy staff members with whom the individual can interact; these can be:
 - staff in an industry workplace; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- have worked in the pharmacy sector for at least two years.

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