



Australian Government

Department of Education, Employment and Workplace Relations

SIRPPKS004A Identify, locate and sell baby and infant care products

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit covers skills and knowledge required to provide information to customers on products, services and customer self-care practices related to baby and infant care products.

Application of the Unit

Application of the unit

This unit supports front-of-store sales work roles and is carried out under direction of a pharmacist.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

SIRPPKS001A Support the sale of pharmacy and pharmacist-only medicines.

Employability Skills Information

Employability skills

The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

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 required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|--|--|
| 1 Develop knowledge of baby and infant care products and customer self-care practices. | 1.1 Identify and locate <i>baby and infant care products</i> . |
| | 1.2 Identify customer self-care practices and <i>sources of information</i> on conditions that may be treated by baby and infant care products. |
| | 1.3 Use appropriate product terminology. |
| 2 Identify baby and infant care needs. | 2.1 <i>Identify baby and infant care needs</i> , symptoms, duration and severity. |
| | 2.2 Determine baby or infant's current use of <i>other medications</i> and products and other medical conditions. |
| | 2.3 Identify and act upon situations requiring referral to pharmacist. |

ELEMENT	PERFORMANCE CRITERIA
3 Provide information on baby and infant care products and services.	3.1 Recommend baby and infant care products appropriate to customer symptoms and needs.
	3.2 Provide the customer with information and directions for product use.
	3.3 Provide information to customers on baby and infant care practices.
	3.4 Identify and act upon opportunities to suggest companion products relevant to desired health care outcomes.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

The following skills must be assessed as part of this unit:

- interpersonal communication skills to:
 - communicate with the customer, including obtaining and providing information and confirming understanding, through clear and direct communication
 - ask questions to identify and confirm requirements
 - use language and concepts appropriate to cultural differences
 - use and interpret non-verbal communication
- apply literacy skills to read and interpret medication and baby and infant care information
- respect and maintain privacy and confidentiality of customer information
- demonstrate procedures for identifying symptoms and identifying and selling baby and infant care medicines and products
- demonstrate procedures for using relevant aids and equipment that may assist customers requiring baby and infant care products
- access and use information systems as required by the role
- plan and organise work to meet customer service requirements.

The following knowledge must be assessed as part of this unit:

- pharmacy policies, protocols and procedures relating to the sale of baby and infant care products
- common symptoms and conditions for which baby and infant care products may be of assistance
- range of baby and infant care products and associated features and benefits for key products:
 - formula composition
 - teat and bottle features and selection
 - sterilisation techniques
 - nappy creams
- protocols for identifying baby infant needs:
 - CARE
 - WHAT, STOP, GO
- aids and equipment that may be of assistance to customers requiring baby and infant care products
- benefits associated with breast feeding and sources of further information
- awareness of guidelines on infant feeding and implications for advice given on the use of

REQUIRED SKILLS AND KNOWLEDGE

infant formula as outlined in the Marketing in Australia of Infant Formula (MAIF) Agreement

- support services and baby and infant care information:
 - baby clubs
 - in-pharmacy baby care clubs
 - dedicated facilities
 - infant health care services
- role boundaries and responsibilities, and circumstances under which referral to a pharmacist or other pharmacy staff is required
- communication skills to collect and provide information to customers, including use of structured and open-ended questions and interpretation of non-verbal cues
- communication methods and systems to operate as part of a team and provide relevant information to a pharmacist and other pharmacy staff as required.

Evidence Guide

EVIDENCE GUIDE

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

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

Evidence of the following is essential:

- applies pharmacy protocols and procedures when selling baby and infant care medicines, aids and equipment, including:
 - collecting the required information from customers
 - identifying situations or requests requiring referral to a pharmacist and refer appropriately
 - identifying and supplying the relevant medicines, information, aids and equipment to meet baby and infant health needs
 - using appropriate product terminology
- applies knowledge of common symptoms or indicators of baby and infant health care conditions
- applies knowledge of the common baby and infant health care needs
- applies knowledge of products to meet baby and infant

EVIDENCE GUIDE

health care needs

- respects and protects customer privacy when communicating with customers
- applies knowledge of lifestyle, baby and infant health care practices and support services
- provides information to customers in ways appropriate to customer needs and demonstrates appropriate techniques to confirm understanding
- recognises the situations requiring referral to a pharmacist or other pharmacy staff according to pharmacy policy
- plans and carries out work to meet customer service workflow requirements.

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of the sale of baby and infant care products, over sufficient time to demonstrate handling of a range of contingencies
- performance is observed by the assessor or a technical expert working in partnership with the assessor.
- access to a real or simulated pharmacy environment
- access to relevant pharmacy protocols and procedures
- access to relevant documentation, such as:
 - product information
 - baby and infant health care advice
- access to a range of customers with different requirements (real or simulated)
- access to a range of baby and infant care products and services.

EVIDENCE GUIDE

Methods 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 selling baby and infant care products to a range of customers
- written or verbal questioning to assess knowledge and understanding
- role plays to confirm communication skills to meet diverse customer requirements.

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

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

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.

Sale of ***baby and infant care products*** must comply with:

- federal and state or territory legislation
- industry codes of practice, standards and guidelines
- community pharmacy policies, protocols and procedures relating to the sale of baby and infant care medicines.

RANGE STATEMENT

Baby and infant care products may include:

- nappies and related products
- formula and feeding-related products and steriliser kits
- teething products
- rash and other skin treatments.

Medicines and products may include:

- complementary medicines
- non-scheduled products
- pharmacy medication.

Baby and infant care products may come in various forms, including:

- liquid, sprays, drops
- ointments, creams, oils, lotions
- powders
- formulas
- durable products.

Sources of information may include:

- health care information
- pharmacy or supplier product leaflets, brochures and manuals
- medicines databases
- manufacturer information
- industry and professional publications.

Other medications may include:

- prescription medicines
- pharmacy and pharmacist-only medicines
- herbal and vitamin supplements.

Recommendations refer to:

- only those medicines not requiring referral to a pharmacist for therapeutic advice. This may include S2 medicines and general (non-scheduled) items
- aids and equipment.

Unit Sector(s)

Sector

Community Pharmacy

Competency field

Competency field

Community Pharmacy Product