



Australian Government

Department of Education, Employment and Workplace Relations

CHCPROM503A Provide community focused promotion and prevention strategies

Release: 1

CHCPROM503A Provide community focused promotion and prevention strategies

Modification History

Not Applicable

Unit Descriptor

Descriptor

This unit describes the knowledge and skills required to develop and deliver a range of promotion and prevention strategies to the community

Application of the Unit

Application

This unit applies to work with in a range of community sector work contexts

Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills

This unit contains Employability Skills

Elements and Performance Criteria Pre-Content

Elements define the essential outcomes of a unit of competency.

The Performance Criteria specify the level of performance required to demonstrate achievement of the Element. Terms in italics are elaborated in the Range Statement.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

1. Determine promotion and prevention strategies relevant to the specific community

- 1.1 Consult with *relevant individuals and groups* to determine the nature and priority of promotion and prevention strategies
- 1.2 Conduct research to determine *established and available promotion and prevention resources*
- 1.3 Identify promotion and prevention requirements that have no established and available resources
- 1.4 Determine resource requirements to develop, adapt and implement promotion and prevention strategies
- 1.5 Determine specific *expertise and information required to develop, adapt and implement promotion and prevention strategies*
- 1.7 Prioritise promotion and prevention strategies, where necessary, based on community need and available resources
- 1.8 Determine budget necessary to develop, adapt and implement promotion and prevention strategies
- 1.9 Develop a promotion and prevention plan, noting resources, contacts and timeframes

ELEMENT**PERFORMANCE CRITERIA****2. Prepare for promotion and prevention activities**

- 2.1 Determine desired outcomes of promotion and prevention activities
- 2.2 Confirm the desired outcomes with relevant stakeholders
- 2.3 Confirm nature and extent of promotion and prevention activities with relevant stakeholders
- 2.4 Confirm timeframes for promotion and prevention activities with stakeholders
- 2.5 Amend identified promotion and prevention needs, where necessary, to address stakeholder feedback
- 2.6 Adapt established and available promotion and prevention resources where necessary
- 2.7 Develop promotion and prevention resources that are not already available

3. Conduct promotion and prevention activities

- 3.1 Conduct prevention activities according to the promotion and prevention plan
- 3.2 Gather feedback on the immediate impact of the activity
- 3.3 Amend activities based on feedback, where necessary

4. Report and document information

- 4.1 Document information about activities according to the organisation's protocols
- 4.2 Observe privacy and confidentiality requirements when reporting feedback
- 4.3 Use appropriate terminology to document consumer response, outcomes and identified problems related to prevention strategies

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Essential knowledge:

The candidate must be able to demonstrate essential knowledge required to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include knowledge of:

- Mental health and its perception in the community
- Alcohol and other drugs (AOD) and its perception in the community
- The impact of stigma on client, family and relevant others
- The importance of promotion and prevention in the health and recovery continuum
- A range of promotional strategies and their effective use
- Feedback mechanisms
- A range of promotional resources

Essential skills:

It is critical that the candidate demonstrate the ability to:

- Engage community members in prevention and promotional activities
- Match promotional and prevention strategies to target audience
- Secure and/or develop promotional and prevention resources

In addition, the candidate must be able to effectively do the task outlined in elements and performance criteria of this unit, manage the task and manage contingencies in the context of the identified work role

These include the ability to:

- Demonstrate application of skills including:
 - budget development and management
 - planning
 - time management and organisation

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 this unit of competency:

- The individual being assessed must provide evidence of specified essential knowledge as well as skills
- This unit is best assessed on the job or in a simulated workplace under the normal range of conditions
- Consistency in performance should consider the requirements of the particular workplace context

Access and equity considerations:

- All workers in community services should be aware of access, equity and human rights issues in relation to their own area of work
- All workers should develop their ability to work in a culturally diverse environment
- In recognition of particular issues facing Aboriginal and Torres Strait Islander communities, workers should be aware of cultural, historical and current issues impacting on Aboriginal and Torres Strait Islander people
- Assessors and trainers must take into account relevant access and equity issues, in particular relating to factors impacting on Aboriginal and/or Torres Strait Islander clients and communities

Context of and specific resources for assessment:

- This unit can be assessed independently, however holistic assessment practice with other community services units of competency is encouraged
- Resources required for assessment of this unit include access to a workplace or simulated workplace where assessment may occur

EVIDENCE GUIDE

Method of assessment:

- In cases where the learner does not have the opportunity to cover all relevant aspects in the work environment, the remainder should be assessed through realistic simulations, projects, previous relevant experience or oral questioning on 'What if?' scenarios
- Assessment of this unit of competence will usually include observation of processes and procedures, oral and/or written questioning on Essential knowledge and skills and consideration of required attitudes
- Where performance is not directly observed and/or is required to be demonstrated over a 'period of time' and/or in a 'number of locations', any evidence should be authenticated by colleagues, supervisors, clients or other appropriate persons

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. Add any 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.

Relevant individuals and groups may include:

- Community groups
- Community clubs
- Schools
- Local government
- Health services

RANGE STATEMENT

Established and available promotion and prevention resources may include

- Pamphlets
- DVDs
- Booklets
- Posters

Expertise and information required to develop, adapt and implement promotion and prevention strategies may include:

- Mental health knowledge
- Alcohol and other drugs (AOD) knowledge
- Community knowledge
- Specific target audience knowledge
- Promotional production knowledge and skills
- Graphic design knowledge and skills

Unit Sector(s)

Not Applicable