

Modification history

Release	Comments
Release 1	This version released with ACM Animal Care and Management Training Package Version 6.0

<b>ACMAIM4X2</b>	<b>Conduct a small companion animal incident awareness campaign</b>
<b>Application</b>	<p>This unit of competency describes the skills and knowledge required to conduct a community awareness campaign to advise animal owners how to plan for small companion animal <a href="#">evacuation</a> in case of a major incident.</p> <p>The unit applies to individuals who apply liaison skills and knowledge in a specific context to inform and influence others. These individuals analyse information and exercise judgement to complete a range of skilled activities and demonstrate in-depth knowledge in a specific technical area.</p> <p>All work must be carried out to comply with Commonwealth, state/territory health and safety and animal welfare regulations.</p> <p>No licensing, legislative or certification requirements apply to this unit at the time of publication.</p>
<b>Prerequisite Unit</b>	Nil
<b>Unit Sector</b>	Animal Incident Management

Elements	Performance Criteria
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identity campaign strategies to inform small companion animal owners about evacuation	1.1 Establish the community engagement campaign purpose, objectives and workplace procedures according to budgetary resource allocation and relevant regulations 1.2 Identify funding opportunities and processes to manage donations 1.3 Research and document strategies and targets to maximise the benefits of the awareness campaign 1.4 Select pet owner target market and owner profiles in consultation with required stakeholders
2. Analyse campaign strategies to inform small companion animal owners about evacuation	2.1 Identify relevant factors of owners' preparedness for emergencies according to the type of incident 2.2 Identify strategies for the focus of the awareness campaign 2.3 Determine information that should be included in the awareness campaign 2.4 Seek feedback from relevant stakeholders on strategies identified 2.5 Analyse opportunities against awareness campaign objectives
3. Select small companion animal owners' evacuation campaign strategies	3.1 Select preferred strategy options in consultation with relevant stakeholders 3.2 Document strategy drafts according to workplace procedures
4. Implement processes for a small companion animal owners' evacuation campaign	4.1 Put processes in place for a small companion animal owners' evacuation campaign according to recommendations, legal and ethical requirements 4.2 Monitor campaign deliverables against objectives, targets, schedules and budget and make adjustments if required
5. Evaluate small companion animal owners' evacuation campaign	5.1 Evaluate the success of the strategies against objectives, targets and budget 5.2 Document lessons learned and suggestions for improvements

**Commented [DM1]:** Mixed opinions as to whether this unit is required.  
Should this unit only cover planning?

**Commented [AH2]:** Change to 'movement' or 'relocation' throughout?

ACMAIM4X2 Conduct a small companion animal incident awareness campaign

Foundation Skills	
<i>This section describes those language, literacy, numeracy and employment skills that are essential for performance in this unit of competency but are not explicit in the performance criteria.</i>	
Skill	Description
Reading	<ul style="list-style-type: none"><li>Gather, interpret and analyse a variety of textual information from a range of sources to identify relevant and key information for strategies</li></ul>
Writing	<ul style="list-style-type: none"><li>Prepare strategic business documentation incorporating appropriate vocabulary, grammatical structure and conventions appropriate to text and audience</li></ul>

Unit Mapping Information			
Code and title current version	Code and title previous version	Comments	Equivalence status
ACMAIM4X2 Conduct a small companion animal incident awareness campaign			Newly created

Links	Companion Volumes, including Implementation Guides, are available at VETNet: <a href="https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72">https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72</a>
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ACMAIM4X2 Conduct a small companion animal incident awareness campaign

<b>TITLE</b>	<b>Assessment requirements for ACMAIM4X2 Conduct a small companion animal incident awareness campaign</b>
<b>Performance Evidence</b>	
An individual demonstrating competency must satisfy all of the elements and performance criteria in this unit. <ul style="list-style-type: none"><li>There must be evidence that the individual has identified, evaluated and documented at least two different strategies relating to advice to owners for the evacuation of small companion animals in the case of a major incident.</li></ul>	
<b>Knowledge Evidence</b>	
An individual must be able to demonstrate the knowledge required to perform the tasks outlined in the elements and performance criteria of this unit. This includes knowledge of: <ul style="list-style-type: none"><li>animal evacuation and major incident management processes</li><li>regulatory requirements</li><li>data collection and analysis techniques</li><li>awareness campaign processes, including:<ul style="list-style-type: none"><li>budget</li><li>timing</li><li>audience</li></ul></li><li>information to be included in the awareness campaign, including:<ul style="list-style-type: none"><li>ensuring owners comply with animal identification and vaccination policies for small companion animals</li><li>incorporating relevant small companion animal access and safety information</li><li>factors associated with different hazards as it relates to pets</li><li>options for keeping pets safe where to go, what to take, what to expect</li><li>options for pet safety when owners are no longer able to care for their pet</li><li>pets with special needs and in need of first aid and/or veterinary care</li></ul></li><li>communications concepts and processes</li><li>workplace structures, roles, responsibilities, business plans</li><li>relevant product and service standards</li><li>documentation requirements</li><li>best practice techniques related to awareness campaigns</li><li>animal welfare practices</li><li>funding and donation access opportunities.</li></ul>	
<b>Assessment Conditions</b>	
Assessment of the skills in this unit of competency must take place under the following conditions: <ul style="list-style-type: none"><li>physical conditions:<ul style="list-style-type: none"><li>skills must be demonstrated in an environment that accurately represents workplace conditions</li></ul></li><li>resources, equipment and materials:<ul style="list-style-type: none"><li>regulations relating to awareness campaigns</li><li>animal welfare regulations</li></ul></li><li>specifications:<ul style="list-style-type: none"><li>workplace policies and procedures</li></ul></li><li>relationships:<ul style="list-style-type: none"><li>small companion animal owners.</li></ul></li></ul> <p>Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.</p>	
<b>Links</b>	Companion Volumes, including Implementation Guides, are available at VETNet: <a href="https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72">https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c6399549-9c62-4a5e-bf1a-524b2322cf72</a>

**Commented [AH3]:** Should it include detail For instance a webpage, newsletter, information sessions, hand out, poster?