

Queensland Health, Health Practitioner Core Competency Descriptor

Health Promotion Officer

DISCIPLINE DESCRIPTOR:

Health Promotion Officers utilise a broad range of theories, models and frameworks to influence:

- the behaviour of populations, communities, groups, and individuals;
- the policies, programs and practice of organisations;
- the policies, environments and settings that promote health; and
- the organisation of society and its institutions.

Health Promotion Officers work in partnership with communities as well as the government and non-government sectors to design, coordinate, implement and evaluate a range of population health interventions and strategies to improve the wellbeing of individuals, communities and the population as a whole.

CORE COMPETENCIES:

1. Knowledge in Practice

1.1 Knowledge of population health prevention, promotion and protection concepts and strategies including but not limited to health status of populations, inequalities in health status and the determinants of health (biological, social, cultural, environmental, economic and physical).

1.1.1 Apply the above knowledge as well as knowledge of:

- the strategies for health promotion and protection, disease and injury prevention;
- factors that influence access to, delivery and use of health services; and
- multiple interventions in multiple sectors and settings.

1.2 Use of evidence and research to target and inform population health interventions and influence access to and delivery of health services.

1.2.1 Critically assess and apply relevant health promotion theories, models and frameworks to planning, implementation, evaluation and research.





1.2.2 Knowledge of theories and models of effective community engagement and capacity building, including consultation, community development and empowerment.

1.2.3 Knowledge of theories and models of behaviour change, social and political change and organisational development.

1.3 Knowledge of state, national and international developments in population health prevention, promotion and protection strategies.

1.3.1 Maintain a current knowledge of the above as it specifically relates to the health promotion field, eg physical activity promotion, mental health promotion, injury prevention and safety promotion, alcohol, tobacco and other drug prevention, oral health promotion, skin cancer prevention and chronic disease prevention.

1.3.2 Knowledge of impact assessments and their role in promoting and protecting health.

1.3.3 Knowledge of local, regional and state planning systems and their function in promoting health.

1.3.4 Knowledge of an ecological approach to health promotion practice.

1.4 Understand how the determinants of health (biological, social, cultural, environmental, economic and physical) influence the health and well-being of the population and the interaction between public policies, lifestyles, consumption patterns, urbanisation and health.

1.4.1 Utilise knowledge of the health system and broader systems, eg political, economic and cultural, that impact on health and well being to achieve health promotion outcomes.

1.4.2 Apply knowledge of organisational and community capacity building in working with health and other sectors.

1.5 Knowledge of project management principles (including scope, time, cost, procurement, quality, risk, human resource, and communication management) as they apply to population health interventions.

1.5.1 Knowledge of program logic (i.e. the relationship between the rationale and objective of a health promotion program, program planning, implementation and evaluation).

2. Health Intervention Planning and Implementation

2.1 Develop evidence based options to address a specific population health issue and assess the implications of each option to formulate appropriate and measurable program goals, objectives and strategies.

2.1.1 Provide health promotion advice for the development of evidence based interventions.

2.1.2 Use project management tools to develop logical, sequenced and sustainable health promotion programs based on theory and evidence to address priority health issues in a population or setting.

2.1.3 Identify and utilise health promotion theories, models and contributing factors that are relevant to the application of health promotion interventions.

2.1.4 Select and account for the implementation of appropriate (best practice) health promotion strategies.

2.2 Understand the principles and processes of policy development and implementation in promoting and protecting health and preventing disease and injury.

2.2.1 Contribute health promotion knowledge to policy and strategy development and implementation.

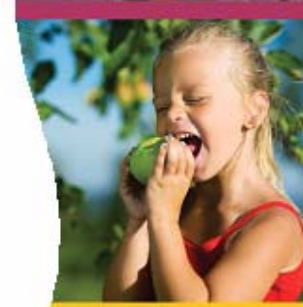
2.2.2 Understand the need for specific policy, organisational, environmental, behavioural and social changes to promote and protect health and reduce the impact of chronic disease and injury.

2.3 Plan and implement multi-strategy population health interventions to contribute to defined policy and program outcomes.

2.3.1 This includes, but is not limited to health promotion interventions such as:

- healthy public policy, including legislation and regulations;
- impact assessments;
- social marketing to promote health and wellbeing;
- creating supportive social and physical environments (eg. community and regional planning);
- organisational and community development;
- disease prevention and control
- health service re-orientation and influencing broader systems that promote health and well being; and
- advocacy.

2.3.2 Identify international, national and state priorities and understand how these impact on regional and local planning.





2.3.3 Involve community members and stakeholders in evidence-based regional and local program planning, implementation and evaluation.



3. Needs Analysis and Assessment

3.1 Identify the health issues that exist in and impact on populations.

3.1.1 Understand basic disease aetiology and determinants of health.

3.1.2 Interpret and use epidemiological information relating to population profiles, and health issues, including health inequalities, by socio-demographic and health characteristics.



3.2 Identify behavioural, environmental and organisational factors that promote or compromise health.

3.3 Identify relevant and appropriate sources of information.

3.3.1 Identify and source data on the health needs of populations, communities and individuals, including community assets and resources.



3.4 Collect, manage and analyse data to determine appropriate implications, uses, gaps and limitations in information on population health issues.

3.5 Interpret the meaning of information, considering the current ethics, political, socio-cultural and economic context.

3.6 Recommend specific actions based on analysis and interpretation of information.

3.6.1 Identify priorities for health promotion from available evidence using local, regional, state, national and/or international data and propose specific actions based on the analysis of the information.



3.7 Report and communicate through appropriate channels to inform population health policy and practice.

4. Partnerships, Collaboration and Advocacy

4.1 Identify partners and other stakeholders through a process of proactive and responsive engagement.

4.1.1 Conduct a stakeholder analysis.

4.1.2 Engage stakeholders in deliberation and action on health, health issues, their determinants and potential solutions.



4.2 Participate in, develop and maintain sustainable community and professional partnerships to enhance population health outcomes.

4.2.1 Establish, maintain and review collaborative health promotion partnerships within and outside the health sector (government, non-government and other agencies) by utilising high level communication skills.

4.2.2 Mediate between differing interests in the pursuit of health and well-being, and facilitate the equitable allocation of resources.

4.2.3 Build community capacity by sharing health promotion knowledge, tools, expertise and experience.

4.3 Collaborate with partners and other stakeholders in the planning and delivery of clinical services to achieve positive population health outcomes.

4.3.1 Build capacity in service providers and clinical workers to adopt health promotion methods and programs.

4.4 Advocate on issues of population health significance to influence healthy public policy and practice across sectors and jurisdictions.

4.4.1 Advocate for healthy public policies and services that promote and protect the health and wellbeing of individuals and communities.

4.4.2 Collaborate with stakeholders (communities, organisations and other sectors) to identify key components of effective policy to promote health.

5. Cultural Competency Skills and Health Equity

5.1 Consider population diversity and health inequality and apply culturally-relevant and ethical approaches based on cultural respect frameworks when planning, implementing and evaluating population health interventions.

5.1.1 Understand how the determinants of health (biological, social, cultural, economic and physical) influence and/or promote the health and well-being of specific population groups.

5.2 Interact sensitively, effectively and professionally with people from diverse cultural, socioeconomic and education backgrounds.

5.2.1 Practice ethically in a way that acknowledges the dignity, culture, values, beliefs and rights of individuals/groups.

5.3 Understand and respect cultural differences when engaging with Aboriginal and Torres Strait Islander and culturally and linguistically diverse populations.





5.3.1 Apply culturally-relevant and appropriate approaches with people from diverse cultural, socioeconomic and educational backgrounds, and persons of all ages, genders, health status, sexual orientations and abilities.



6. Communication

6.1 Communicate effectively with a range of stakeholders and populations by using appropriate resources, techniques and technologies.

6.2 Apply interpersonal skills in communication with colleagues, partners and the public.

6.2.1 Utilise negotiation, team work, group facilitation, motivation, conflict management, decision making and problem solving skills.

6.3 Inform and influence individuals and communities by using appropriate media, community resources and social marketing techniques.

6.3.1 Interpret health promotion information for professional, non-professional and community audiences and tailor communications to consider cultural and other differences (culture, gender, age, ethnicity, sexual orientation).

6.3.2 Determine effective health promotion strategies to mobilise individuals and communities by using appropriate media, community resources and social marketing techniques.

6.4 Provide expert advice on population health matters.

6.4.1 Provide expert health promotion advice to internal and external stakeholders and partners.



7. Leadership

7.1 Communicate and apply shared visions, missions and values as well as building capacity, improving performance and enhancing the quality of the working environment.

7.2 Contribute to team and organisational quality and performance standards, through ethical practice that acknowledges and respects the dignity, culture, values, beliefs and rights of individuals and populations.

7.3 Understand the context and the environment in which decision making occurs in relation to population health interventions.



7.4 Understand the contribution and role of other government and community partners for improving the health and wellbeing of the population.

7.5 Promote and contribute to reflective practice, professional development and an active collegiate learning environment.

7.5.1 Apply mentoring strategies to build capacity for health promotion practice.

7.6 Build the capacity of communities and organisations to improve population health outcomes by sharing knowledge, tools, expertise and experience.

7.7 Recognise the competencies and qualities that make successful leaders.

8. Evaluation, Research and Knowledge Translation

8.1 Utilise relevant literature and research findings to improve evidence based practice.

8.2 Locate and systematically review the information and assess its quality and usefulness for the purposes of public health research, policy and practice.

8.3 Conduct research and evaluation according to research and project management principles.

8.4 Select and design appropriate evaluation and research methods and instruments.

8.4.1 Design and implement evaluation plans that incorporate health promotion process, impact and outcome measures and reflect the needs of partners.

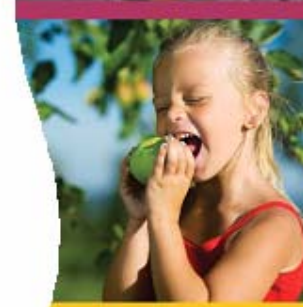
8.5 Monitor programs, objectives and strategies based on the analysis of data.

8.5.1 Adjust health promotion objectives and strategies based on the analysis of evaluation data.

8.6 Analyse quantitative and qualitative data to understand program effectiveness.

8.7 Report and communicate findings through appropriate channels to contribute to the evidence base and promote population health outcomes.

8.7.1 Translate health promotion evidence into information that health workers, policy makers, partners and the public can understand and use.





9. Use of Technology

9.1 Uses appropriate technology and software to collect and analyse data relevant to the health of populations.

9.2 Uses appropriate technology to communicate effectively.

9.2.1 Apply information technology skills eg operate a PC, word processing, email systems, graphics, use of the internet as a work tool.

9.3 Awareness and use of current and emergent technology in delivering population health services.

10. Management and Administration

10.1 Apply financial human and operational management frameworks to population health interventions

10.2 Manage population health interventions and strategies within quality, time and budget constraints.

10.3 Demonstrate skills that foster collaboration and support, partnership and team building to achieve population health outcomes.

11. Learning and Development

11.1 Understand the importance of and engage in the activities of lifelong learning and development

11.2 Maintain professional currency.

11.3 Support and develop the competence and professional development of colleagues.

11.3.1 Contribute to team and organisational learning in order to advance health promotion goals.

11.4 Provide professional development and education for inter-government and non-government sectors.

11.4.1 Facilitate continuing professional development for partners and stakeholders involved in health promotion practice.

Primary source:

- James R, Howat P, Shilton T, Hutchins C, Burke L, Woodman R. *Core Health Promotion Competencies for Australia 2007*. Perth Western Australia, May 2007.

Secondary sources:

- Australian Health Promotion Association. Draft Australian Health Promotion Association Core Competencies for Health Promotion Practitioners. January 2008.
- Public Health Agency of Canada. Core Competencies for Public Health in Canada: Release 1.0. Public Health Agency of Canada. Ottawa, September 2007.

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