



Pan-Canadian Health Promoter Competencies

1. Health Promotion Knowledge and Skills

Draw upon a multi-disciplinary base of core concepts, principles, theory and research to understand health issues and inform health promotion action.

A health promoter is able to:

- 1.1 Apply a population health promotion approach, including determinants of health and health equity, to the analysis of health issues.
- 1.2 Apply health promotion principles, theory and research to:
 - a) Identify options for health promotion action.
 - b) Plan, implement and evaluate health promotion action.

2. Situational Assessments

Partner with communities to conduct a situational assessment for a health issue to assess needs, strengths and opportunities in the context of health determinants and health equity. A situational assessment integrates consideration of the health needs of the population; the social, economic, political, cultural and environmental contexts; stakeholder perspectives; and, existing evidence and experience; in order to inform options for health promotion action.

A health promoter is able to:

- 2.1 Retrieve and synthesize population health status information to describe the importance and underlying causes of a health issue.
- 2.2 Access and critically appraise evidence (i.e. published and grey literature, systematic reviews, and promising practices) for potential health promotion action.
- 2.3 Conduct an environmental scan to identify community perspectives, assets, resources, challenges and gaps.
- 2.4 Interpret population health status information, evidence, and environmental scan findings to identify options for health promotion action.

3. Plan and Evaluate Health Promotion Action

Working with stakeholders, develop a plan to achieve measurable health promotion goals and objectives based on a situational assessment's findings. Modify the plan as needed based on monitoring of its implementation and evaluation of its impact.

A health promoter is able to:

- 3.1 Develop a plan to implement health promotion action including goals, objectives, and implementation and evaluation steps.
- 3.2 Identify and oversee resources (e.g., skills, personnel, partner contributions, budget) to develop, implement and evaluate sustainable health promotion action.
- 3.3 Monitor and evaluate the implementation of health promotion action.



4. Policy Development and Advocacy

Reflecting community needs, contribute to the development of, and advocacy for, policies to improve health and reduce inequities.

A health promoter is able to:

- 4.1 Describe the potential implications of policy options (i.e., health, economic, administrative, legal, social, environmental, political and other factors, as applicable).
- 4.2 Provide strategic policy advice on health promotion issues.
- 4.3 Write clear and concise briefs for health promotion issues.
- 4.4 Apply understanding of the policy making process to assist, enable and facilitate the community to contribute to policy development.

5. Community Mobilization and Building Community Capacity

Facilitate community mobilization and build community capacity around shared health priorities.

A health promoter is able to:

- 5.1 Develop relationships and engage in a dialogue with communities based on trust and mutual respect.
- 5.2 Identify and strengthen local community capacities to take action on health issues.
- 5.3 Advocate for and with communities to improve their health and well-being.

6. Partnership and Collaboration

Work collaboratively with partners and across sectors to enhance the impact and sustainability of health promotion action.

A health promoter is able to:

- 6.1 Establish and maintain linkages with community leaders and other key health promotion stakeholders (e.g., schools, businesses, local governments, faith groups, non-governmental organizations, etc.).
- 6.2 Utilize leadership, team building, negotiation and conflict resolution skills to build community partnerships.
- 6.3 Build and support coalitions to stimulate intersectoral collaboration on health issues.



7. Communication

Communicate health promotion information effectively with diverse audiences using appropriate approaches and technologies.

A health promoter is able to:

- 7.1 Provide information tailored to specific audiences (e.g., professional, community groups, general population) on population health status and health promotion action.
- 7.2 Apply communication methods and techniques to the development, implementation and evaluation of health promotion action.
- 7.3 Use the media, information technologies, and community networks to receive and communicate information.
- 7.4 Communicate with diverse populations in a culturally-appropriate manner.

8. Diversity and Inclusiveness

Interact effectively with diverse individuals, groups and communities to promote health and reduce health inequities.

A health promoter is able to:

- 8.1 Recognize how the determinants of health (biological, social, cultural, economic and physical environments) influence the health and well-being of specific population groups.
- 8.2 Address population diversity when planning, implementing, adapting and evaluating health promotion action.
- 8.3 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.



9. Leadership and Building Organizational Capacity

Provide leadership within employing organization to build health promotion capacity and performance including team and individual level learning.

A health promoter is able to:

- 9.1 Describe the context of health promotion structures and roles at different jurisdictional levels.
- 9.2 Describe how the work of health promotion supports the organization's vision, mission and priorities.
- 9.3 Contribute to developing key values and a shared vision in planning and implementing health promotion action in the community.
- 9.4 Demonstrate an ability to set and follow priorities, and to maximize outcomes based on available resources.
- 9.5 Contribute to maintaining organizational performance standards.
- 9.6 Manage self, others, information and resources in an ethical manner.
- 9.7 Contribute to team and organizational learning in order to advance health promotion goals (e.g., mentor students and other staff; participate in research and quality assurance initiatives).
- 9.8 Pursue lifelong learning in the field of health promotion (e.g., professional development; practice development).