



## Pan-Canadian Health Promoter Competencies' Toolkit: Side-by-Side Comparison – Level 1 and Level 2 Job Descriptions' Content

### Introduction

The Toolkit contains examples of two levels of health promoter job descriptions. The purpose of this analysis is to lay out the content of the two job descriptions side-by-side in table format to allow easier comparison.

While both are health promoter positions, the expected proficiency is greater for the level 2 position.

**Note:** as part of this organization's broader workforce development strategy, all position descriptions are structured according to the public health core competency domains.

**Note:** health promoter positions can have a wide variety of actual job titles. The focus here is describing the work and competency expectations for such positions regardless of what they are called.

### Side-by-Side Comparison

Category	Health Promoter - 'Level 1'	Health Promoter - 'Level 2'
Overview	The Health Promoter advises on the development and implementation of program planning and evaluation activities, health promotion strategies and team specific subject material. The incumbent provides advice regarding interpretation of policies, processes and legislation.	The Health Promoter provides research and analysis, project leadership and strategic and policy advice using a broad public health perspective. The incumbent provides expert guidance and advice on the development and implementation of programs, policies, processes and objectives.

<b>Category</b>	<b>Health Promoter - 'Level 1'</b>	<b>Health Promoter - 'Level 2'</b>
Public Health Sciences: Key Knowledge and Critical Thinking	<ul style="list-style-type: none"> <li>Provides specialized guidance and recommendations to advise management</li> <li>Applies health promotion knowledge and knowledge of public health sciences including population health, social determinants of health, epidemiology and applicable legislation</li> </ul>	<ul style="list-style-type: none"> <li>Monitors, identifies, analyzes and provides recommendations on trends, risks and opportunities</li> <li>Provides expert interpretation of legislation and internal policies and procedures</li> <li>Serves as an expert on complex issues with a broad focus</li> <li>Applies advanced knowledge of public health and/or technical knowledge regarding population health, social determinants of health, epidemiology and evidence-informed decision making</li> </ul>
Assessment and Analysis	<ul style="list-style-type: none"> <li>Interprets and analyzes information in order to provide recommendations to supervisor or middle management for policy and/or program development</li> <li>Participates in research projects</li> <li>Conducts community needs assessments and situational assessments</li> </ul>	<ul style="list-style-type: none"> <li>Synthesizes research evidence and participates in research projects</li> <li>Interprets and analyzes complex information to provide strategic recommendations that will guide policy and programming decisions</li> <li>Analyzes information to identify emerging issues and trends and incorporates relevant findings into recommendations for policy and program development</li> </ul>
Policy and Program Planning, Implementation and Evaluation	<ul style="list-style-type: none"> <li>Provides specialized guidance and advice on the development and implementation of health promotion programs, policies, processes and objectives</li> <li>Collaborates in the development of program planning and evaluation materials</li> <li>Plans, supports, develops, implements and evaluates health promotion programs using proven program planning and evaluation tools</li> </ul>	<ul style="list-style-type: none"> <li>Monitors, develops, implements and advocates for policies that will have positive population health implications</li> <li>Provides expert guidance to the program and evaluation planning process</li> </ul>

<b>Category</b>	<b>Health Promoter - 'Level 1'</b>	<b>Health Promoter - 'Level 2'</b>
Partnerships, Collaboration and Advocacy	<ul style="list-style-type: none"> <li>Develops and maintains cooperative and collaborative relationships with internal and external partners</li> <li>Participates in team, sectional or divisional projects</li> <li>Works to facilitate community mobilization and/or strengthen community capacities to take action on health issues</li> <li>Identifies relevant stakeholders and solicits input on public health issues</li> <li>Advocates for individuals and communities to improve their overall health</li> </ul>	<ul style="list-style-type: none"> <li>Develops and maintains cooperative, collaborative and strategic relationships with internal and external partners</li> <li>Collaborates with a wide variety of experts, corporate staff and federal, provincial and regional colleagues</li> </ul>
Diversity and Inclusiveness	<ul style="list-style-type: none"> <li>Ensures that issues of diversity, ethnicity, language and culture are reflected in health promotion planning and programs</li> </ul>	<ul style="list-style-type: none"> <li>Ensures that issues of diversity, ethnicity, language and culture are reflected in research and policy analyses</li> </ul>
Communication	<ul style="list-style-type: none"> <li>Prepares detailed documentation, reports, briefing notes, scoping reviews and statistical analyses</li> <li>Develops written and visual communication products such as social media, websites and presentations</li> </ul>	<ul style="list-style-type: none"> <li>Prepares complex and specialized documentation, reports and statistical analyses</li> <li>Synthesizes complex information into a wide range of written and visual communication products such as reviews of research evidence, briefing documents, policy positions and presentations</li> <li>Prepares and delivers presentations and represents manager/director/Associate Medical Officers of Health/Medical Officer of Health at local, provincial, federal and international meetings and conferences</li> </ul>

<b>Category</b>	<b>Health Promoter - 'Level 1'</b>	<b>Health Promoter - 'Level 2'</b>
Leadership	<ul style="list-style-type: none"> <li>• Responds quickly and competently to high priority questions and assignments</li> <li>• May assist supervisor by providing advice, training and/or guidance to staff</li> <li>• Transfers or seeks to transfer public health knowledge and skills</li> </ul>	<ul style="list-style-type: none"> <li>• Acts as a key representative for specific programs, projects and services</li> <li>• Acts as project manager, committee chair or consultant for divisional or departmental projects</li> <li>• Acts as a lead in research evidence review processes</li> <li>• Responds quickly and competently to high priority and complex questions and assignments that may include consultation with Medical Officers of Health and directors</li> <li>• May assist management by providing work direction, advice, training and/or guidance to staff and students</li> <li>• Transfers or seeks to transfer public health knowledge and skills</li> </ul>
Qualifications	<ul style="list-style-type: none"> <li>• University degree in Health Promotion or related health field with health promotion courses</li> <li>• Minimum 1 year related experience in program planning, development, implementation and evaluation</li> <li>• Background and understanding of research methods, policy development, analysis and critical appraisal including awareness of evidence informed decision making</li> <li>• Knowledge of public health sciences including population health, social determinants of health, epidemiology and applicable legislation</li> <li>• Well-developed and proven written and verbal communication skills</li> <li>• Knowledge and demonstrated expertise in using key theoretical models of health promotion</li> <li>• Strong analytical skills to interpret and apply data</li> <li>• Demonstrated facilitation, partnership/collaboration, project management, planning, problem-solving and organizational skills</li> <li>• Competence in Windows, Word, Excel, Access, PowerPoint and Outlook programs</li> </ul>	<ul style="list-style-type: none"> <li>• Masters degree in Health Promotion or related health field with health promotion courses</li> <li>• Minimum of 3 years experience in public health, preferred</li> <li>• Strong knowledge in qualitative and quantitative research methods and analytical skills including critical appraisal and appropriate use of evidence</li> <li>• Demonstrated ability to apply advanced knowledge of public health and/or technical knowledge including population health, social determinants of health, assessment of research evidence, epidemiology and applicable legislation</li> <li>• Demonstrated ability to work in an interdisciplinary setting with a variety of management levels and corporate, community, provincial and federal stakeholders</li> <li>• Ability to work with a high degree of independence with minimal supervision and competence to establish priorities and balance multiple projects</li> <li>• Ability to react quickly and carry out work competently under pressure and with minimal guidance</li> <li>• Knowledge and experience in developing search strategies and</li> </ul>

Category	Health Promoter - 'Level 1'	Health Promoter - 'Level 2'
		<p>assessing, determining relevance, critically appraising and analyzing evidence</p> <ul style="list-style-type: none"> <li>• Experience in informing policy development</li> <li>• Excellent written and verbal communication skills with demonstrated ability to synthesize complex information for a variety of audiences</li> <li>• Strong facilitation, project management, partnership/collaboration, planning, problem-solving and organizational skills</li> <li>• Competence in using Windows, Word, Excel, Access, PowerPoint and Outlook programs and reference management software</li> <li>• Excellent interpersonal skills with the ability to work with a high degree of discretion and diplomacy</li> </ul>