

***Empowering health promoters across
Canada to do what they do best:
Promote Health***

Thursday June 16, 2016

Public Health 2016 - Building Public Health System Capacity

CPHA - Toronto, ON

HEALTH PROMOTION
CANADA



Health Promotion Ontario

Agenda

Health Promotion

- Who is a Health Promoter?
- The Context: Health Promotion Practice in Canada

Pan-Canadian Health Promoter Competencies

- Health Promoter Competency Statements
- Health Promoter Competencies Toolkit

Moving Forward

- How we got here
- Health Promotion Canada
- Provincial/Regional Chapters
 - Health Promotion Ontario (HPO)
 - Others under development

Discussion and Questions



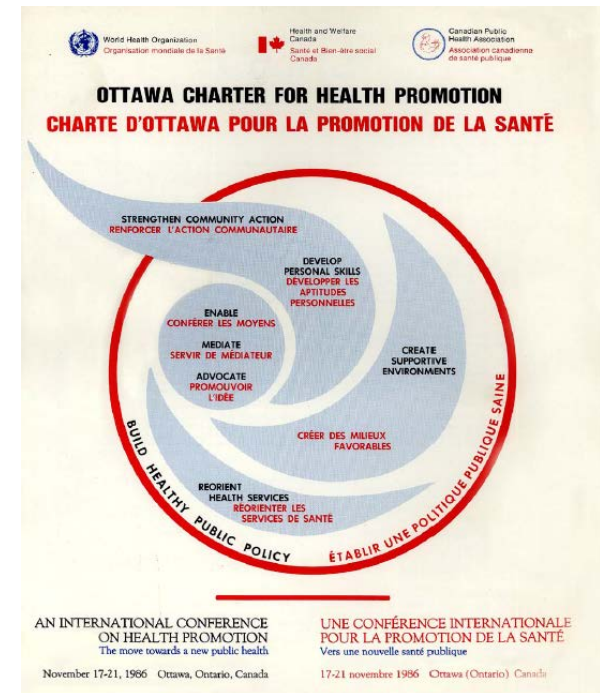
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Who is a 'Health Promoter'?

A health promotion practitioner is someone whose main role and function is health promotion.

The competencies are designed to be relevant to **all** practitioners whose main role reflects the Ottawa Charter's strategies and actions.



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Health Promotion in Canada

1986 – The Ottawa Charter defined Health Promotion as a field of practice

Health Promotion is “the process of enabling people to increase control over and improve their health”(The Ottawa Charter, 1986)

- Needs of the population as a whole
- Action on the determinants of health
- Creating supportive environments
- Building healthy public policy

1987 – Health Promotion Ontario was founded as the *Association of Health Promotion Specialists in Ontario*

- Advance health promotion and its practice
- Professional development, membership, member communication and advocacy

2016 – Health Promotion Canada newly emerging as an alliance of provincial/regional Chapters

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Health Promoter Competencies

What are HP Competencies?

- Expectations for knowledge and skills in the field of HP to:
 - Improve determinants of health
 - Improve health and health equity
- 34 competency statements in 9 domains
- Includes a **Preamble** and **Glossary of Terms**
- **HP Toolkit** available for workforce development



Why the need for competencies?

- Increasing complexity of health issues
- Misunderstanding of the role
- Diversity of potential training paths
- A lack of consistency in health promoter position descriptions
- Align training programs and continuing education with workforce needs



What is the difference between *Core* Competencies and *HP* Competencies?

Health Promoter Competencies...

- Builds on the public health core competencies
- Has more detail and greater expectations in a number of areas
- A comparison of the two competency sets on the [website](#)

Health Promoter Competencies – Level 2*

Health Promoter Competencies – Level 1*

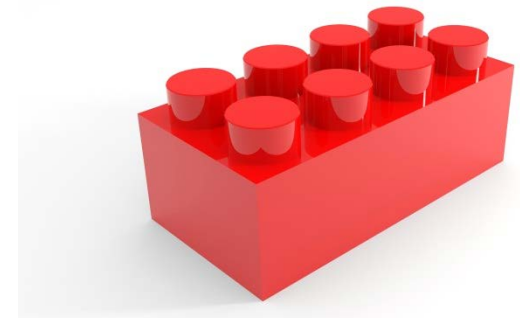
Health promotion-related competencies embedded within Core Competencies for Public Health



Using the HP Competencies

Competencies are a building block for workforce development and can be used for various tasks:

- Creating a job profile to describe the health promoter role & to inform job descriptions
- Creating a job description
- Planning job interview questions
- Competency based self-assessment
- Planning to meet learning needs
- Designing curriculum



Online Toolkit

An online toolkit provides a number of tools to support the practical use of the competencies.

There are 4 groups of tools:

- Position profile
- Practitioner tools
- Manager tools
- Additional tools



Online Toolkit

www.healthpromotercanada.com/toolkit-overview/

Health Promoter Position Profile

- Health promotion function
- Role summary
- Proficiency levels

Practitioner Tools

- Self-assessment tool
- Examples of briefs and other outputs
- Strategies to develop competencies

Manager Tools

- Sample position descriptions
- Sample interview questions
- Performance appraisal template

Additional Tools

- Roadmap
- Comparison of Health Promoter Competencies vs. Public Health Core Competencies
- Overview slidedeck

How we got here...

2005

- Core Competencies for Public Health in Canada (PHAC)
- Discipline-specific competencies

2006

- HPO secured PHAC funding to begin foundational work on national HP competencies
- [Literature Review](#) (Moloughney, 2006)
- [Environmental Scan](#) (Hyndman, 2006)
- [Discussion Paper](#) (Hyndman, 2007)

2007

- HPO in collaboration with PHAC developed a draft set of Health Promoter Competencies validated in Ontario

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Introducing...

Health Promotion Canada

- **2008** - Pan-Canadian Health Promoter Competencies Committee/Network
- **2008 - 2012** - Proposal development for HP Competencies
- **2013** - PHAC funding approved!
- **2013 - 2015** - Developing HP Competencies while building a national alliance
 - Health Promotion Ontario (pre-2008)
 - Manitoba (2013)
 - Nova Scotia/Atlantic (2014)
 - Alberta (2015)
 - British Columbia (2015)
- **2016 - HEALTH PROMOTION CANADA !!**



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Join the conversation!
#passtheHPtorch

Questions?

Angela Andrews, Chair – HPO
www.hpontario.com

Rebecca Fortin, Chair – HPC
www.healthpromoterCanada.com

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