

## IUHPE Core Competencies and Professional Standards for Health Promotion

The IUHPE Core Competencies are designed for use by practitioners whose main role and function is Health Promotion and who have a graduate qualification in Health Promotion or a related discipline. They are also for use by providers of Health Promotion education courses which aim to equip graduates to be ethical and effective Health Promotion Practitioners. They form criteria for the registration of Health Promotion Practitioners and accreditation of full Health Promotion courses within the IUHPE Health Promotion Accreditation System.

*Competencies are a combination of the essential knowledge, abilities, skills and values necessary for the practice of Health Promotion. Core competencies are the minimum set of competencies for Health Promotion Practitioners to work efficiently, effectively and appropriately.*

### 1 Enable Change

Enable individuals, groups, communities and organisations to build capacity for health promoting action to improve health and reduce health inequities.

#### A Health Promotion Practitioner is able to:

- 1.1 Work collaboratively across sectors to influence the development of public policies which impact positively on health and reduce health inequities
- 1.2 Use health promotion approaches which support empowerment, participation, partnership and equity to create environments and settings which promote health
- 1.3 Use community development approaches to strengthen community participation and ownership and build capacity for health promotion action
- 1.4 Facilitate the development of personal skills that will maintain and improve health
- 1.5 Work in collaboration with key stakeholders to reorient health and other services to promote health and reduce health inequities

### 2

### Advocate for Health

Advocate with, and on behalf of individuals, communities and organisations to improve health and well-being and build capacity for Health Promotion action.

#### A Health Promotion Practitioner is able to:

- 2.1 Use advocacy strategies and techniques which reflect health promotion principles
- 2.2 Engage with and influence key stakeholders to develop and sustain health promotion action
- 2.3 Raise awareness of and influence public opinion on health issues
- 2.4 Advocate for the development of policies, guidelines and procedures across all sectors which impact positively on health and reduce health inequities
- 2.5 Facilitate communities and groups to articulate their needs and advocate for the resources and capacities required for Health Promotion action

### 3

### Mediate through Partnership

Work collaboratively across disciplines, sectors and partners to enhance the impact and sustainability of Health Promotion action.

#### A Health Promotion Practitioner is able to:

- 3.1 Engage partners from different sectors to actively contribute to health promotion action
- 3.2 Facilitate effective partnership working which reflects health promotion values and principles
- 3.3 Build successful partnership through collaborative working, mediating between different sectoral interests
- 3.4 Facilitate the development and sustainability of coalitions and networks for health promotion action

### 4 Communication

Communicate Health Promotion actions effectively using appropriate techniques and technologies for diverse audiences.

#### A Health Promotion Practitioner is able to:

- 4.1 Use effective communication skills including written, verbal, nonverbal, listening skills and information technology
- 4.2 Use electronic and other media to receive and disseminate health promotion information
- 4.3 Use culturally appropriate communication methods and techniques for specific groups and settings
- 4.4 Use interpersonal communication and groupwork skills to facilitate individuals, groups, communities and organisations to improve health and reduce health inequities

### 5

### Leadership

Contribute to the development of a shared vision and strategic direction for Health Promotion action.

#### A Health Promotion Practitioner is able to:

- 5.1 Work with stakeholders to agree a shared vision and strategic direction for health promotion action
- 5.2 Use leadership skills which facilitate empowerment and participation (including team work, negotiation, motivation, conflict resolution, decision making, facilitation and problem solving)
- 5.3 Network with and motivate stakeholders in leading change to improve health and reduce inequities
- 5.4 Incorporate new knowledge and ideas to improve practice and respond to emerging challenges in health promotion
- 5.5 Contribute to mobilising and managing resources for health promotion action
- 5.6 Contribute to team and organisational learning to advance health promotion action

### 6

### Assessment

Conduct assessment of needs and assets, in partnership with stakeholders, in the context of the political, economic, social, cultural, environmental, behavioural and biological determinants that promote or comprise health.

#### A Health Promotion Practitioner is able to:

- 6.1 Use participatory methods to engage stakeholders in the assessment process
- 6.2 Use a variety of assessment methods including quantitative and qualitative research methods
- 6.3 Collect, review and appraise relevant data, information and literature to inform health promotion action
- 6.4 Identify the determinants of health which impact on health promotion action
- 6.5 Identify the health needs, existing assets and resources relevant to health promotion action
- 6.6 Use culturally and ethically appropriate assessment approaches
- 6.7 Identify priorities for health promotion action in partnership with stakeholders based on best available evidence and ethical values

### 7 Planning

Develop measurable Health Promotion goals and objectives based on assessment of needs and assets in partnership with stakeholders.

#### A Health Promotion Practitioner is able to:

- 7.1 Mobilise, support and engage the participation of stakeholders in planning health promotion action
- 7.2 Use current models and systematic approaches for planning health promotion action
- 7.3 Develop a feasible action plan within resource constraints and with reference to existing needs and assets
- 7.4 Develop and communicate appropriate, realistic and measurable goals and objectives for health promotion action
- 7.5 Identify appropriate health promotion strategies to achieve agreed goals and objectives

### 8

### Implementation

Implement effective and efficient, culturally sensitive, and ethical Health Promotion action in partnership with stakeholders.

#### A Health Promotion Practitioner is able to:

- 8.1 Use ethical, empowering, culturally appropriate and participatory processes to implement health promotion action
- 8.2 Develop, pilot and use appropriate resources and materials
- 8.3 Manage the resources needed for effective implementation of planned action
- 8.4 Facilitate programme sustainability and stakeholder ownership through ongoing consultation and collaboration
- 8.5 Monitor the quality of the implementation process in relation to agreed goals and objectives for health promotion action

### 9

### Evaluation and Research

Use appropriate evaluation and research methods, in partnership with stakeholders, to determine the reach, impact and effectiveness of Health Promotion action.

#### A Health Promotion Practitioner is able to:

- 9.1 Identify and use appropriate health promotion evaluation tools and research methods
- 9.2 Integrate evaluation into the planning and implementation of all health promotion action
- 9.3 Use evaluation findings to refine and improve health promotion action
- 9.4 Use research and evidence based strategies to inform practice
- 9.5 Contribute to the development and dissemination of health promotion evaluation and research processes