

IUHPE Core Competencies

Examples

The table below provides examples against each of the core competencies. Please note these are summarised examples and more details are required in an application for registration.

<p>1. Enable Change</p> <p>Enable individuals, groups, communities and organisations to build capacity for health promotion action to improve health and reduce health inequities</p> <ul style="list-style-type: none"> • Built the capacity of schools to support student led health and wellbeing action groups through developing resources / toolkits and delivering professional development to teachers • Delivered oral health training to midwives and facilitated increased access to dental services for priority populations • Supported settings to implement a whole of setting approach to create health promoting environments • Built the capacity of key community stakeholders to make changes to food and drink offerings using menu assessment training • Developed of business proposal to enable change in the approach to implementation of an organisational smoke free policy • Engaged with food distribution companies and influenced them to incorporate healthier food and drink options in their wholesale options available to retailers
<p>2. Advocate for Health</p> <p>Advocate with and on behalf of individuals, communities and organisations to build health and wellbeing and build capacity for health promotion action</p> <ul style="list-style-type: none"> • Advocated for a health and wellbeing role within sporting clubs to support the establishment of health promoting environments from within • Presented to organisational leaders to advocate for the creation of a settings-based healthy food policy • Created a process for staff / community to share feedback and concerns and used information collected to advocate for change • Influenced a tertiary education campus to become a smoke free site by working closely with leadership to showcase the value of smoke free education settings • Created a staff health and wellbeing strategy at a local council which supported managers to undertake advocacy on health and wellbeing

3. Mediate Through Partnership

Work in collaboration across disciplines, sectors and partners to enhance the impact and sustainability of health promotion action

- Established a working group with members from a range of organisational departments and leadership focused on creating smoke free environments
- Worked collaboratively with a group of early years services to implement health promoting environments
- Coordinated an oral health promotion working group with members from a range of relevant stakeholders focused on making system level changes at scale
- Partnered with alternative community school providers, local councils and a statewide peak body to implement a smoke free student project in schools
- Worked with local councils and food trucks to embed changes in operational processes that increased access to healthy food and drinks

4. Communication

Communicate health promotion action effectively using appropriate techniques and technologies for diverse audiences

- Coordinated development and dissemination of culturally appropriate oral health promotion resources in collaboration with the Aboriginal community
- Developed a video in partnership with a school to promote its whole school approach on mental health and wellbeing
- Used verbal and written communication in a style that suited sports clubs to optimise engagement
- Developed tailored healthy eating messages targeting young people using values based messaging
- Developed a presentation showcasing how health and wellbeing approaches can be integrated into school systems and how this assists in adhering to Government regulations and policies
- Used case studies, forums, social media, e-newsletters, web pages, email signatures and desktop banners to promote smoke free messages
- Amplified and localised a statewide social marketing campaign focused on increasing the physical activity levels of women and girls

<p>5. Leadership</p> <p>Contribute to the development of a shared vision and strategic direction for health promotion action</p> <ul style="list-style-type: none"> • Motivated and encouraged sports clubs to participate in a health and wellbeing champions initiative by promoting the short and long term benefits of doing so and the supports available • Facilitated a shared vision for healthy eating at local council events through negotiation and shared decision making with a range of council departments • Developed a business proposal to influence the strategic direction of smoke free approaches within a large health service • Led an oral health partnership to develop shared goals and deliver an oral health promotion plan • Led the development of a four year health promotion strategic plan that included a shared vision strategic direction for health promotion action • Together with key stakeholders, led and allocated resources to conduct research on translation of health promotion theory into practice
<p>6. Assessment</p> <p>Conduct assessment of needs and assets in partnership with stakeholders in the context of political, economic, social, cultural, environmental, behavioural and biological determinants that promote or compromise health</p> <ul style="list-style-type: none"> • Consulted with education settings to determine barriers/enablers and needs in becoming health promoting settings • Planned and implemented a survey of community settings to contribute to baseline formative evaluation in partnership with key stakeholders • Together with a range of internal organisational departments, coordinated a whole of setting audit to determine performance against global tobacco standards • Consulted with priority communities and settings to determine their needs as part of annual planning • Undertook menu and sales data assessments to gather baseline data to identify and support change recommendations • Undertook a literature and environmental scan to develop a background document that underpinned a municipal gambling policy
<p>7. Planning</p> <p>Develop measurable health promotion goals and objectives based on assessment of needs and assets in partnership with stakeholders</p> <ul style="list-style-type: none"> • Supported a school to complete a self-assessment tool to identify gaps in their whole school approach and then helped them to use this information to set goals and objectives • Co-ordinated the development of an oral health promotion plan in partnership with key stakeholders which included the development of measurable, achievable and sustainable goals • Supported shopping centres to create a plan to implement a smoke free policy including development of measurable objectives to support action identification and evaluation • Planned appropriate and realistic health and wellbeing behavioural nudge trials with leisure centres and identified associated measures of success based on timelines and feasibility

- Planned a capacity building initiative in response to health promotion workforce needs with goals and objectives established through the development of a theory of change

8. Implementation

Implement effective and efficient, culturally sensitive and ethical health promotion action in partnership with stakeholders

- Implemented an initiative in partnership with a local council to work with local food retailers to increase access to healthier food and drinks and create enhanced smoke free environments
- In partnership with key internal and external stakeholders, implemented a tobacco related harm project that reduced smoking at a building main entrance in line with legislative requirements
- Implemented an initiative in partnership with a local council, a university, a health promotion peak body, sports club committees and recreation centre managers which resulted in increased access to water in sport and recreation settings
- Worked with an Aboriginal Gathering Place, an Aboriginal service providers advisory group, and a local council Aboriginal Liaison Officer to implement an initiative that increased access to healthier culturally appropriate food and drinks at the Gathering Place
- Worked with local supermarkets, a health service, a funding body and an advisory service to implement a healthy eating initiative in supermarkets to establish healthier end of aisle displays and health star ratings on price tags

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

- In partnership with a local council and leisure centre managers, undertook developmental evaluation to ascertain the effectiveness of health and wellbeing behavioural nudge trials at two local pool complexes
- Followed organisational research protocols and obtained ethics clearance to undertake collaborative research into effective ways to reduce smoking in specific locations using environmental changes
- Developed and implemented an evaluation plan for a collaborative initiative, analysed results and produced a report which was disseminated to partners, funders and community stakeholders
- Undertook continuous evaluation monitoring of a health promotion initiative to assess implementation effectiveness using a range of tracking metrics
- Implemented an ethics approved health promotion research project, and had the reach and impact results published in a peer reviewed journal