



IUHPE – UIPES

[www.iuhpe.org](http://www.iuhpe.org)



Australian  
**HEALTH  
PROMOTION**  
Association

## *Health Promotion Practitioner Registration*

# Overview of Health Promotion Registration and Application Requirements

## IUHPE Registration

- Since 2017, AHPA has administered IUHPE's global health promotion registration system in Australia
- IUHPE administers course accreditation
- Graduates of accredited courses are eligible to apply for “automatic” registration
- 17 accredited courses in Australia at 11 different universities
- Approx. 130 Registered Health Promotion Practitioners in Australia currently

# Why establish IUHPE Health Promotion Registration?

- Health Promotion is an unregulated profession – anyone can call themselves a health promotion officer.
- You need to demonstrate your competence to be an IUHPE Registered Health Promotion Practitioner (and be listed on the national and international registers).
- A competent workforce is vital for the future growth and development of health promotion.

# Registration Application Requirements

1. Graduates of IUHPE accredited courses
  - Two referees
  - Evidence of graduation (academic transcript)
2. Graduates of other courses related to Health Promotion
  - Evidence/information of 2 years of relevant work experience (within past 6 years)
  - Self-assessment of competence
  - Two referees
3. Applicants with experience only
  - Evidence/information of 3 years of relevant work experience (within past 5 years)
  - Self-assessment of competence
  - Two referees

# Registration Overview and Fees

- Administration fee to submit application = \$38.50
- Once approved the annual registration fee needs to be paid:
  - \$44 for AHPA members
  - \$313.50 non-members
  - Current AHPA membership fee: full members \$220 for 1 year or \$420 for 2 years; Indigenous Australians \$100 for 1 year or \$190 for 2 years
- Awarded the professional title:  
IUHPE Registered Health Promotion Practitioner
- Added to Australian and IUHPE professional registers
- Registration lasts 3 years
- 75 hours of Continuing Professional Development (CPD) activities required for re-registration

# IUHPE Core Competencies



## 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.*

<p><b>1 Enable Change</b> Enable individuals, groups, communities and organisations to build capacity for health promoting action to improve health and reduce health inequities.</p>	<p><b>2 Advocate for Health</b> Advocate with, and on behalf of individuals, communities and organisations to improve health and well-being and build capacity for Health Promotion action.</p>	<p><b>3 Mediate through Partnership</b> Work collaboratively across disciplines, sectors and partners to enhance the impact and sustainability of Health Promotion action.</p>
<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>1.1 Work collaboratively across sectors to influence the development of public policies which impact positively on health and reduce health inequities</li> <li>1.2 Use health promotion approaches which support empowerment, participation, partnership and equity to create environments and settings which promote health</li> <li>1.3 Use community development approaches to strengthen community participation and ownership and build capacity for health promotion action</li> <li>1.4 Facilitate the development of personal skills that will maintain and improve health</li> <li>1.5 Work in collaboration with key stakeholders to reorient health and other services to promote health and reduce health inequities</li> </ol>	<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>2.1 Use advocacy strategies and techniques which reflect health promotion principles</li> <li>2.2 Engage with and influence key stakeholders to develop and sustain health promotion action</li> <li>2.3 Raise awareness of and influence public opinion on health issues</li> <li>2.4 Advocate for the development of policies, guidelines and procedures across all sectors which impact positively on health and reduce health inequities</li> <li>2.5 Facilitate communities and groups to articulate their needs and advocate for the resources and capacities required for Health Promotion action</li> </ol>	<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>3.1 Engage partners from different sectors to actively contribute to health promotion action</li> <li>3.2 Facilitate effective partnership working which reflects health promotion values and principles</li> <li>3.3 Build successful partnership through collaborative working, mediating between different sectoral interests</li> <li>3.4 Facilitate the development and sustainability of coalitions and networks for health promotion action</li> </ol>
<p><b>4 Communication</b> Communicate Health Promotion actions effectively using appropriate techniques and technologies for diverse audiences.</p>	<p><b>5 Leadership</b> Contribute to the development of a shared vision and strategic direction for Health Promotion action.</p>	<p><b>6 Assessment</b> 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.</p>
<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>4.1 Use effective communication skills including written, verbal, nonverbal, listening skills and information technology</li> <li>4.2 Use electronic and other media to receive and disseminate health promotion information</li> <li>4.3 Use culturally appropriate communication methods and techniques for specific groups and settings</li> <li>4.4 Use interpersonal communication and groupwork skills to facilitate individuals, groups, communities and organisations to improve health and reduce health inequities</li> </ol>	<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>5.1 Work with stakeholders to agree a shared vision and strategic direction for health promotion action</li> <li>5.2 Use leadership skills which facilitate empowerment and participation (including team work, negotiation, motivation, conflict resolution, decision making, facilitation and problem solving)</li> <li>5.3 Network with and motivate stakeholders in leading change to improve health and reduce inequities</li> <li>5.4 Incorporate new knowledge and ideas to improve practice and respond to emerging challenges in health promotion</li> <li>5.5 Contribute to mobilising and managing resources for health promotion action</li> <li>5.6 Contribute to team and organisational learning to advance health promotion action</li> </ol>	<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>6.1 Use participatory methods to engage stakeholders in the assessment process</li> <li>6.2 Use a variety of assessment methods including quantitative and qualitative research methods</li> <li>6.3 Collect, review and appraise relevant data, information and literature to inform health promotion action</li> <li>6.4 Identify the determinants of health which impact on health promotion action</li> <li>6.5 Identify the health needs, existing assets and resources relevant to health promotion action</li> <li>6.6 Use culturally and ethically appropriate assessment approaches</li> <li>6.7 Identify priorities for health promotion action in partnership with stakeholders based on best available evidence and ethical values</li> </ol>
<p><b>7 Planning</b> Develop measurable Health Promotion goals and objectives based on assessment of needs and assets in partnership with stakeholders.</p>	<p><b>8 Implementation</b> Implement effective and efficient, culturally sensitive, and ethical Health Promotion action in partnership with stakeholders.</p>	<p><b>9 Evaluation and Research</b> Use appropriate evaluation and research methods, in partnership with stakeholders, to determine the reach, impact and effectiveness of Health Promotion action.</p>
<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>7.1 Mobilise, support and engage the participation of stakeholders in planning health promotion action</li> <li>7.2 Use current models and systematic approaches for planning health promotion action</li> <li>7.3 Develop a feasible action plan within resource constraints and with reference to existing needs and assets</li> <li>7.4 Develop and communicate appropriate, realistic and measurable goals and objectives for health promotion action</li> <li>7.5 Identify appropriate health promotion strategies to achieve agreed goals and objectives</li> </ol>	<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>8.1 Use ethical, empowering, culturally appropriate and participatory processes to implement health promotion action</li> <li>8.2 Develop, pilot and use appropriate resources and materials</li> <li>8.3 Manage the resources needed for effective implementation of planned action</li> <li>8.4 Facilitate programme sustainability and stakeholder ownership through ongoing consultation and collaboration</li> <li>8.5 Monitor the quality of the implementation process in relation to agreed goals and objectives for health promotion action</li> </ol>	<p><b>A Health Promotion Practitioner is able to:</b></p> <ol style="list-style-type: none"> <li>9.1 Identify and use appropriate health promotion evaluation tools and research methods</li> <li>9.2 Integrate evaluation into the planning and implementation of all health promotion action</li> <li>9.3 Use evaluation findings to refine and improve health promotion action</li> <li>9.4 Use research and evidence based strategies to inform practice</li> <li>9.5 Contribute to the development and dissemination of health promotion evaluation and research processes</li> </ol>

# How to apply to become a Registered Health Promotion Practitioner

Go to the AHPA website:

[www.healthpromotion.org.au](http://www.healthpromotion.org.au)

→ Our Profession

→ Practitioner Registration

## Sections

Incomplete sections have a cross,  
completed sections are marked with a tick

1. Personal Details	✘
2. References	✘
3. University Details	✘
4. <b>Self Assessment</b>	✘
5. Employment Details	✘
6. Summary of Role	✘
<b>Health Promotion Competencies</b>	
7. Enable Change	✓
8. Advocate for Health	✘
9. Mediate through Partnership	✘
10. Communication	✘
11. Leadership	✘
12. Assessment	✘
13. Planning	✘
14. Implementation	✘
15. Evaluation and Research	✘
16. Document upload	✘

# Benefits of Registration

- For individuals:
  - Supports employability
- For organisation:
  - High quality workforce
  - Credibility
- For profession:
  - Legitimacy as a recognised profession
  - Longer term collective benefits to health promotion as a profession



# Questions?



## Registration Application Sections\*

Applicants have to complete responses against:

- Knowledge areas
- Employment details and role description (current or recent role)
- Core competencies

*\* Does not apply to graduates of IUHPE accredited courses*

# Knowledge Areas

# Evidence of Knowledge

- Evidence is required of knowledge of core concepts, principles, theory and research of health promotion
- The core competencies are underpinned by this knowledge and its application in practice
- 10 knowledge area underpin the competencies

# Knowledge Areas

1. The concepts, principles and ethical values of health promotion as defined by the Ottawa Charter for Health Promotion and subsequent charters and declarations
2. The concepts of health equity, social justice and health as a human right as the basis for health promotion action
3. The determinants of health and their implications for health promotion action
4. The impact of social and cultural diversity on health and health inequities and the implications for health promotion action
5. Health promotion models and approaches which support empowerment, participation, partnership and equity as the basis for health promotion action

## Knowledge Areas (cont.)

6. The current theories and evidence which underpin effective leadership, advocacy and partnership building and their implication for health promotion action
7. The current models and approaches of effective project and programme management (including needs assessment, planning, implementation and evaluation) and their application to health promotion action
8. The evidence base and research methods, including qualitative and quantitative methods, required to inform and evaluate health promotion action
9. The communication processes and current information technology required for effective health promotion action
10. The systems, policies and legislation which impact on health and their relevance for health promotion.

# Application Requirements

- Confirm that you have the required knowledge
- Indicate where the knowledge was acquired:
  - Education / training – provide course details
  - Work experience – provide brief details
  - Other – provide brief details

# Knowledge Area Response - Example 1

Do you have knowledge in the following area:

**The concepts, principles and ethical values of Health Promotion as defined by the Ottawa Charter for Health Promotion (WHO, 1986) and subsequent charters and declarations**

Yes  No

Please indicate where knowledge acquired – you may tick more than one box:

Education/training    Work experience    Other

Please provide details on how you have achieved the competency (*max 200 words*):

I gained knowledge of the Ottawa Charter and other relevant charters and declarations while studying a Master of Health Promotion degree at ABC University. I have since continued to gain and reinforce my knowledge through application in health promotion work roles I have held. For example, in my current role as a Health Promotion Officer, the Ottawa Charter has been a key consideration in health promotion planning. In 20XX, in planning a new 4 year Health Promotion Plan, I developed a review checklist which included the Ottawa Charter to review the current health promotion plan. This checklist was used by the Health Promotion Team to assess which strategies might be appropriate to continue in a new plan.



# Knowledge Area Response - Example 2

Do you have knowledge in the following area:

**The concepts, principles and ethical values of Health Promotion as defined by the Ottawa Charter for Health Promotion (WHO, 1986) and subsequent charters and declarations**

Yes  No

Please indicate where knowledge acquired – you may tick more than one box:

Education/training  Work experience  Other

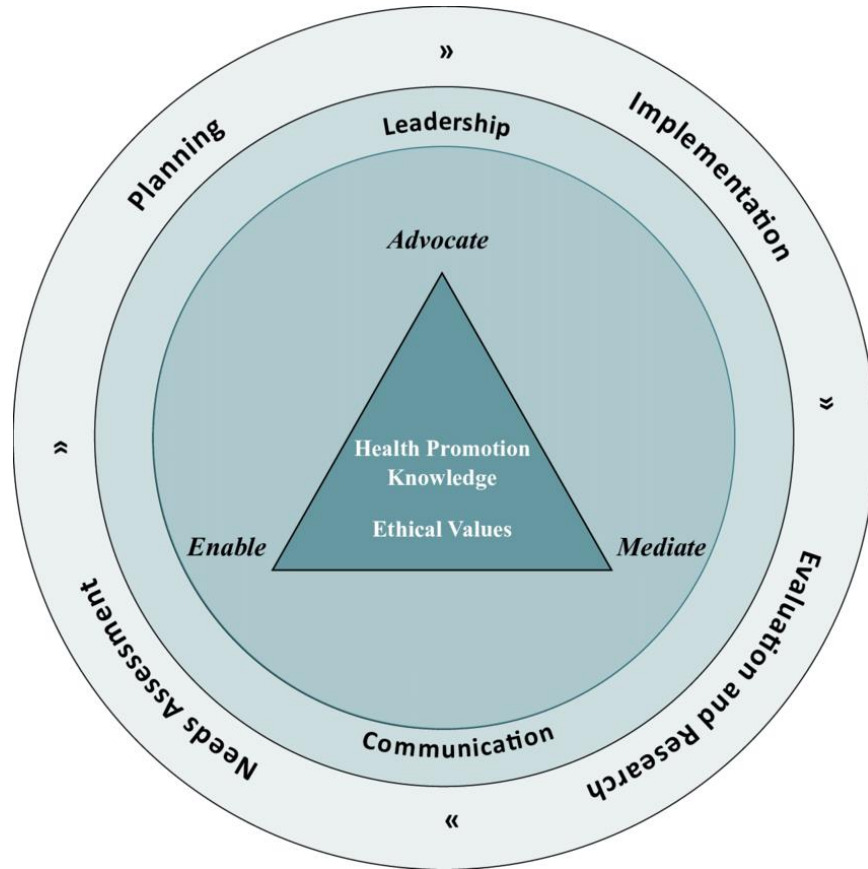
Please provide details on how you have achieved the competency (*max 200 words*):

This topic was covered in detail during my Master of Public Health at XXX University, especially in the units XXX. Additionally, my current workplace prides itself on basing its foundations on the Ottawa Charter. The Charter is frequently mentioned and discussed in the workplace, meetings and AGMs. I'm aware that the Ottawa Charter for Health Promotion was developed during the first formal conference on Health Promotion in Canada in 1986, building on foundational discussions and papers delivered by the World Health Organisation. During this time, health promotion as a concept was formally defined, the basic prerequisites for improvements in health were outlined, as well as a clear statement on what effective health promotion action looks like at a local, national and international level. The tenets of the Ottawa Charter continue to be enshrined in Australian health promotion policy including the state Public Health and Wellbeing Plan, and the state Health Promotion Guidelines.

# Resources

<https://www.healthpromotion.org.au/registration-resources>

- Registration application word template
- Completed application examples
  - Early career practitioner
  - Mid-career practitioner

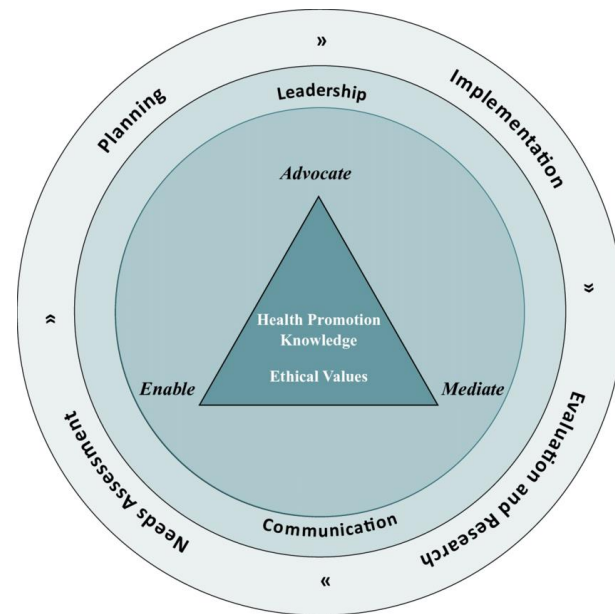


# IUHPE Core Competencies

## Health Promotion

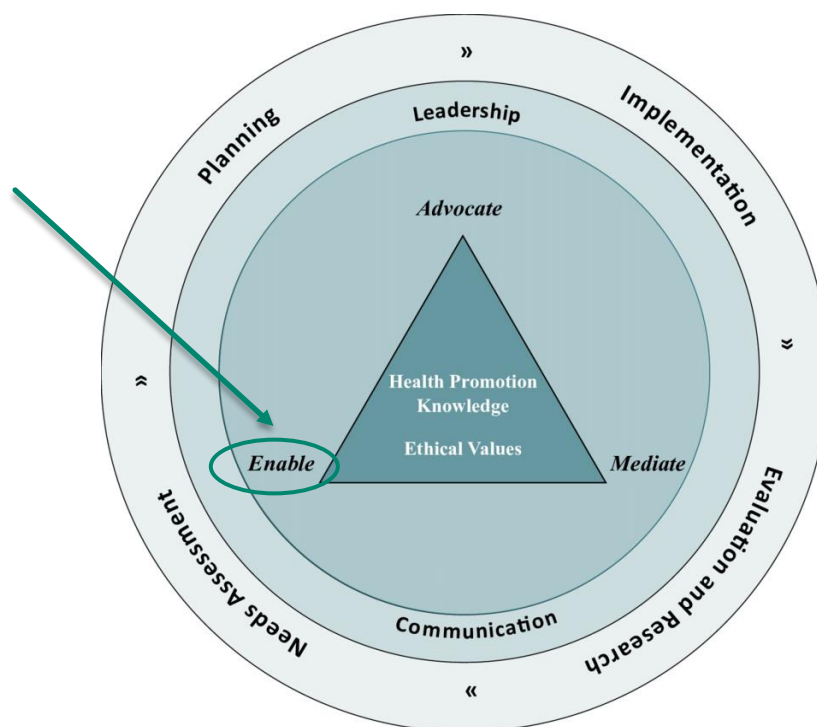
# IUHPE Core Competencies

1. Enable Change
2. Advocate for Health
3. Mediate through Partnership
4. Communication
5. Leadership
6. Assessment
7. Planning
8. Implementation
9. Evaluation and research



# 1. Enable Change

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



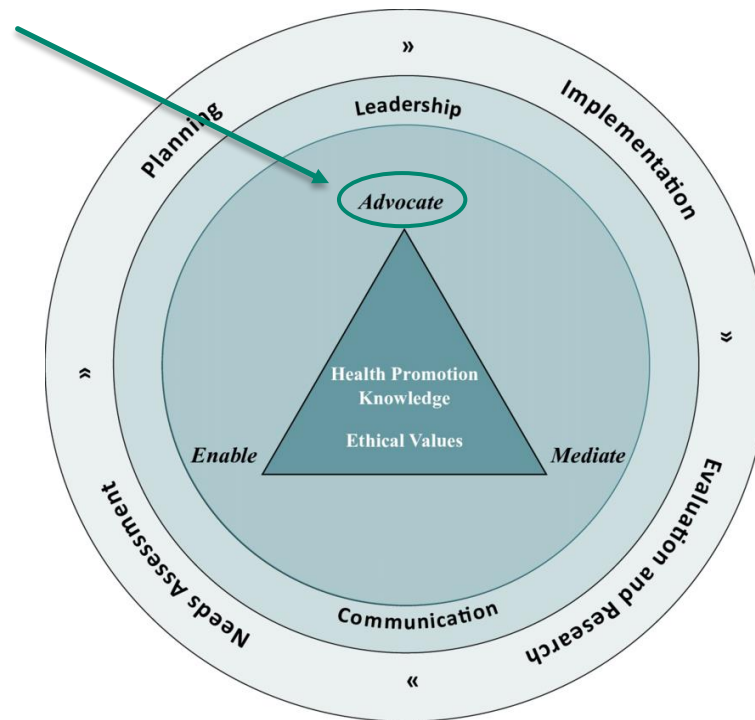
# 1. Enable Change

- Work collaboratively across sectors to influence policy
- Use approaches that support empowerment, participation, partnership and equity
- Strengthen community participation and ownership and build capacity for action
- Facilitate the development of personal skills
- Work in collaboration with key stakeholders to reorient health and other services



## 2. Advocate for Health

Advocate with, and on behalf, of individuals, communities and organisations to build health and wellbeing and **build capacity for health promotion action**



## 2. Advocate for Health

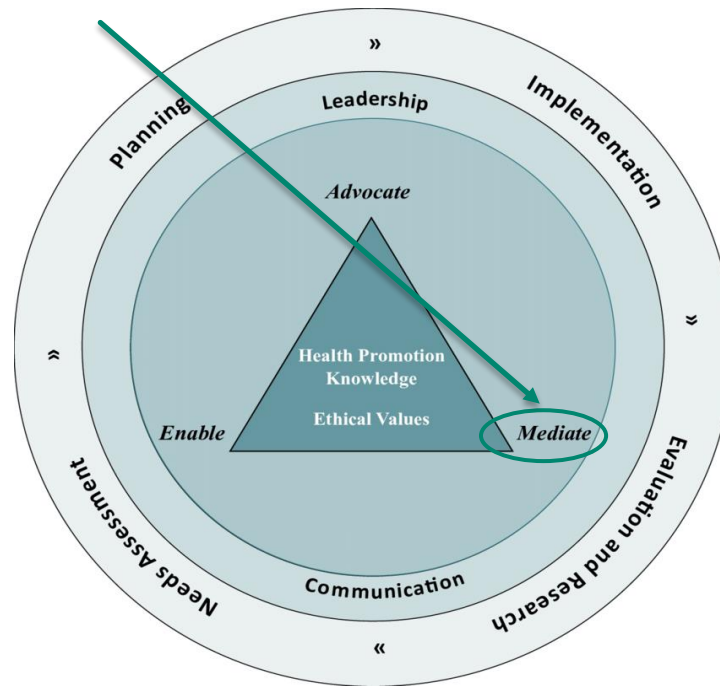


- Use advocacy strategies and techniques which reflect health promotion principles
- Engage with and influence key stakeholders
- Raise awareness of and influence public opinion on health issues
- Advocate across sectors for the development of policies, guidelines and procedures
- Support communities and groups to articulate their needs and advocate for resources and capacities



# 3. Mediate through Partnership

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



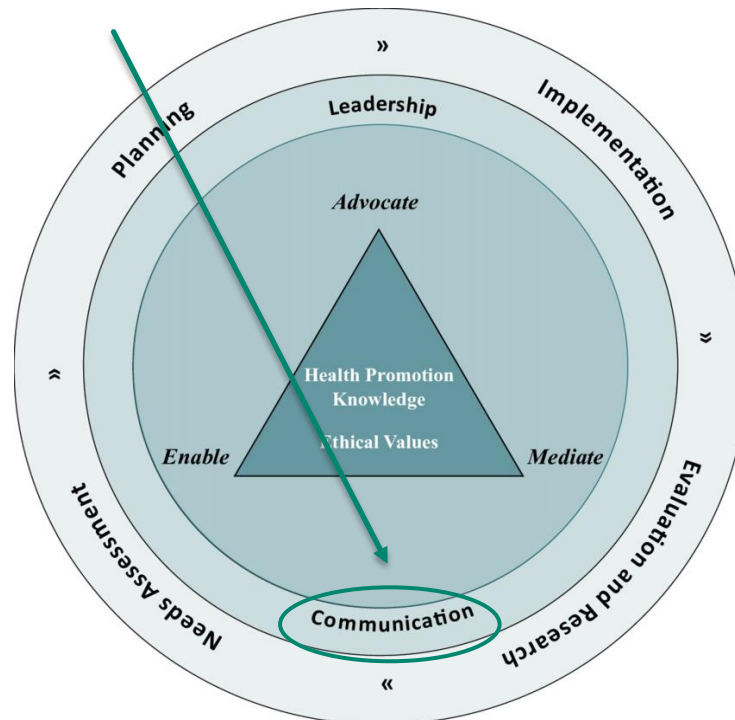
# 3. Mediate through Partnership

- Engage partners from different sectors to actively contribute
- Facilitate effective partnership work which reflects HP values and principles
- Build successful partnerships through collaborative work
- Facilitate the development and sustainability of coalitions and networks



# 4. Communication

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



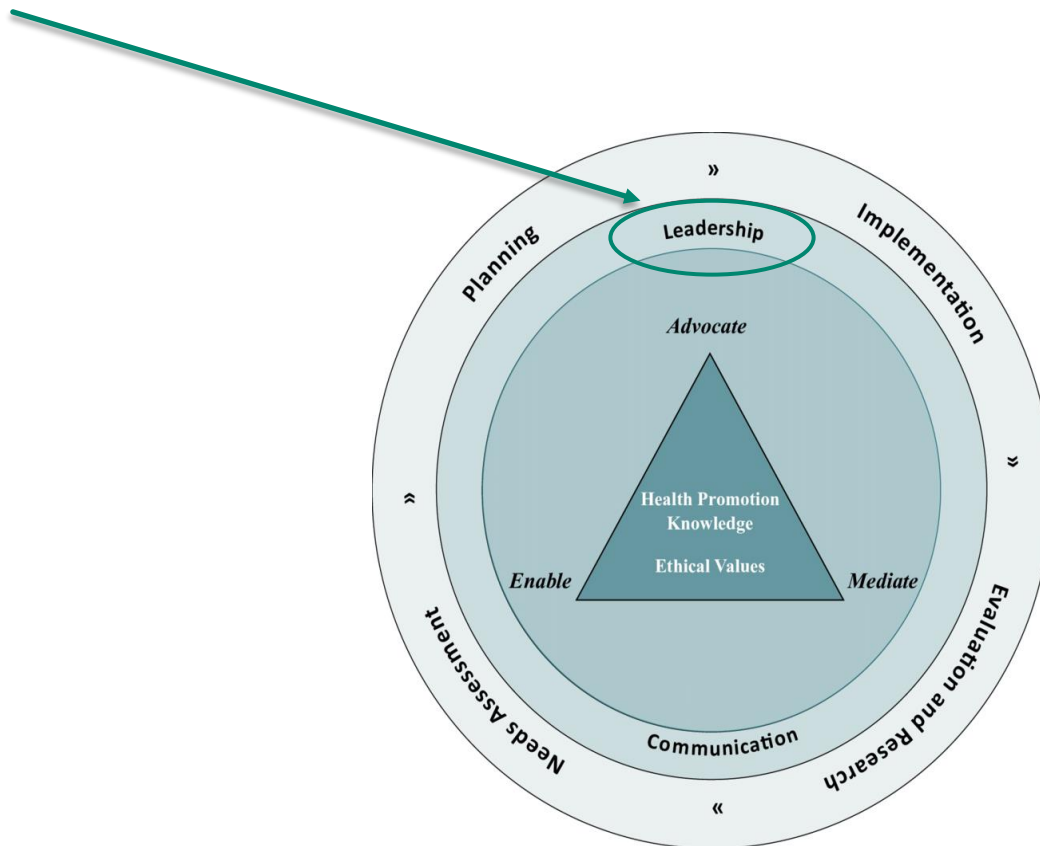
# 4. Communication



- Use effective communication strategies
- Use IT and other media
- Use culturally appropriate communications methods and techniques
- Use interpersonal communication and facilitate groups

# 5. Leadership

Contribute to the development of a **shared vision and strategic direction** for health promotion action



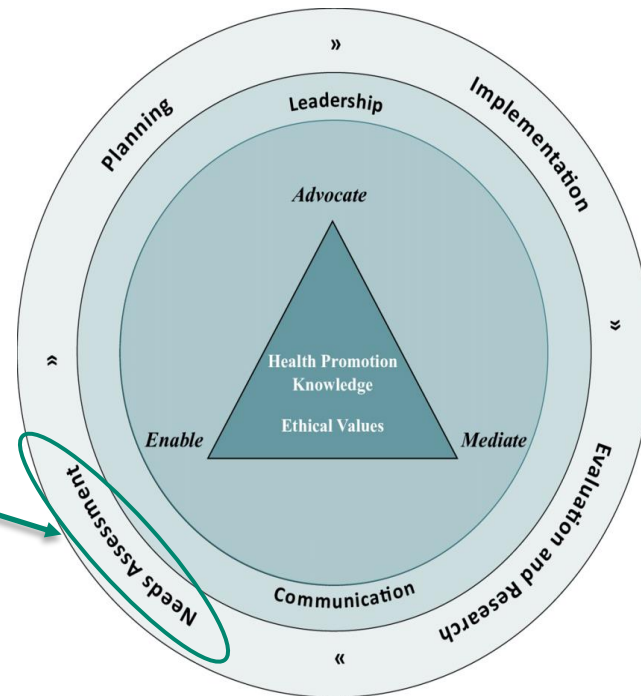
# 5. Leadership

- Work with others to agree a shared vision and strategic direction
- Facilitate empowerment and participation
- Network with and motivate stakeholders in leading change
- Incorporate new knowledge to improve practice and respond to emerging challenges
- Contribute to mobilising and managing resources
- Contribute to team and organisational learning



# 6. Assessment

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



# 6. Assessment

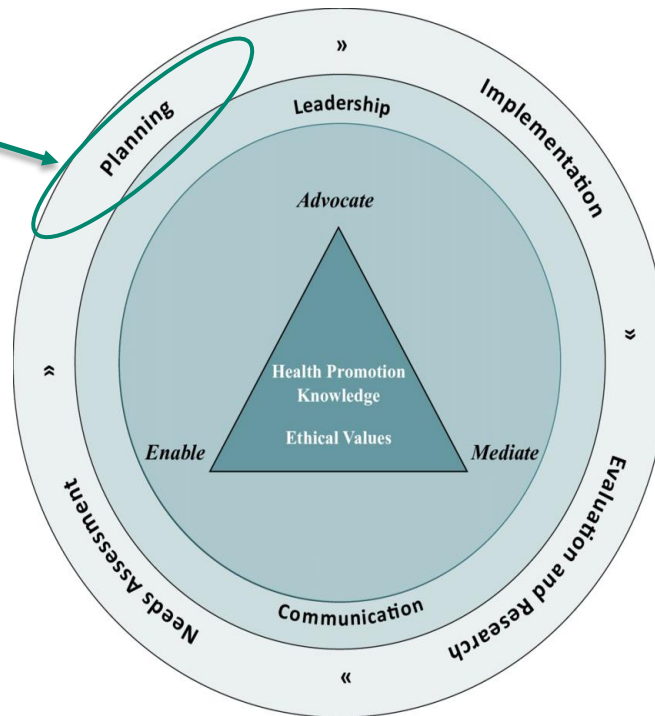
- Use participatory methods to engage others
- Use a variety of methods including quantitative and qualitative
- Collect, review and appraise relevant data, information and literature
- Identify the determinants of health
- Identify health needs, existing assets and resources
- Use culturally and ethically appropriate assessment approaches
- Collaboratively identify priorities for action 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



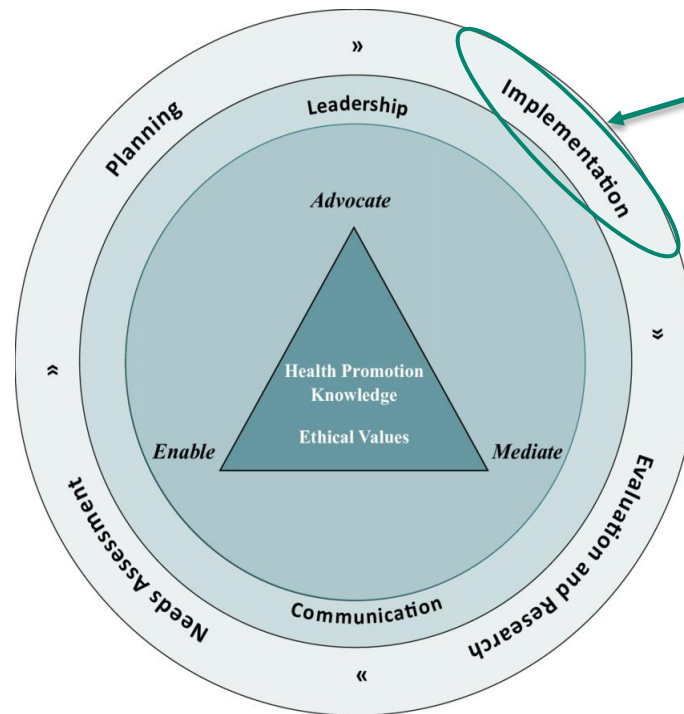
# 7. Planning

- Mobilise, support and engage participation in planning
- Use current models and systematic approaches
- Develop a feasible action plan within resource constraints and based on existing needs and assets
- Develop and communicate appropriate, realistic and measurable goals and objectives
- Identify appropriate strategies to achieve goals and objectives



# 8. Implementation

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



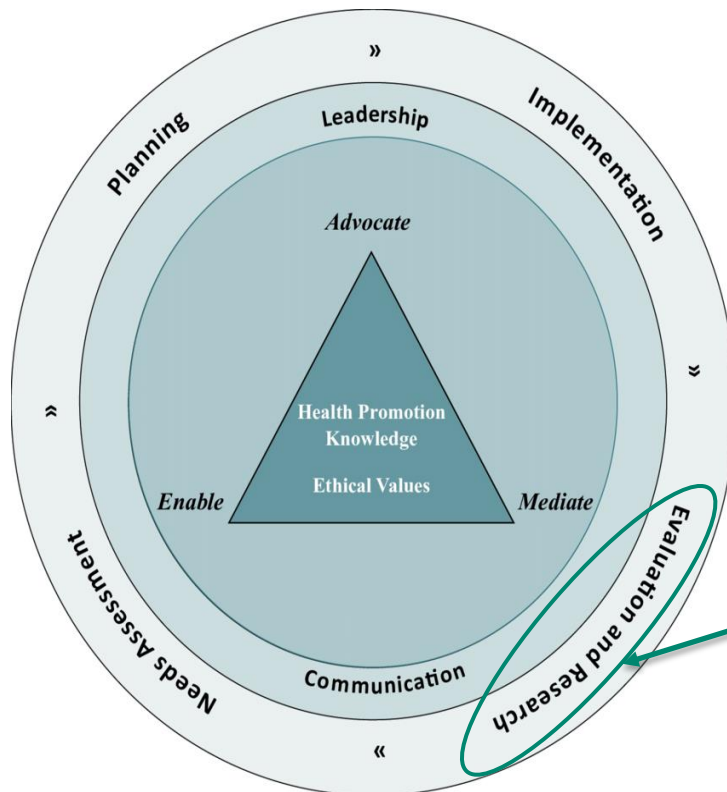
# 8. Implementation



- Use ethical, empowering, culturally appropriate and participatory processes
- Develop, pilot and use appropriate resources / materials
- Manage the resources needed for effective implementation
- Facilitate sustainability and stakeholder ownership through consultation / collaboration
- Monitor the quality of implementation against goals and objectives

# 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



# 9. Evaluation and Research

- Identify and use appropriate evaluation tools and research methods
- Integrate evaluation into planning and implementation
- Use evaluation findings to refine and improve action
- Use research and evidence-based strategies to inform practice
- Contribute to the development and dissemination of evaluation and research processes



# Core Competency Response – Mediate Through Partnership

## Type of work/activity

Developing a physical activity initiative to increase active living

## When completed (year)

2021

## Where completed

XXX Community Organisation

## Brief description of the action and your role with reference to the performance criteria above

COVID-19 lockdowns meant that people in XXX location had disrupted routines, reduced access to formal exercise and sport, and less opportunities to be physically active. The XXX Activity challenge had previously been highly successful in this area, however finished in late 2020. In February 2021 I worked with local health promoting organisations, health services, sport groups, sports assembles and gyms to create a local physical activity initiative to encourage increased active living during early 2021. I created a working group of local interested people and organisations, organising and facilitating six working meetings to establish an effective program. I used my skills in partnership building by connecting with local relevant organisations and leaders already active in this space, asking them for their input, and including them in organising efforts. Clear roles and tasks were developed during meetings. As a result I was able to publicise an engaging and locally based program, with more than 50 events listed.

## Other comments

*Website URLs included here*

# Core Competency Response – Enable Change

## Type of work/activity

6a. Health Promotion Team Leader; 6b. Prevention Coordinator; 6c. Health Promotion Team Leader; 6d. Health Promotion Practitioner

## When completed (year)

6a. 20XX; 6b. 20XX; 6c. 20XX; 6d. 20XX

## Where completed

6a. XXX Health Service; 6b. XXX Organisation; 6c. XXX Council; 6d. XXX Community Service

## Brief description of the action and your role with reference to the performance criteria above

6a. I am currently leading the development of ABC Organisation's 4 year Health Promotion Plan. This has involved developing collaborative partnerships with multiple key stakeholders including local government to improve health and reduce health inequalities in two local government areas. 6b. Part of my role was to support integrated collaborative catchment planning in two LGAs. One method I used was to organise Prevention Alliance meetings where key prevention stakeholders shared their planning progress and priorities, and discussed potential for collective action and how it could be realised. 6c. I oversee tobacco control work in education settings. Two key alternative education providers were invited to attend a regularly scheduled Tobacco Control Working Group where information was provided on facilitating smoke free environments. Both providers subsequently made a decision to go smoke free. 6d. Together with a bicultural worker, I delivered a CPD-eligible training package on female genital mutilation to 129 health professionals. Evaluation indicated an increase in knowledge and awareness in relation to prevalence, cultural issues and appropriate referral pathways, and intent to change work practices.

## Other comments

*No other comments*



# Resources



- Registration page on the AHPA website:
  - Registration application word template
  - Core competencies one pager
  - FAQs
  - 10 minute video providing an overview of the registration system
  - Information about re-registration
- Practical examples against each core competency (short version and long version)
- Example of a completed registration applications x 2
  - Early career
  - Mid-career

# Questions?



For more information: [NAO@healthpromotion.org.au](mailto:NAO@healthpromotion.org.au)

# Additional Information

## List of Accredited Courses in Australia

# Accredited Courses (as at October 2023)

University	Course	Accredited from	Accredited to
Curtin University	• BSc (Health Promotion)	Feb 2016	Mar 2027
	• Graduate Diploma of Health Promotion	Oct 2017	Jun 2023
	• Master of Health Promotion	Oct 2017	Jun 2023
Edith Cowan University	• Bachelor of Health Science (Health Promotion)	May 2017	Oct 2026
University of the Sunshine Coast	• Master of Health Promotion	May 2018	Mar 2027
	• Bachelor of Health Science (Applied Health Promotion)	May 2018	Mar 2027
University of Queensland	• Master of Public Health (Health Promotion)	Nov 2019	Nov 2024

## Accredited Courses (cont.)

University	Course	Accredited from	Accredited to
CQ University	<ul style="list-style-type: none"> <li>Bachelor of Public health (Specialisation)</li> </ul>	Feb 2020	Feb 2025
University of Notre Dam	<ul style="list-style-type: none"> <li>Bachelor of Health Promotion</li> </ul>	Oct 2021	Oct 2026
Deakin University	<ul style="list-style-type: none"> <li>Master of Health Promotion</li> </ul>	Dec 2020	Feb 2027
	<ul style="list-style-type: none"> <li>Bachelor of Public Health and Health Promotion</li> </ul>	Dec 2020	Feb 2027
	<ul style="list-style-type: none"> <li>Bachelor of Health Science - Health Promotion Major</li> </ul>	Dec 2020	Feb 2027
	<ul style="list-style-type: none"> <li>Bachelor of Public Health and Health Promotion / Bachelor of Commerce</li> </ul>	Dec 2020	Feb 2027

## Accredited Courses (cont.)

University	Course	Accredited from	Accredited to
Western Sydney University	Bachelor of Health Science: BHSc (Health Promotion); BHSc (Public Health / Health Promotion); BHSc (Health Services Management / Health Promotion); BHSc (Clinical Sciences / Health Promotion)	May 2022	May 2027
Australian College of Physical Education	Bachelor of Health Promotion	Dec 2022	Dec 2027
Queensland Uni of Technology	Master of Public Health (Health Promotion)	Jan 2023	Jan 2028
Uni of Technology Sydney	Bachelor of Health Science in Health Promotion	July 2023	July 2028