



IUHPE – UIPES

www.iuhpe.org



Australian
**HEALTH
PROMOTION**
Association

Health Promotion Practitioner Registration

Overview of Health Promotion Registration and IUHPE Core Competencies

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. 115 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 5 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

- Administration fee to submit application = \$38.50
- Once approved the annual registration fee needs to be paid (\$44 for members; \$313.50 non-members).
- 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.

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

How to apply to become a Registered Health Promotion Practitioner

Go to the AHPA website:

www.healthpromotion.org.au

→ Our Profession

→ Practitioner Registration

Sections

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

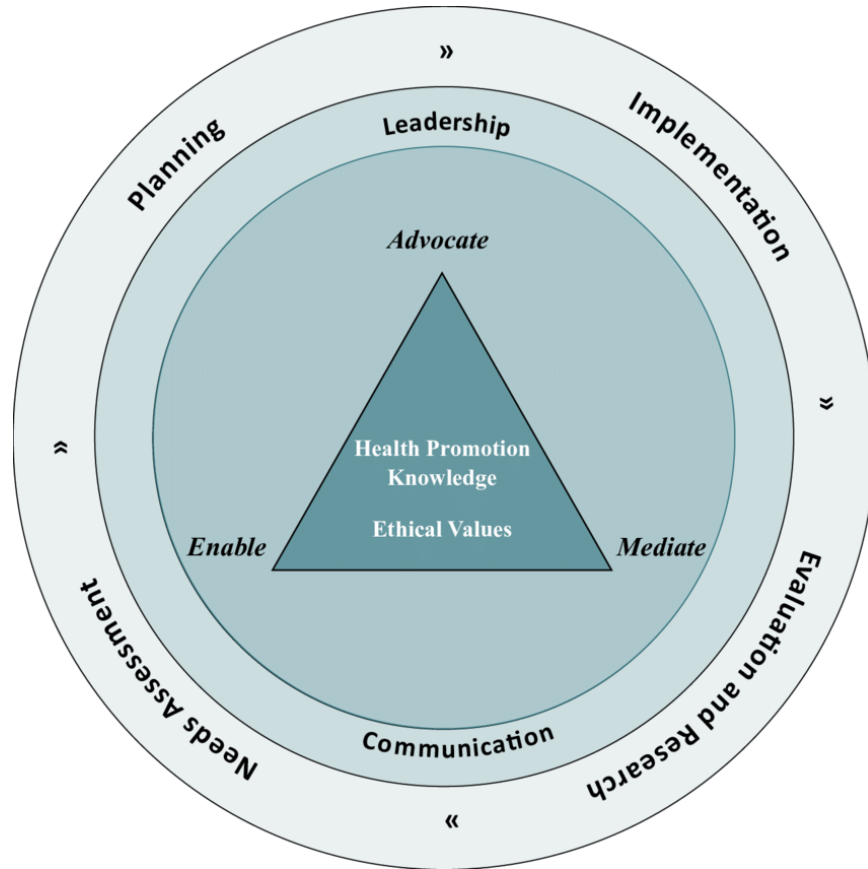
1. Personal Details	×
2. References	×
3. University Details	×
4. Self Assessment	×
5. Employment Details	×
6. Summary of Role	×
Health Promotion Competencies	
7. Enable Change	✓
8. Advocate for Health	×
9. Mediate through Partnership	×
10. Communication	×
11. Leadership	×
12. Assessment	×
13. Planning	×
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?



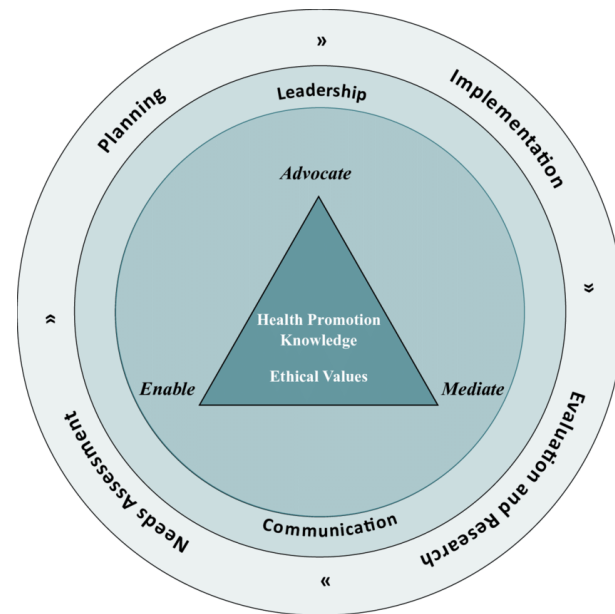


IUHPE Core Competencies

Health Promotion

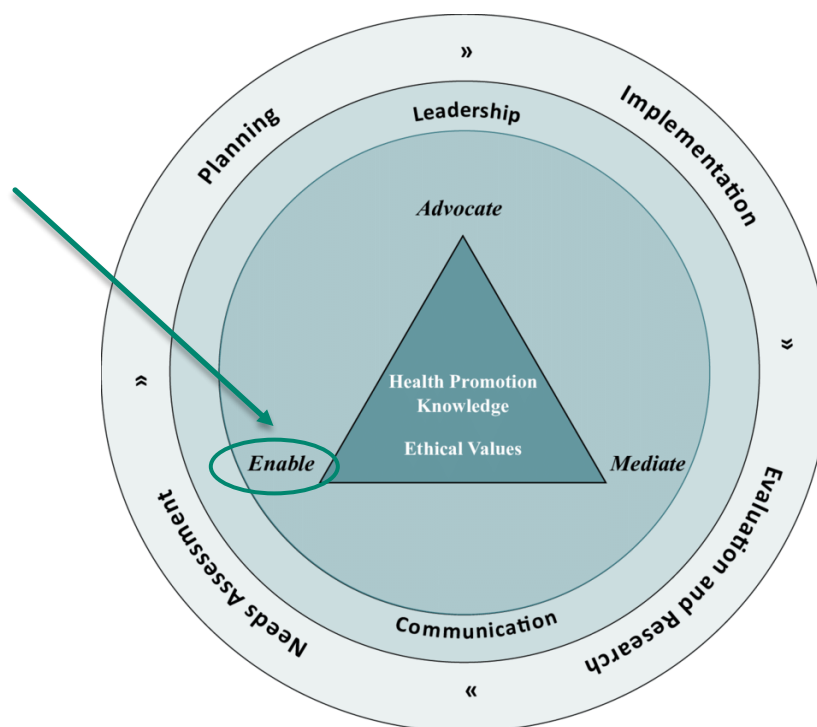
IUHPE Core Competencies

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



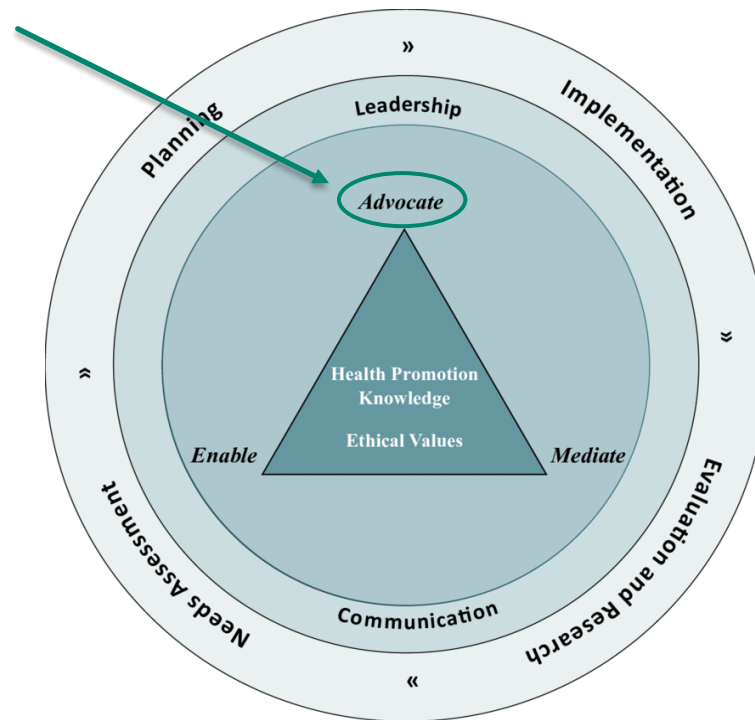
1. Enable Change

- 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**



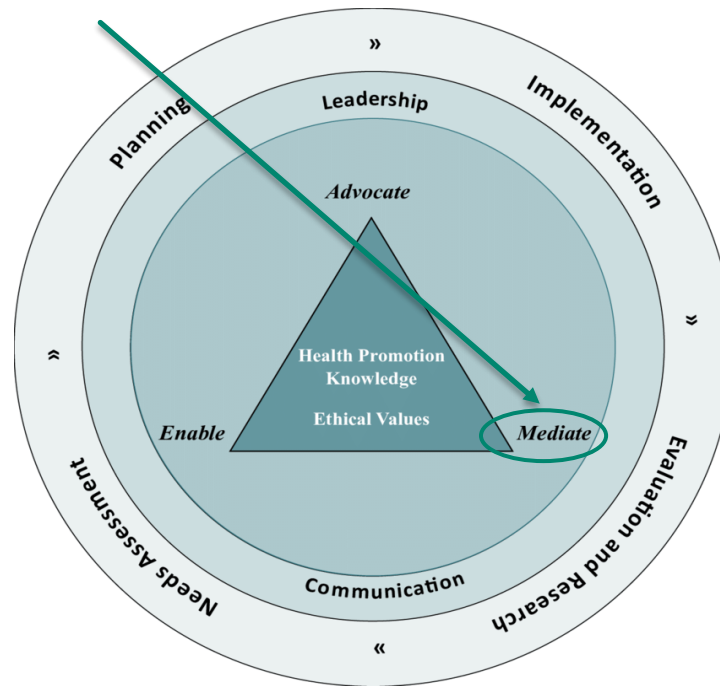
2. Advocate for Health



- 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



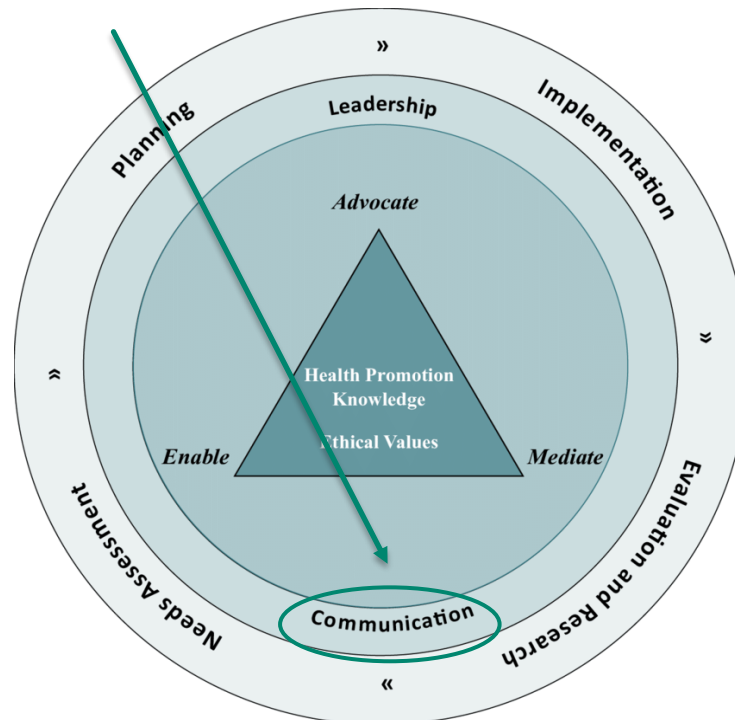
3. Mediate through Partnership

- 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



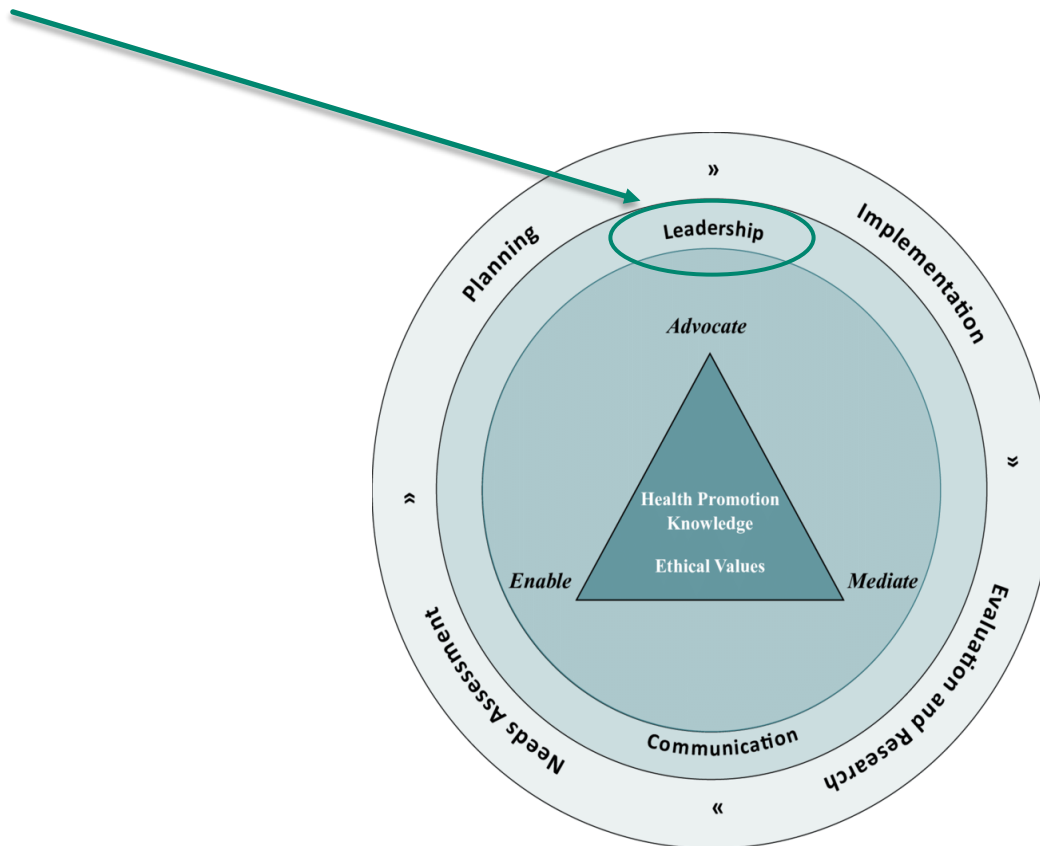
4. Communication



- 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



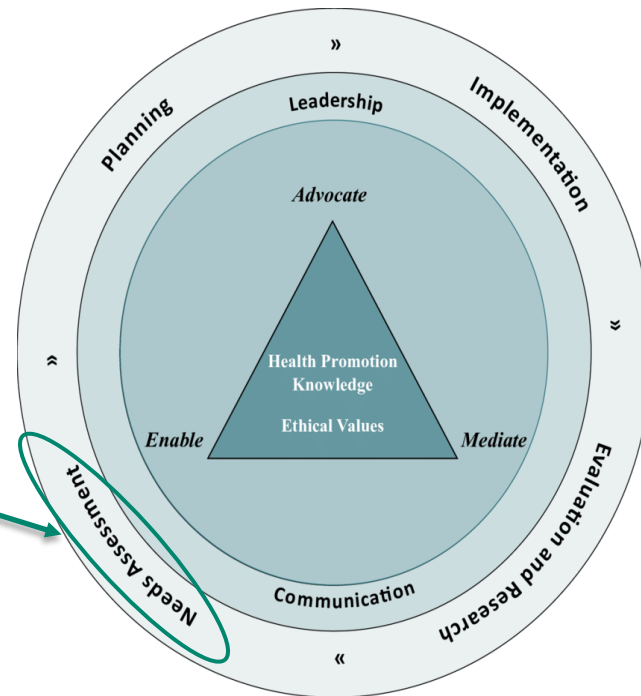
5. Leadership

- 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



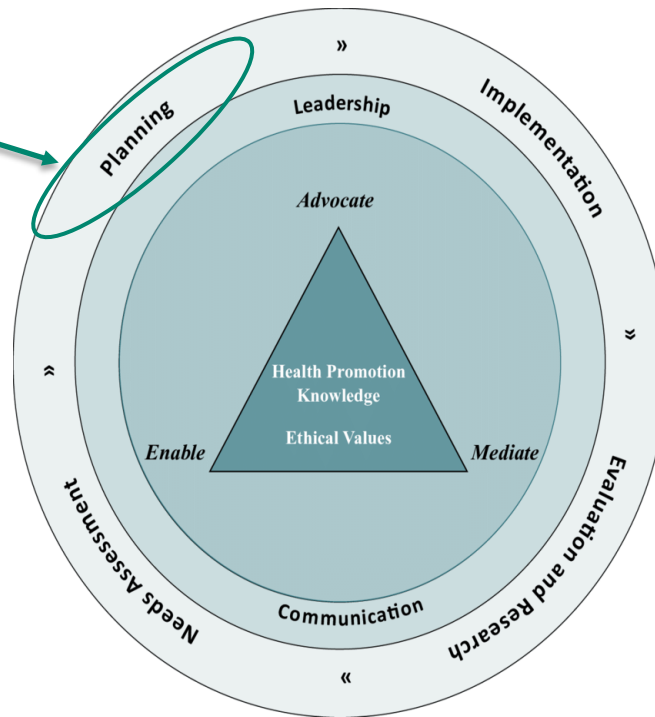
6. Assessment

- 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



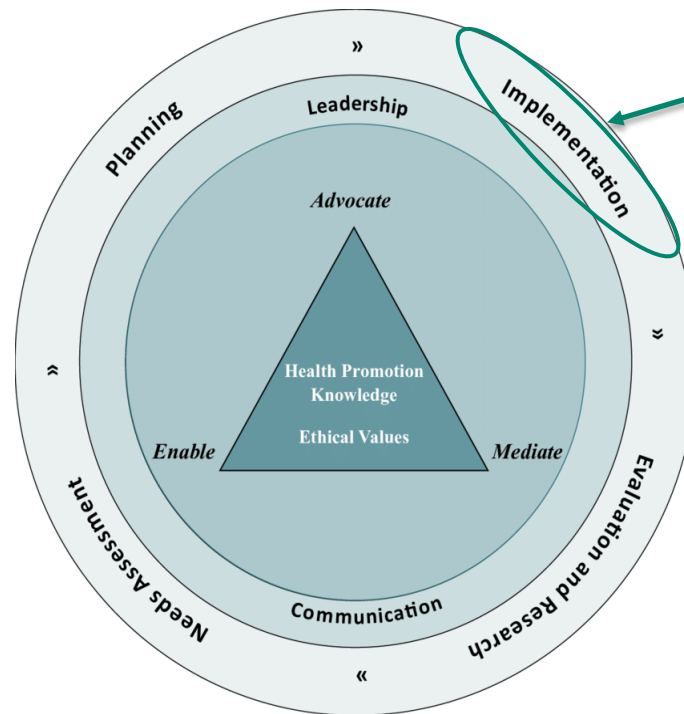
7. Planning

- 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



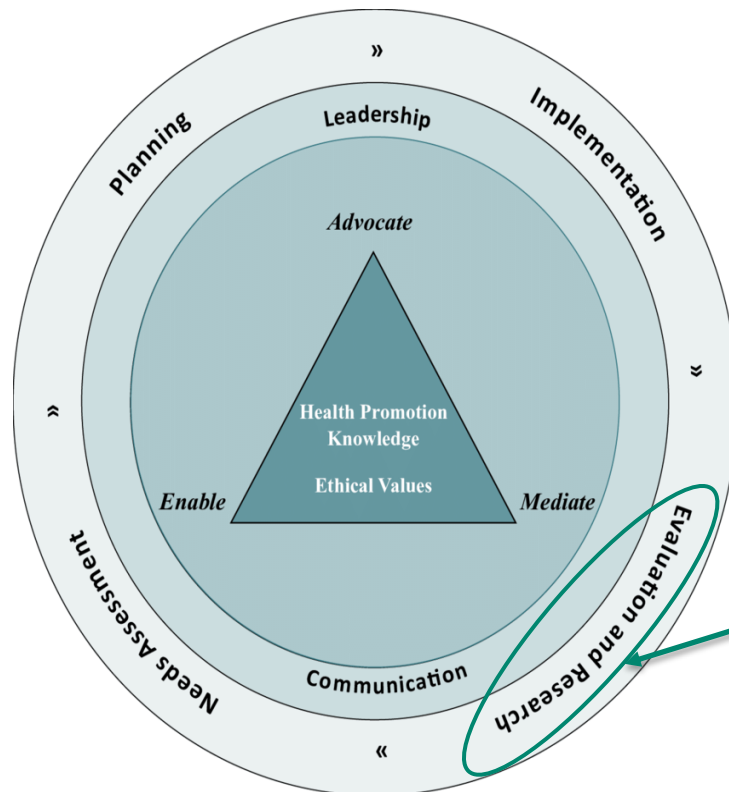
8. Implementation



- 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



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 application

Questions?



For more information: NAO@healthpromotion.org.au

Additional Information

List of Accredited Courses in Australia

Accredited Courses

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