Developing Discipline-Specific Competencies and a National Network for Health Promoters

CPHA – May 2015
Welcome

• Introductions
• Objectives
• Agenda
Conflict of Interest Disclosure

• No industry affiliations or financial interests that may have a direct bearing on the subject matter of the presentation.
Objectives

• Describe development of discipline-specific competencies for health promoters
• Solicit feedback on toolkit of professional supports for health promoters
• Gather input into building a national network of health promoters
• Gather feedback on future supports needed.
Acknowledgments

• Pan-Canadian Committee for Health Promoter Competencies
• Virgo planning & evaluation consultants
• Public Health Agency of Canada
Workshop – Agenda

• Succinct overview of the health promoter competencies initiative
• Small group discussion:
  – Competencies
  – Toolkit & Network
• Suggestions for future
• Wrap-up & workshop evaluation
Competencies & the Broader Context

- Dieticians-Public Health Nutrition
- Public Health Nurses
- Environmental Public Health Professionals
- Public Health Dental Practitioners
- Public Health Epidemiologists
- Medical Officers of Health
- Health Promoters**
Why?

- Relative Importance of Health Promotion Increasing
- Misunderstanding:
  - Role
  - Best use of health promoter positions
- Diversity of potential training paths - what’s needed?
- Inconsistency in:
  - Defining the work
  - Identifying the required K&S
- Aligning Education with Workforce Needs

Health Promoter Competencies

- Be Informative to:
  - Practitioners
  - Managers
  - Academic setting

- ↑Understanding of range of K&S

- Inform Competency-Based:
  - Position descriptions
  - Assessment tools – training needs
  - Training programs & continuing education
Health Promotion?

• The policies and processes that enable people to increase control over and improve their health:
  – These address the needs of the population as a whole in the context of their daily lives, rather than focusing on people at risk for specific diseases; and,
  – Are directed toward action on the determinants of health.

• Action oriented and based on public policies to enable, support and protect health.

Last J. A dictionary of public health.
The Health Impact Pyramid

History of Initiative

Initial Development

Literature Review (2006)

Environmental Scan (2006)


Consultations

Health Promotion Conferences (2008)

Manitoba Workshop (2008)

Pan-Canadian Committee on Health Promoter Competencies (ON, MB, NS, +)

Funding – PHAC (2013)

Revised Competency Set

Consult in 4 provinces

Develop toolkit – pilot

Establish network to share information on:
- Competency set
- Toolkit
- Other issues of interest

Current Project Sunsets December 2015
Crafting Competencies on Pan-Canadian Basis

• Seeking general consensus
  – Nuanced differences among and within provinces
  – Use of the competencies is voluntary and adaptable

• Competency set is a package – rarely ever apply a single competency in isolation of the others
Health Promoter Competencies (v5) – 36 Statements in 9 Domains

- Leadership & Building Organizational Capacity
- Health Promotion Knowledge & Skills
- Diversity & Inclusiveness
- Situational Assessments
- Communication
- Plan & Implement Health Promotion Programs
- Partnership & Collaboration
- Policy Development & Advocacy
- Community Mobilization & Building Community Capacity
Competencies – Current State

• In latest consultations (AB & BC), level of agreement 80%+ for 31 of 36 statements
• Particular concerns for 5 items in one or both consultations:
  – 2.1 ‘population assessment’
  – 3.2 ‘program budget’
  – 4.1 ‘implications of policy options’
  – 7.1 ‘provide various types of info to specific audiences’
  – 9.1 ‘knowledge about history, structure, and interaction of various health sectors at various levels’
• Sought deeper understanding at workshops → feedback will inform revisions
• Will also review comments regarding all of the statements
*In addition to revisions to specific items, need more accompanying material*

- Purpose
- Target audience
- Levels of practice
- Uses
- Values underlying practice
- Supporting information and tools
- Intro to each domain
Developing and Applying a Competency-Based Toolkit

- A competency set is a tool – only useful if used!
- As part of project, wanted to develop an online toolkit to support use of the competencies
- Initial ideas augmented by suggestions from earlier consultations
- Toolkit pilot is now live!
- http://www.healthpromotercanada.com/toolkit-overview/
Health Promoter Position Profile
- Rationale
- Role summary
- Proficiency levels

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

Toolkit
- Overview
- Roadmap
- Evaluation survey

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

Additional Tools
- Comparison of Health Promoter Competencies vs. Public Health Core Competencies
- Slidedeck to communicate about the competencies
Toolkit Next Steps

• Seeking feedback & suggestions until end June
• Make improvements and finalize toolkit in Fall
• Toolkit will continue to be available post-project.
Building a Network of Health Promoters

• Network has been main communication mechanism for the project:
  – Updates to competency set
  – Toolkit launch and dates for feedback
  – Other... (e.g., needed feedback on additional domains)

• Member list augmented with each provincial consultation + other mechanisms
  – e.g. conference presentations; website contacts
Building a Network of Health Promoters – Next Steps

• Updates will be provided when revised competencies and toolkit released later this year
• Intent to maintain network post-project
• If wish to add contact info to network, choice of:
  – Include info on sign-up sheet
  – Leave business card by sign-up sheet
  – Leave info through project website

• Note: the project network is different from the Pan-Canadian Collaborative/Network (Irv Rootman et al)
Pan-Canadian Collaborative/Network for the Promotion of Health and Wellbeing

• Emerged from the 2012 & 2013 CPHA workshops on Future of Health Promotion in Canada (reports available at www.phabc.org)

• Dialog to continue tomorrow 15:30-17:00 at World Café Session

• Organizers invite those interested to attend!
Project Next Steps

• Current project sunsets December 2015
• Make final revisions to competency set and toolkit
• Plan sustainability of project website
• Explore possible future project: e.g.,
  – Consultations in other provinces/territories
  – Consultation/adaptation for specific populations or settings
  – Support implementation within systems/organizations
  – Tools for implementation (e.g., case studies, online training modules, links to CPD opportunities, etc.)
Small Group Discussion

- 2 rounds
- 2 topics:
  - Competencies
  - Toolkit & Network
- Process:
  - Self-select which group to start with
  - Facilitator will summarize key points about topic
  - Have a conversation
  - Switch to round 2 – move to different group (different or same topic)
  - Facilitator will summarize key points about topic + key points from preceding group
  - Have a conversation
Suggestions for Future

• Thinking about ‘what’s next’
  – Consultations in other provinces/territories?
  – Consultation/adaptation for specific populations or settings?
  – Support implementation within specific settings?
  – Tools for implementation (e.g., case studies, online training modules, links to CPD events, etc.)?

• Issues arising from group discussions?

• Thoughts/suggestions from participants?
Wrapping Up

• Thank you for today’s feedback!
• Will be used as input to:
  – Our review and revisions to competencies and toolkit
  – Planning future work
• Stay tuned for revised competencies and toolkit later this year -> best way to stay informed is to be on our network list
• Take a look at the toolkit – provide feedback (end June)
• For more information, to contact the project &/or to access the Toolkit:
  
  http://www.healthpromotercanada.com/

• And, please complete the workshop evaluation...