

Comparison of UKPHR Public Health Practitioner standards against IUHPE Health Promotion Practitioner standards

IUHPE Core Competencies and Professional Standards 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:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>1.1 Work collaboratively across sectors to influence the development of public policies which impact positively on health and reduce health inequities</p> <p>1.2 Use Health Promotion approaches which support empowerment, participation, partnership and equity to create environments and settings which promote health</p> <p>1.3 Use community development approaches to strengthen community participation and ownership and build capacity for Health Promotion action</p> <p>1.4 Facilitate the development of personal skills that will maintain and improve health</p> <p>1.5 Work in collaboration with key stakeholders to reorient health and other services to promote health and reduce health inequities</p>	<p>Knowledge</p> <ul style="list-style-type: none"> Theory and practice of collaborative working including: facilitation, negotiation, teamwork, conflict resolution, mediation. Knowledge of strategy and policy development and how legislation impacts on health Health Promotion models Health Promotion settings approach Behavioural change techniques for brief advice/intervention Institutional theory Theory and practice of organisational development and change management Theory and practice of community development including: empowerment, participation and capacity building Understanding of social and cultural diversity 	<p>1a. Contribute to collaborative work with stakeholders across specified sectors that aim to develop or change policies, and/or change health or other services, to promote health and wellbeing, reduce health inequities, and promote sustainable action in a specified area.</p> <p>1b. Demonstrate an ability to select appropriate change management and organisational development approaches to support the creation of health promoting environments and/or settings in a specified area, and show how the approaches used support, participation empowerment, partnership and equity.</p> <p>1c. Select and use appropriate community development approaches for a specified community, and show how the methods used can lead to strengthened participation, ownership and Health Promotion capacity.</p> <p>1d. Use appropriate behavioural change techniques for individuals or groups to facilitate the development of personal skills to maintain or improve health, and develop the capacity of others to support behavioural change</p>	<p>9, 10c, 11</p> <p>11c</p> <p>9d, 9f</p> <p>5c, 9a</p>
	<p>Skills</p> <ul style="list-style-type: none"> Partnership building and collaborative working Behavioural change techniques Organisational development Change management Community development including empowerment, participation and capacity building Ability to work with: Individuals and community groups defined by geography, culture, age, setting, or interest; Individuals and teams in own/other organisations/sectors 		

IUHPE Core Competencies and Professional Standards 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:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>2.1 Use advocacy strategies and techniques which reflect Health Promotion principles</p> <p>2.2 Engage with and influence key stakeholders to develop and sustain Health Promotion action</p> <p>2.3 Raise awareness of and influence public opinion on health issues</p> <p>2.4 Advocate for the development of policies, guidelines and procedures across all sectors which impact positively on health and reduce health inequities</p> <p>2.5 Facilitate communities and groups to articulate their needs and advocate for the resources and capacities required for Health Promotion action</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • Determinants of health • Advocacy strategies and techniques • Methods of stakeholder engagement • Health and wellbeing issues relating to a specified population or group • Theory and practice of community development including: empowerment, participation and capacity building 	<p>2a. Show how advocacy strategies can be used in a specified area for Health Promotion action, and demonstrate how they reflect Health Promotion principles.</p> <p>2b. Identify the range of relevant stakeholders/partners in a specified area, and show how their support can be engaged to develop and sustain Health Promotion action.</p> <p>2c. Select and use appropriate communication methods for a specified target group in order to raise awareness, influence opinion and enable action on health and wellbeing issues.</p> <p>2d. Select and use appropriate community development approaches to facilitate a specified community or group to articulate their health and wellbeing needs.</p>	<p>9d, 9f, 10b, 10c</p> <p>11b, 11c</p> <p>6c, 8b, 9f, 9h</p> <p>9d</p>
	<p>Skills</p> <ul style="list-style-type: none"> • Use of advocacy techniques • Working with a range of stakeholders • Facilitation • Community development including empowerment, participation and capacity building • Ability to work with: Individuals and community groups defined by geography, culture, age, setting, or interest; Individuals and teams in own/other organisations/sectors 		

IUHPE Core Competencies and Professional Standards 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:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>3.1 <i>Engage partners from different sectors to actively contribute to Health Promotion action</i></p> <p>3.2 <i>Facilitate effective partnership working which reflects Health Promotion values and principles</i></p> <p>3.3 <i>Build successful partnership through collaborative working, mediating between different sectoral interests</i></p> <p>3.4 <i>Facilitate the development and sustainability of coalitions and networks for Health Promotion action</i></p>	<p>Knowledge</p> <ul style="list-style-type: none"> Theory and practice of collaborative working including: facilitation, negotiation, conflict resolution, mediation, teamwork, stakeholder engagement Systems, structures and functions of different sectors Principles of effective intersectoral partnership working 	<p>3a. Demonstrate the skills or actions necessary to develop, facilitate and sustain effective partnership working by describing own role in a specified partnership, coalition or network.</p> <p>3b. Identify the range of relevant stakeholders/partners in a specified area, and show how they are engaged actively in Health Promotion action.</p> <p>3c. Show how different sectoral interests in a specified partnership, coalition or network are identified and acted upon, and demonstrate own role in mediating between sectors.</p>	<p>9, 11</p> <p>9, 11</p> <p>9, 11</p>
	<p>Skills</p> <ul style="list-style-type: none"> Stakeholder engagement Collaborative working Facilitation Ability to work with: stakeholders from community groups and organisations; and partnerships, coalitions or networks for health improvement; public and private sector and civil society Networking 		

IUHPE Core Competencies and Professional Standards 4. Communication - Communicate Health Promotion actions effectively using appropriate techniques and technologies for diverse audiences. A Health Promotion practitioner is able to:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>4.1 Use effective communication skills including written, verbal, non-verbal, listening skills and information technology</p> <p>4.2 Use electronic and other media to receive and disseminate Health Promotion information</p> <p>4.3 Use culturally appropriate communication methods and techniques for specific groups and settings</p> <p>4.4 Use interpersonal communication and groupwork skills to facilitate individuals, groups, communities and organisations to improve health and reduce health inequities</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • Understanding of social and cultural diversity • Interpersonal communication • Theory and practice of effective group work • Current applications of information technology for social networking media, and mass media • Diffusion of innovations theory • Health literacy 	<p>4a. Use a range of communication skills for Health Promotion action, including: written, verbal, non-verbal, listening, presentation and groupwork facilitation skills.</p> <p>4b. Have a working knowledge of the use of information technology and electronic media for Health Promotion.</p> <p>4c. Identify and use culturally sensitive and appropriate communication techniques for a specified group.</p> <p>4d. Identify and use innovative and/or unconventional communication techniques according to local setting, customs and social and cultural environment.</p>	<p>6c, 8b 12</p> <p>6c, 9e, 12</p> <p>9f, 12</p> <p>9f, 12</p>
	<p>Skills</p> <ul style="list-style-type: none"> • Communication skills: including written, verbal, non-verbal, listening skills and information technology • Working with individuals and groups • Use of electronic media and information technology • Use of print, radio, TV and social media • Ability to work with: individuals, groups, communities and organisations in diverse settings. 		

IUHPE Core Competencies and Professional Standards 5. Leadership - Contribute to the development of a shared vision and strategic direction for Health Promotion action. A Health Promotion practitioner is able to:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>5.1 Work with stakeholders to agree a shared vision and strategic direction for Health Promotion action</p> <p>5.2 Use leadership skills which facilitate empowerment and participation (including team work, negotiation, motivation, conflict resolution, decision-making, facilitation and problem-solving)</p> <p>5.3 Network with and motivate stakeholders in leading change to improve health and reduce inequities</p> <p>5.4 Incorporate new knowledge and ideas to improve practice and respond to emerging challenges in Health Promotion</p> <p>5.5 Contribute to mobilising and managing resources for Health Promotion action</p> <p>5.6 Contribute to team and organisational learning to advance Health Promotion action</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • Theory and practice of effective leadership • Management and organisational development theory • Strategy development • Theory and practice of collaborative working including: facilitation, negotiation, conflict resolution, mediation, decision-making, teamwork, stakeholder engagement • Principles of effective intersectoral partnership working • Emerging challenges in health and Health Promotion • Principles of effective human and financial resource management and mobilisation 	<p>5a. Identify and mobilise leaders within the community, showing how they are engaged and motivated to agree a shared vision and strategic direction.</p> <p>5b. Demonstrate use of own leadership skills in e.g. teamwork and decision-making describing own role in a specified area of Health Promotion action.</p> <p>5c. Demonstrate how to incorporate new ideas and knowledge to improve practice through own role in a specified area of Health Promotion action.</p> <p>5d. Demonstrate how resources were mobilised for a specified Health Promotion action, and show an understanding of the principles of effective management of staff and/or budgets for Health Promotion.</p> <p>5e. Reflect on own practice, and show how this contributes to team and/or organisational learning to advance Health Promotion action.</p>	<p>11b</p> <p>11a-c</p> <p>9b, 10c</p> <p>10d</p> <p>11c, ethical practice</p>
	<p>Skills</p> <ul style="list-style-type: none"> • Stakeholder engagement • Collaborative working skills • Facilitation • Ability to motivate groups and individuals towards a common goal • Resource management 		

IUHPE Core Competencies and Professional Standards 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:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>6.1 Use participatory methods to engage stakeholders in the assessment process</p> <p>6.2 Use a variety of assessment methods including quantitative and qualitative research methods</p> <p>6.3 Collect, review and appraise relevant data, information and literature to inform Health Promotion action</p> <p>6.4 Identify the determinants of health which impact on Health Promotion action</p> <p>6.5 Identify the health needs, existing assets and resources relevant to Health Promotion action</p> <p>6.6 Use culturally and ethically appropriate assessment approaches</p> <p>6.7 Identify priorities for Health Promotion action in partnership with stakeholders based on best available evidence and ethical values</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • A range of assessment processes using both qualitative and quantitative methods • Available data and information sources • Social determinants of health • Health inequalities • Evidence base for Health Promotion action • Understanding of social and cultural diversity <p>Skills</p> <ul style="list-style-type: none"> • Partnership building and negotiation • Health Impact Assessment • How to obtain, review and interpret data or information • Qualitative research methods including participatory and action research • Quantitative research methods including statistical analysis • Critical appraisal skills • Ability to work with: stakeholders from community groups/organisations; partnerships, coalitions or networks for health improvement; information/ data analysts and/or researchers 	<p>6a. Identify the range of relevant stakeholders/partners in a specified area, and show how their support is engaged in a needs assessment process, and in identifying priorities for action.</p> <p>6b. Select appropriate qualitative and quantitative methods for use in a specified assessment process.</p> <p>6c. Identify, collect, critically appraise and analyse a range of data and information relevant to a specified assessment process, and illustrate how conclusions lead to recommendations for Health Promotion action.</p> <p>6d. Demonstrate how the approaches used in a specified assessment process are</p>	<p>9, 11</p> <p>6b</p> <p>6</p> <p>6c, 9f</p>

IUHPE Core Competencies and Professional Standards 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:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>7.1 Mobilise, support and engage the participation of stakeholders in planning Health Promotion action</p> <p>7.2 Use current models and systematic approaches for planning Health Promotion action</p> <p>7.3 Develop a feasible action plan within resource constraints and with reference to existing needs and assets</p> <p>7.4 Develop and communicate appropriate, realistic and measurable goals and objectives for Health Promotion action</p> <p>7.5 Identify appropriate Health Promotion strategies to achieve agreed goals and objectives</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • Use and effectiveness of Health Promotion planning models and theories • Principles of project/programme management • Principles of resource management and risk management 	<p>7a. Identify the range of relevant stakeholders/partners in a specified area, and devise ways through which their support and participation is engaged in planning Health Promotion action.</p> <p>7b. Present a rationale for the selection and use of appropriate Health Promotion planning model(s).</p> <p>7c. Develop an action plan, based on an assessment of needs and assets for a specified area that shows an understanding of: the range of Health Promotion strategies that may be used to meet identified needs; the human and financial resources required for Health Promotion action; and measurable goals.</p>	<p>9, 11, 12</p> <p>5c, 9a</p> <p>9a</p>
	<p>Skills</p> <ul style="list-style-type: none"> • Use of Health Promotion planning models • Analysis and application of information about needs and assets • Use of project/programme management tools • Ability to work with: groups and communities targeted by the Health Promotion action; stakeholders and partners 		

IUHPE Core Competencies and Professional Standards 8. Implementation - Implement effective and efficient, culturally sensitive, and ethical Health Promotion action in partnership with stakeholders. A Health Promotion practitioner is able to:			
Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>8.1 Use ethical, empowering, culturally appropriate and participatory processes to implement Health Promotion action</p> <p>8.2 Develop, pilot and use appropriate resources and materials</p> <p>8.3 Manage the resources needed for effective implementation of planned action</p> <p>8.4 Facilitate programme sustainability and stakeholder ownership through ongoing consultation and collaboration</p> <p>8.5 Monitor the quality of the implementation process in relation to agreed goals and objectives for Health Promotion action</p>	<p>Knowledge</p> <ul style="list-style-type: none"> Principles of project/programme management Principles of resource management including financial and human resources Theory and practice of programme implementation Understanding social and cultural diversity Performance management Quality assurance, monitoring and process evaluation Theory and practice of community development including: empowerment, participation and capacity building 	<p>8a. Develop and pilot resources and materials for a specified Health Promotion action identifying the participatory processes used and demonstrating how they are culturally appropriate and empowering.</p> <p>8b. Identify the human and financial resources required for the implementation of a specified Health Promotion action, and demonstrate responsibility for staff and/or budgets.</p> <p>8c. Identify the range of relevant stakeholders/partners for a specified Health Promotion action, and show how collaboration is developed and sustained.</p> <p>8d. Identify the information required to monitor the quality of the implementation process, and show how it is collected, analysed and used to maintain quality.</p>	<p>9a-h</p> <p>9a-h</p> <p>9a-h</p> <p>9a-h</p>
	<p>Skills</p> <ul style="list-style-type: none"> Use of participatory implementation processes Use of project/programme management tools Resource management Collaborative working Ability to work with: groups and communities participating in the Health Promotion action; stakeholders and partners; team members Monitoring and process evaluation 		

IUHPE Core Competencies and Professional Standards 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 demonstrate:

Competency Statement	Knowledge and Skills required include:	Performance Criteria - evidence provided either from documentation, or from assessment during work or study, of the applicant's ability to:	Comparison of UKPHR standards and indicators against performance criteria
<p>9.1 Identify and use appropriate Health Promotion evaluation tools and research methods</p> <p>9.2 Integrate evaluation into the planning and implementation of all Health Promotion action</p> <p>9.3 Use evaluation findings to refine and improve Health Promotion action</p> <p>9.4 Use research and evidence based strategies to inform practice</p> <p>9.5 Contribute to the development and dissemination of Health Promotion evaluation and research processes</p>	<p>Knowledge</p> <ul style="list-style-type: none"> • Knowledge of different models of evaluation • Formative and summative evaluation approaches • Qualitative and quantitative research methods • Data interpretation and statistical analysis • Evidence base for Health Promotion <p>Skills</p> <ul style="list-style-type: none"> • Use of a range of research methods and tools • Ability to formulate answerable research questions • Critical appraisal and review of literature • Write research reports and communicate research findings effectively and appropriately • Ability to work with: stakeholders, communities and researchers 	<p>9a. Identify the research methods appropriate for the evaluation of a specified Health Promotion action.</p> <p>9b. Critically appraise research literature and use evidence from systematic reviews and/or guidance in the planning and implementation of Health Promotion action</p> <p>9c. Analyse and evaluate complex data including statistical information relating to a specified Health Promotion action.</p> <p>9d. Show how findings from evaluation and monitoring processes are used to refine and improve Health Promotion action.</p> <p>9e. Report on research findings and identify their implications for stakeholders and communities; and contribute to publications in management or academic journals.</p>	<p>6b, 7a, 7b</p> <p>7b</p> <p>6a-c</p> <p>9b, 9g</p> <p>12</p>

Note that IUHPE professional and ethical practice was largely drawn from UKPHR Area 1 and matches 1- 4 closely