

# CompHP

DEVELOPING COMPETENCIES AND  
PROFESSIONAL STANDARDS FOR HEALTH  
PROMOTION CAPACITY BUILDING IN EUROPE

## The CompHP Professional Standards for Health Promotion Short Version 2011

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## INTRODUCTION

This booklet is a short version for quick reference of the CompHP Professional Standards for Health Promotion Practice that have been developed as part of the Project 'Developing Competencies and Professional Standards for Health Promotion Capacity Building in Europe' (CompHP), which is funded by the Executive Agency for Health and Consumers (EAHC).

The CompHP Professional Standards build on the CompHP Core Competencies Framework for Health Promotion ([http://www.iuhpe.org/uploaded/CompHP\\_Compencies\\_Handbook.pdf](http://www.iuhpe.org/uploaded/CompHP_Compencies_Handbook.pdf)). The full version of the CompHP Professional Standards, which includes a detailed glossary of terms, is available at [http://www.iuhpe.org/uploaded/CompHP/CompHP\\_standards\\_handbook\\_final.pdf](http://www.iuhpe.org/uploaded/CompHP/CompHP_standards_handbook_final.pdf)

The CompHP Professional Standards 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. The standards will also be useful to those working in other professional areas whose role substantially includes health promotion; employers and professional associations and trade unions with a remit for health promotion practitioners and in the development of education and training programmes supporting health promotion practice.

Within the CompHP Project a health promotion practitioner is defined as a person who works to promote health and reduce health inequities using the actions described by the Ottawa Charter (World Health Organisation, 1986); building healthy public policy; creating supportive environments; strengthening community action; developing personal skills and reorienting health services.

The CompHP Professional Standards can be used for a range of purposes and in a variety of settings by individual health promotion practitioners, employing organisations and education and training providers.

The CompHP Professional Standards for Health Promotion were formulated to meet the widely accepted definition of what constitutes a standard, which is 'a technical specification or other precise criteria designed to be used consistently as a rule, guideline, or definition'.

The agreed principles underpinning the CompHP Professional Standards for Health Promotion are that:

- They can be used at entry to the health promotion profession, either from initial training or continuous professional development during career progression
- They are directly aligned to each core competency domain
- They are formulated as standards describing the knowledge and skills necessary for the whole of each core competency domain
- They can be used to assess the practitioner's competence following qualification, and/or experience from practice

- They can be used at either graduate or postgraduate level. The detail of the descriptors for knowledge and skills has not been specified further to enable the learning outcomes to be adapted for either graduate or postgraduate level courses
- The practitioner's ability is assessed by providing evidence of achievement of the performance criteria, either from documentary evidence or by direct observation, during work or study
- The performance criteria have been worded in such a way that the evidence provided can vary according to the level set for the qualification, or for use within different national accreditation schemes
- A health promotion practitioner must demonstrate that they meet the requirements of **all** the standards.

Each standard states the specific knowledge, skills and performance criteria necessary to demonstrate competence in that domain. There is therefore some repetition of certain items across the standards. The standards are intended to be sufficiently flexible for the widest application and interpretation in different national contexts, and for different types of health promotion practitioners, while establishing a clear threshold for entry to the health promotion profession.

## THE COMPHP PROFESSIONAL STANDARDS FOR HEALTH PROMOTION

This section provides a detailed description of the CompHP Professional Standards for Health Promotion setting out:

- the knowledge base underpinning all standards
- the professional and ethical basis of health promotion practice
- the nine CompHP Professional Standards for Health Promotion

The nine CompHP Professional Standards for Health Promotion are underpinned by a core base of professional and ethical values integral to the practice of health promotion. For each standard the knowledge, skills and performance criteria describe the requirements for **all** of the competency statements in that area, and are not therefore aligned to individual statements. A health promotion practitioner must be able to meet **all** the standards, and at all times act professionally and ethically.

The standards are underpinned by a multidisciplinary knowledge base of the core concepts, principles, theory and research of health promotion and its application in practice:

- The concepts, principles and ethical values of health promotion as defined by the Ottawa Charter for Health Promotion and subsequent charters and declarations
- The concepts of health equity, social justice and health as a human right as the basis for health promotion action
- The determinants of health and their implications for health promotion action
- The impact of social and cultural diversity on health and health inequities and the implications for health promotion action
- Health promotion models and approaches which support empowerment, participation, partnership and equity as the basis for health promotion action
- The current theories and evidence which underpin effective leadership, advocacy and partnership building and their implication for health promotion action
- 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
- The evidence base and research methods, including qualitative and quantitative methods, required to inform and evaluate health promotion action
- The communication processes and current information technology required for effective health promotion action
- The systems, policies and legislation which impact on health and their relevance for health promotion.

As some of the knowledge and skills items are repeated across the standards, health promotion practitioners may be able to illustrate that they meet the knowledge, skills and performance criteria for more than one standard from the same example of work, experience or learning.

## A health promotion practitioner acts professionally and ethically

*Ethical health promotion practice is based on a commitment to health as a human right, which is central to human development. It demonstrates respect for the rights, dignity, confidentiality and worth of individuals, groups and communities; and for diversity of gender, sexual orientation, age, religion, disability and cultural beliefs. Ethical health promotion practice addresses health inequities and social injustice, and prioritises the needs of those experiencing poverty and social marginalisation. It acts on the political, economic, social, cultural, environmental, behavioural and biological determinants of health and wellbeing. A health promotion practitioner ensures that health promotion action is beneficial and causes no harm; and is honest about what health promotion is, and what it can and cannot achieve. In all areas of health promotion practice he/she acts professionally and ethically by:*

### Knowledge, skills and performance criteria

Evidence provided either from documentation, or assessment during work or study, of practitioner's ability to:

Recognise and address ethical dilemmas and issues, demonstrating:

- Knowledge of concepts, principles and ethical values of health promotion
- Knowledge of concepts of health equity, social justice and health as a human right
- Knowledge of existing and emerging legal and ethical issues in own area of practice
- Proactive in addressing ethical issues in an appropriate way (eg challenging others' unethical practice)

Act in ways that:

- Acknowledge and recognise people's expressed beliefs and preferences
- Promote the ability of others to make informed decisions
- Promote equality and value diversity
- Value people as individuals
- Acknowledge the importance of maintaining confidentiality
- Are consistent with evidence, legislation, policies, governance frameworks and systems

Continually develop and improve own and others' practice by:

- Reflecting on own behaviour and practice and identifying where improvements should be made
- Recognising the need for, and making use of, opportunities for own and others' development
- Being aware of different learning approaches and preferences
- Applying evidence in improving own area of work
- Objectively and constructively reviewing the effectiveness of own area of work

## Standard 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:*

<p><i>Competency Statement</i></p> <p><i>1.1 Work collaboratively across sectors to influence the development of public policies which impact positively on health and reduce health inequities</i></p> <p><i>1.2 Use health promotion approaches which support empowerment, participation, partnership and equity to create environments and settings which promote health</i></p> <p><i>1.3 Use community development approaches to strengthen community participation and ownership and build capacity for health promotion action</i></p> <p><i>1.4 Facilitate the development of personal skills that will maintain and improve health</i></p> <p><i>1.5 Work in collaboration with key stakeholders to reorient health and other services to promote health and reduce health inequities</i></p>	<p><b>Core Knowledge and Skills required:</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Determinants of health and health inequities</li> <li>• Theory and practice of collaborative working including: facilitation, negotiation, conflict resolution, mediation, teamwork</li> <li>• Theory and practice of community development including: equity, empowerment, participation and capacity building</li> <li>• Knowledge of strategy and policy development and how legislation impacts on health</li> <li>• Health promotion models</li> <li>• Health promotion settings approach</li> <li>• Behavioural change techniques for brief advice / interventions</li> <li>• Organisational theory</li> <li>• Theory and practice of organisational development and change management</li> <li>• Understanding of social and cultural diversity</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Partnership building and collaborative working</li> <li>• Behavioural change techniques</li> <li>• Organisational development</li> <li>• Change management</li> <li>• Community development including empowerment, participation and capacity building</li> <li>• Ability to work with: Individuals and groups defined by geography, culture, age, setting, or interest; and those in own/ other organisations/sectors</li> </ul>	<p><b>Performance Criteria</b> – evidence provided either from documentation, or assessment during work or study, of practitioner’s ability to:</p> <p>1a. Contribute to collaborative work with stakeholders across specified sectors that aims to influence policies or services to improve health and reduce health inequities.</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 empowerment, participation, 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 specified 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>
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## Standard 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:*

<p><i>Competency Statement</i></p>	<p><b>Core Knowledge and Skills required:</b></p>	<p><b>Performance Criteria</b> – evidence provided either from documentation, or assessment during work or study, of the practitioner’s ability to:</p>
<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><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Determinants of health</li> <li>• Advocacy strategies and techniques</li> <li>• Methods of stakeholder engagement</li> <li>• Health and wellbeing issues relating to a specified population or group</li> <li>• Theory and practice of community development including: empowerment, participation and capacity building</li> <li>• Knowledge of strategy and policy development</li> </ul>	<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 or setting, and show how their support can be engaged to develop and sustain advocacy and health promotion action.</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><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Use of advocacy techniques</li> <li>• Working with a range of stakeholders</li> <li>• Facilitation</li> <li>• Community development including empowerment, participation, capacity building and equality impact assessment</li> <li>• Ability to work with: Individuals and groups defined by gender, social and economic status, geography, culture, age, setting, or interest; and those in own/other organisations/sectors</li> </ul>	<p>2c. Select and use appropriate communication methods for a specified audience in order to raise awareness, influence opinion, advocate for 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>



### Standard 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:*

<p><i>Competency Statement</i></p>	<p><b>Core Knowledge and Skills required:</b></p>	<p><b>Performance Criteria</b> – evidence provided either from documentation, or assessment during work or study, of the practitioner’s ability to:</p>
<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><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Theory and practice of collaborative working including: facilitation, negotiation, conflict resolution, mediation, teamwork, networking, stakeholder engagement</li> <li>• Systems, structures and functions of different sectors, organisations and agencies</li> <li>• Principles of effective intersectoral partnership working</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Stakeholder engagement</li> <li>• Collaborative working</li> <li>• Facilitation and mediation</li> <li>• Communication skills</li> <li>• 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</li> <li>• Networking</li> </ul>	<p>3a. Describe own role in a specified partnership, coalition or network, and demonstrate the skills or actions needed to develop, facilitate and sustain effective partnership working.</p> <p>3b. Identify the range of relevant stakeholders/partners in a specified area or setting, 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>

## Standard 4. Communication

*Communicate health promotion actions effectively using appropriate techniques and technologies for diverse audiences.*  
*A health promotion practitioner is able to:*

Competency Statement	Core Knowledge and Skills required:	Performance Criteria – evidence provided either from documentation, or assessment during work or study, of the practitioner’s ability to:
<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><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Understanding of social and cultural diversity</li> <li>• Theory and practice of effective communication including interpersonal communication and group work</li> <li>• Applications of information technology for social networking media, and mass media</li> <li>• Diffusion of innovations theory</li> <li>• Health literacy</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Communication skills: including written, verbal, non-verbal, listening skills and information technology</li> <li>• Working with individuals and groups</li> <li>• Use of electronic media and information technology</li> <li>• Use of print, radio, TV and social media</li> <li>• Ability to work with: individuals, groups, communities and organisations in diverse settings</li> </ul>	<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 communication techniques appropriate for the specific setting, customs, and social and cultural environment</p>

## Standard 5. Leadership

*Contribute to the development of a shared vision and strategic direction for health promotion action.  
A health promotion practitioner is able to:*

<p><i>Competency Statement</i></p>	<p><b>Core Knowledge and Skills required:</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>Theory and practice of effective leadership including team work, negotiation, motivation, conflict resolution, decision-making, facilitation and problem-solving</li> <li>Management and organisational development theory</li> <li>Strategy development</li> <li>Theory and practice of collaborative working including: facilitation, negotiation, conflict resolution, mediation, decision-making, teamwork, stakeholder engagement, networking</li> <li>Principles of effective intersectoral partnership working</li> <li>Emerging challenges in health and health promotion</li> <li>Principles of effective human and financial resource management and mobilisation</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>Stakeholder engagement / networking</li> <li>Collaborative working skills</li> <li>Facilitation</li> <li>Ability to motivate groups and individuals towards a common goal</li> <li>Resource management</li> </ul>	<p><b>Performance Criteria</b> – evidence provided either from documentation, or assessment during work or study, of the practitioner’s ability to:</p> <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 eg 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>5.1 <i>Work with stakeholders to agree a shared vision and strategic direction for health promotion action</i></p> <p>5.2 <i>Use leadership skills which facilitate empowerment and participation (including team work, negotiation, motivation, conflict resolution, decision-making, facilitation and problem-solving)</i></p> <p>5.3 <i>Network with and motivate stakeholders in leading change to improve health and reduce inequities</i></p> <p>5.4 <i>Incorporate new knowledge and ideas to improve practice and respond to emerging challenges in health promotion</i></p> <p>5.5 <i>Contribute to mobilising and managing resources for health promotion action</i></p> <p>5.6 <i>Contribute to team and organisational learning to advance health promotion action</i></p>		

## Standard 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	Core Knowledge and Skills required:	Performance Criteria – evidence provided either from documentation, or assessment during work or study, of the practitioner’s ability to:
<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><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Range of assessment methods/processes using both qualitative and quantitative methods</li> <li>• Available data and information sources</li> <li>• Social determinants of health</li> <li>• Health inequalities</li> <li>• Evidence base for health promotion action and priority setting</li> <li>• Understanding social and cultural diversity</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Partnership building and negotiation</li> <li>• Health Impact Assessment</li> <li>• How to obtain, review and interpret data or information</li> <li>• Qualitative research methods including participatory and action research</li> <li>• Quantitative research methods including statistical analysis</li> <li>• Critical appraisal skills</li> <li>• Ability to work with: stakeholders from community groups/organisations; partnerships, coalitions or networks for health improvement; information/ data analysts and/or researchers</li> </ul>	<p>6a. Identify the range of relevant stakeholders/partners in a specified area or setting, and show how their support is engaged in a needs/assets 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 socially, culturally and ethically appropriate.</p>

## Standard 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:*

<p>Competency Statement</p> <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><b>Core Knowledge and Skills required:</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Use and effectiveness of current health promotion planning models and theories</li> <li>• Principles of project/programme management</li> <li>• Principles of resource management and risk management</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Use of health promotion planning models</li> <li>• Analysis and application of information about needs and assets</li> <li>• Use of project/programme planning and management tools</li> <li>• Ability to work with: groups and communities targeted by the health promotion action; stakeholders and partners</li> </ul>	<p><b>Performance Criteria</b> – evidence provided either from documentation, or from assessment during work or study, of the practitioner’s ability to:</p> <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 model(s).</p> <p>7c. Develop a health promotion action plan, based on an assessment of needs and assets for a specified area/setting 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>
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## Standard 8. Implementation

*Implement effective and efficient, culturally sensitive, and ethical health promotion action in partnership with stakeholders. A health promotion practitioner is able to:*

<p><i>Competency Statement</i></p>	<p><b>Core Knowledge and Skills required:</b></p>	<p><b>Performance Criteria</b> – evidence provided either from documentation, or from assessment during work or study, of the practitioner’s ability to:</p>
<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><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Principles of project/programme management</li> <li>• Principles of effective human and financial resource management including performance management and risk management</li> <li>• Theory and practice of programme implementation</li> <li>• Understanding social and cultural diversity</li> <li>• Quality assurance, monitoring and process evaluation</li> <li>• Theory and practice of community development including: empowerment, participation and capacity building</li> </ul>	<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 efficient use of resources either as part of own role or collaboratively with others.</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>8.5 Monitor the quality of the implementation process in relation to agreed goals and objectives for health promotion action</p>	<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Use of participatory implementation processes</li> <li>• Use of project/programme management tools</li> <li>• Resource management</li> <li>• Collaborative working</li> <li>• Ability to work with: groups and communities participating in the health promotion action; stakeholders and partners; team members</li> <li>• Monitoring and process evaluation</li> </ul>	<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>

## Standard 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:*

<p>Competency Statement</p>	<p><b>Core Knowledge and Skills required:</b></p>	<p><b>Performance Criteria</b> – evidence provided either from documentation, or from assessment during work or study, of the practitioner’s ability to:</p>
<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><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Knowledge of different models of evaluation and research</li> <li>• Formative and summative evaluation approaches</li> <li>• Qualitative and quantitative research methods</li> <li>• Data interpretation and statistical analysis</li> <li>• Evidence base for health promotion</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Use of a range of research methods and tools</li> <li>• Ability to formulate answerable research questions</li> <li>• Critical appraisal and review of literature</li> <li>• Write research reports and communicate research findings effectively and appropriately</li> <li>• Ability to work with: stakeholders, communities and researchers</li> </ul>	<p>9a. Identify appropriate methods for the evaluation of a specified health promotion action.</p> <p>9b. Critically appraise research literature and use evidence 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 professional, management or academic journals.</p>

## Project Partners



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