

2024 Core Competencies for Public Health in Canada



Public Health Association of BC Conference

November 21, 2023

Commissioned by:



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Agence de la santé publique du Canada



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Objectives

Orient you to the work being done to renew the Core Competencies for Public Health in Canada

Seek your feedback and input on:

1. Values needed for public health communication
2. Competencies to add or change
3. Use and application of competencies

Help us ensure alignment with the knowledge, skills and attitudes required for effective public health communication including **supporting digital equity and access, optimizing artificial intelligence, and addressing misinformation and disinformation.**



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Competency Project 1 & Speaker

Project 1

2024 Core Competencies for Public Health in Canada

Lynda Tjaden BN, MBA, *Project Manager*

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Competency Project 2 & Speakers

Project 2

Modernizing Public Health Communication Competencies

Jennifer McWhirter, PhD, Associate Professor

Melissa MacKay, MPH, PhD, Postdoctoral Scholar

Health by Design Lab

Department of Population Medicine, University of Guelph

CIHR Catalyst Grant



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Other Competency Projects

Additional competency projects on other specialist areas are also ongoing. Teams are connected and collaborating.

Digital Competencies for Public Health

Drs. Mark Gilbert and Ihoghosa (Muyi) Iyamu

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Leadership Competencies for Public Health

Dr. Erica Di Ruggiero

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Public Health Community Here Today...



- In which province or territory do you work?
- Which population do you primarily work with?
- Which best describes the organization you work for – System level?
- Which best describes the organization you're representing – Type of organization?
- How many years have you worked in this area?
- Which best describes your role?



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Public Health Community Here Today...



How will this information be used?

- To measure progress toward goal of a broad and diverse engagement across Canada.
- To guide engagement approach.
- To provide a sense of who is participating in the session today.



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In which province or territory do you work?

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Which population do you primarily work with?

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Which best describes the organization you work for – System level?

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Which best describes the organization that you work for
– Type of organization?

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How many years have you worked in this area?

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Which best describes your role?

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2024 CORE COMPETENCIES FOR PUBLIC HEALTH IN CANADA

[HTTPS://LINKTR.EE/PHCOMPETENCIES](https://linktr.ee/phcompetencies)



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2024 Core Competencies for Public Health in Canada Project

Responding to calls to update the 2008 Core Competencies for Public Health in Canada, the Public Health Agency of Canada commissioned the National Collaborating Centres for Public Health to:

1. Propose structures and processes for the future oversight and governance of the Core Competencies for Public Health in Canada.
2. Update the 2008 Core Competencies for Public Health in Canada through engagement with the Canadian public health community.



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Background

- Released by the Public Health Agency of Canada in 2008.
- Leadership provided by the Workforce Development Division, Office of Public Health Practice – Public Health Agency of Canada.
- Based on a draft set of core competencies developed in 2005 by the Joint Task Group on Public Health Human Resources.
- Seven categories and 36 statements.



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What are Core Competencies for Public Health?

- Essential knowledge, skills, and attitudes.
- Building blocks for effective public health practice.
- Independent of program, topic, and discipline.
- Baseline to fulfill the core functions of the public health system (CPHO report, 2021).



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Canada's Public Health Functions

- Help organize and unify activities across systems.
- First developed in Canada in 2003 – efforts to revisit



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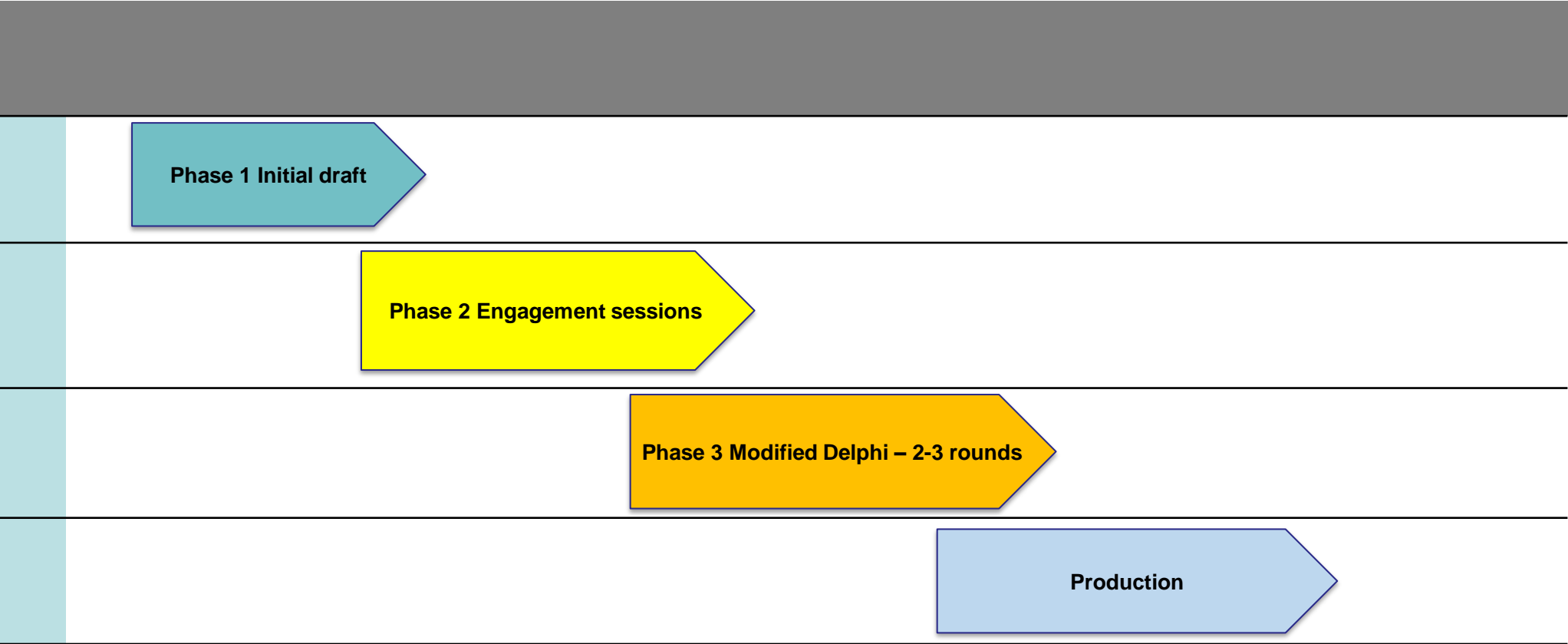
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Current Situation

- Out of date - current set is 15 years old.
- Repeated calls to clarify and possibly expand the core competencies.
 - “Modernize public health competencies to match current requirements for public health practice” (CPHO report 2021).
 - “...ensure our workforce has the diversity of skills it needs to meet today’s complex public health challenges.” (CPHO report 2021).
- Other countries involved in similar work.
- Strong interest in participating and contributing to the update of the core competencies.



Timeline: Phases



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Phase 1 – Initial Draft

- A multi-step development process – February, 2023 – present
- Key background documents
 - National Collaborating Centre for Indigenous Health (2015) Review of Core Competencies for Public Health: An Aboriginal Perspective
 - Public Health Agency of Canada: Core Competencies for Public Health in Canada (2008)
 - National Collaborating Centre for Infectious Disease (2022) Compilation of Competency Statements
 - Public Health Agency of Canada (2023) Opportunities and Recommendations for Modernization
 - Canadian discipline specific competencies



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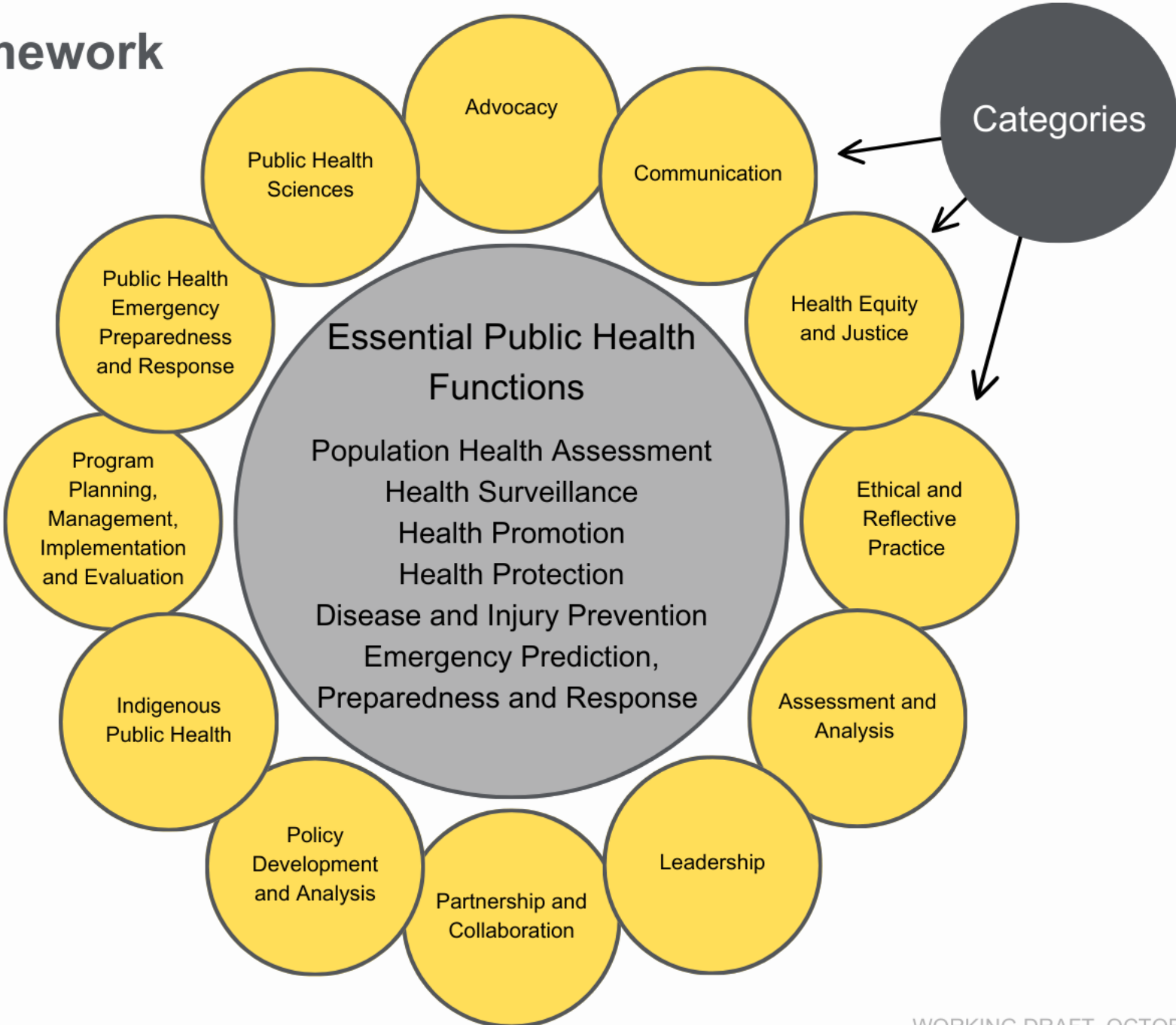
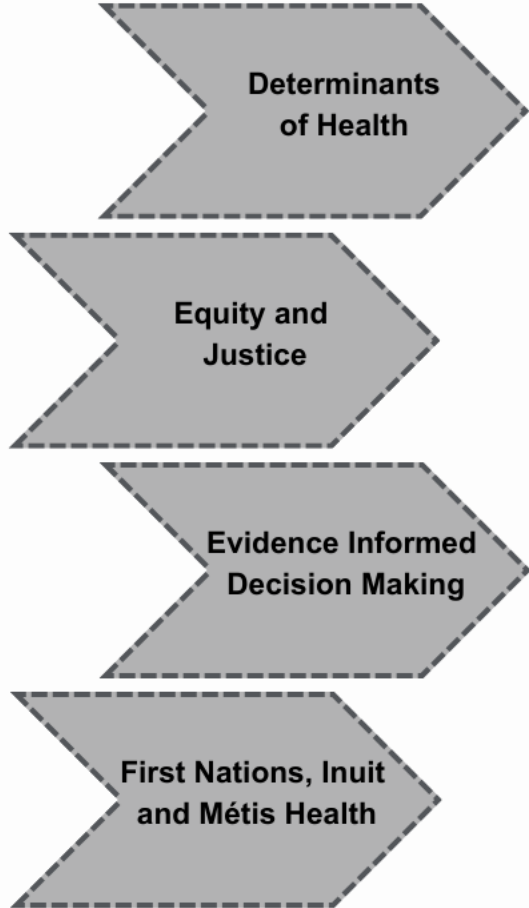


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Competency Framework

Cross Cutting Themes



Indigenous Writing Workshop

Process (June 2023)

- Small writing group of Indigenous Public Health practitioners and academics
- Inductive process – nominal group
- Goal – ‘develop a strong initial draft’

Outcome

- Generated 2 new categories and competency statements
- Recommended additions to the 11 categories
- Drafted system level competencies

Note: the engagement process for these statements is in development



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Phase 2 – Engagement Sessions

- Indigenous Writing Workshop
- Black Health Organizations
- Quebec/Francophone engagement
- Input on emerging areas
- General engagement sessions
- Hosted engagement sessions
- Regional meetings



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Phase 3 Surveys (Modified Delphi Survey)

- Approach to assess level of consensus on draft categories and competency statements
- Planning in progress
- St. Francis Xavier University Research Ethics Board application
- Anticipated timeline Jan 2024



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MODERNIZING PUBLIC HEALTH COMMUNICATION COMPETENCIES

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Calls for Change

CPHA's Call to Action: Strengthening Public Health Systems in Canada (2022)

- “Defining competencies needed for 21st century public health professionals... is particularly needed for health promotion and their associated skills such as **communication**”

CIHR IPPH 10 Opportunities for Strengthening Canada’s Public Health Systems (2022)

- “Launch a process to refresh the core public health competencies.... including addressing the key challenge of **communication** and **building trust** in public health”

CPHO's Report on the State of Public Health in Canada (2021)

- “Modernize public health competencies to match current requirements for public health practice...including **co-design** and **risk communications to address mis- and disinformation**”

NCCIH Review of Core Competencies for Public Health: An Aboriginal Public Health Perspective (2015)

- “Communication within Aboriginal community contexts requires the ability to be **open to learning** from Elders, medicine people and traditional healers, **interpret cultural practices** and **beliefs**, and **work effectively across language barriers for culturally appropriate communication**”

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Public Health Communication Competencies Project

- Develop modernized and strengthened public health communication competency statements in the form of a framework
- Also includes research on communication-related education and training opportunities of the current and future public health workforce
- Funded by CIHR Catalyst Grant: Transforming Public Health



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Collaborative Work

- Our research team is working collaboratively with the NCCPH team through:
 - Regular meetings together
 - Participation on the Advisory Committee for the Core Competencies
 - Engagement session on emerging issue (communication) with Steering Committee for the Core Competencies
 - Joint workshops/symposiums at public health conferences
 - Collaboration on implementation and evaluation of frameworks
 - Producing a discipline-specific companion document on public health communication competencies



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Drafting Modernized Communication Competency Statements

Health
Communication
Expertise



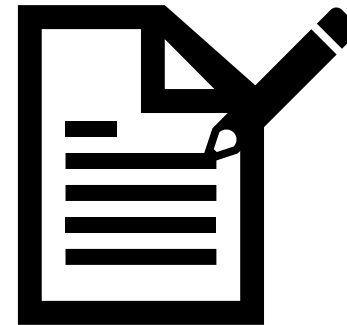
Other Jurisdictions



Health
Communication
Literature



Health
Communication
Textbooks



21 Draft Health
Communication
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Statements

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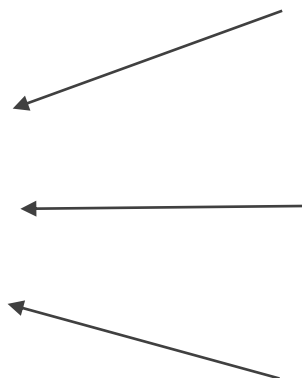
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Feedback on Modernized Communication Competency Statements



21 Draft Health Communication Competency Statements



Survey of the Public Health Workforce



Key Informant Interviews



Delphi technique



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PUBLIC HEALTH VALUES

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Values

- Values discussed in preamble of the 2008 Core Competencies for Public Health in Canada.
- Competency categories and statements that spoke to attitudes and values weren't included as they were considered difficult to teach and assess.



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Values – Evidence Synthesis

- Concepts of attitudes, behaviors, values and ethics overlap considerably.
- Though it may be difficult to teach and measure, **it is possible.**
- Focus on **values** for this exercise.
- 5 options for including attitudes, values, principles, and ethics into competency frameworks for public health.
- Attitudes towards social justice and health equity are most fundamental and core to public health work.
- Specific attitudes and values relevant to public health should be reviewed and considered for inclusion in the revised framework.



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Considering the conference themes, please identify the top 3 values that you feel should underpin public health communication.

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Values Relevant to Public Health

Mission or aim

- Health
- Wellbeing
- Common Good
- Beneficence
- Non-maleficence
- Utility
- Effectiveness

Individual and organizational

- Competence
- Scientific rigour
- Impartiality
- Integrity
- Responsibility
- Accountability
- Transparency
- Prudence
- Openness
- Confidentiality
- Privacy

Society-at-large

- Autonomy and Empowerment
- Liberty
- Equality
- Equity
- Justice
- Reciprocity
- Solidarity
- Respect for Environment

Emerging values from both projects

- Cultural Humility
- Cultural Safety
- Social Justice
- Health Justice
- Health Equity
- Sustainable Development
- Recognition of the Importance of the Health of the Community as well as the Individual (socio-ecological approach)
- Respect for Diversity
- Self-determination
- Empowerment
- Community Participation/Co-production
- Public Health Ethics
- Reflexivity

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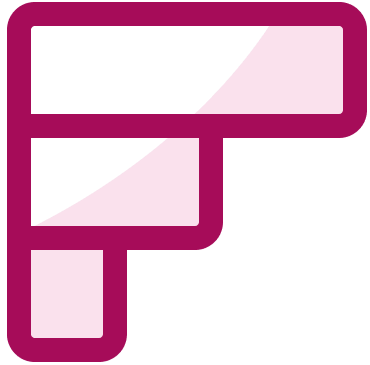
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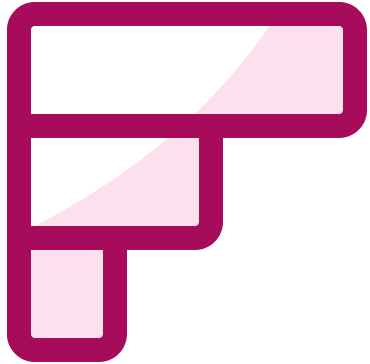
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From the list of values, please identify the top 5 that resonate for you.

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From the list of values, please identify 5 that you recommend be removed from the list.

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COMMUNICATION COMPETENCY STATEMENTS: YOUR FEEDBACK



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Your Ideas and Perspective

Group discussions:

- Which statements do you like and want to ensure remain?
- Any key concepts missing?
- Any duplications or opportunity to the reduce number?



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USE AND APPLICATION OF THE COMPETENCIES

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How do you see competencies supporting public health communication training and practice?

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What are facilitators to using the competencies (e.g. design, format, measurement, etc.)?

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Literature Review

Research question: What is known about the implementation and evaluation of core competencies for public health, and what are barriers or facilitators for implementation?

- Rapid review conducted by the National Collaborating Centre for Methods and Tools (NCCMT).
- Findings aligned to anecdotal experience of 2008 implementation.
- Limited evidence on outcomes.



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Rapid Review: What is known about the implementation and evaluation of core competencies for public health, and what are barriers or facilitators for implementation?

Prepared by: The National Collaborating Centre for Methods and Tools

Date: October 12, 2023

Suggested Citation:

National Collaborating Centre for Methods and Tools. (2023, October 12). What is known about the implementation and evaluation of core competencies for public health, and what are barriers or facilitators for implementation? <https://nccmt.ca/pdfs/res/core-competencies>.

Please Note: An update of this review may be available. Access the most current version of this review by visiting the National Collaborating Centre for Methods and Tools Rapid Evidence Service at the above link.

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Findings – Implementation and Evaluation

Use:

- Public health educational contexts (e.g. design of curricula)
- Workforce contexts (e.g. position descriptions)
- Basis for development of discipline-, role- or topic-specific sets of competencies within public health (e.g. Leadership)

Facilitators:

- Tools and resources have been developed to support the use of core competencies (e.g. self-assessment tools)
- Implementation and dissemination strategies include system and organizational factors - leadership

Gaps:

- Limited evidence exists to identify relevant indicators or evaluate outcomes
- Limited evidence for the experiences of populations who live with social and structural inequities, such as Indigenous or racialized communities

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Scan here to find out more and get involved!



Feedback or questions? Contact corecomp@stfx.ca

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Questions about our project? Contact j.mcwhirter@uoguelph.ca
Or melissam@uoguelph.ca



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**Thank
you!**

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