CORE COMPETENCY TRAINING

TRAINING CONTENT ADAPTED FROM THE CORE COMPETENCIES FOR PUBLIC HEALTH PROFESSIONALS
LEARNING OBJECTIVES

1. Define the Core Competencies for Public Health Professionals.
2. Describe the different Core Competency tiers.
3. Identify the importance and benefits of the Core Competencies.
4. Describe the eight domains of the Core Competencies.
WHAT ARE THE CORE COMPETENCIES?

The Core Competencies for Public Health Professionals (Core Competencies) are:

- **Foundational skills for public health services**

- **10 Essential Public Health Services**

- **Workforce Development Planning**

Starting point for public health professionals and organizations as they work to better understand and meet workforce development needs, improve performance, prepare for accreditation, and enhance the health of the communities they serve.
In 1991, the Universal Competencies by the Public Health Faculty/Agency Forum was developed.

The current version of the Core Competencies adopted on June 26, 2014, following a yearlong review and revision process.

Regularly reviewed and revised by the Core Competencies Workgroup.
CORE COMPETENCY TIERS

Tier A: Administrative Support Staff
Administrative, clerical, facilities, technicians, and IT support positions

Tier 1: Front Line Staff/Entry Level
Carry out the day-to-day tasks of public health organizations and are not in management positions.

Tier 2: Program Management/Supervisory Level
Program management or supervisory roles.

Tier 3: Senior Management/Executive Level
Senior management level and to leaders of public health organizations.
WHY ARE PUBLIC HEALTH CORE COMPETENCIES IMPORTANT?

- Develop a stronger public health workforce
- Improve the performance of the organization and workforce based on national standards
- Facilitate communication across the organization at all levels
- Serves as a basis for workforce assessments and workforce development plans
- Determine an organization’s direction and agency plans for employee professional development and expectations
WHAT ARE THE BENEFITS OF USING THE CORE COMPETENCIES?

- Assures a competent workforce that can carry out the essential public health services in all areas of public health practice

- Useful in writing job descriptions and training curricula

- Provide a clear, systematic, and flexible method to acquire new skills and knowledge

- Establishes transparent workforce planning, performance standards, performance assessments, and succession plans

- Benefits both the employee and the organization

- Provide a basis for professional development opportunities/priorities
CORE COMPETENCIES: 8 DOMAINS
CORE COMPETENCY DOMAINS

- Analytical/Assessment Skills
- Policy Development/Program Planning Skills
- Communication Skills
- Community Dimensions of Practice Skills
- Cultural Competency Skills
- Core Competency Domains
- Financial Planning and Management Skills
- Leadership and Systems Thinking Skills
- Public Health Sciences Skills
ANALYTICAL/ASSESSMENT SKILLS

DEFINITION:
Identifying and understanding data, turning data into information for action, assessing needs, developing community health assessments, and using evidence for decision making.

What does this mean?
Identifying, understanding, and assessing data from multiple sources. Using data to inform action and as evidence for decision making.
ANALYTICAL/ASSESSMENT SKILLS

This skill includes:

- Ethical use of data
- Information technology
- Data analysis
- Community health assessment
- Evidence-based decision making
- Data collection
As part of their program planning process at the local health department, an employee reviews published reports for population-based health indicators that are associated with the population in their community.
DEFINITION:

Determine needed policies and programs; advocating for policies and programs; planning, implementing, and evaluating policies and programs; developing and implementing strategies for continuous quality improvement; and developing and implementing community health improvement plans and strategic plans.

What does this mean?

Determining the need for and the development, implementation, and evaluation of policies, programs, and services. Work to develop and implement quality improvement strategies, community health improvement plan, and strategic plan.
POLICY DEVELOPMENT/PROGRAM PLANNING SKILLS

This skill includes:

- Community health improvement planning
- Applying public health informatics
- Strategic planning
- Influence external policy, programs and services
- Policy, program and service development/implementation/improvement
Aligning with new legislative regulations, a local health department updates their emergency response plan and associated training.
COMMUNICATION SKILLS

DEFINITION:
Assess and address population literacy; soliciting and using community input; communicating data and information; facilitating communications; and communicating the roles of government, health care, and others.

What does this mean?
Communicate relevant data/information. Discuss the differing roles of government and non-government organizations in public health. Determine the literacy level of the population to assure information distributed is understandable by the population served. Gather and use community input.
COMMUNICATION SKILLS

This skill includes:

- Literacy assessment
- Gathering community input
- Written and oral communication
- Information dissemination
- Facilitation
COMMUNICATION SKILLS - SCENARIO

Using data collected from the local health department’s Community Health Assessment, an employee creates a poster presentation to demonstrate the needs of the community to their Board of Health.
CULTURAL COMPETENCY SKILLS

DEFINITION:
Understand and respond to diverse needs, assessing organizational cultural diversity and competence, assessing effects of policies and programs on different populations, and taking action to support a diverse public health workforce.

What does this mean?
Assess and understand the impact of policies and programs on diverse populations. Address population diversity in policies, programs, and services. Assess the organization’s cultural diversity and competence, and take action to support a diverse workforce.
CULTURAL COMPETENCY SKILLS

This skill includes:

- Recognizing population diversity
- Recognizing workforce diversity
- Cultural influences on policy, programs and services
- Policy, program and services impacts
Health educators use focus groups, interviews, and community forums to collect information about a specific population’s public health needs.
COMMUNITY DIMENSIONS OF PRACTICE SKILLS

DEFINITION:
Evaluate and develop linkages and relationships within the community, maintaining and advancing partnerships and community involvement, negotiating for use of community assets, defending public health policies and programs, and evaluating effectiveness and improving community engagement.

What does this mean?
Develop, maintain, and evaluate partnerships within the community to improve community engagement. Engage community members and partners to provide input for developing and assessing programs and policies.
COMMUNITY DIMENSIONS OF PRACTICE SKILLS

This skill includes:

- Relationship building
- Community engagement
- Partner collaboration
- Leverage community assets
- Advocacy
- Community-based participatory research
A local health department program supervisor works with community partners to build relationships and identify their needs, interests, concerns, and assets to address the community’s needs.
PUBLIC HEALTH SCIENCES SKILLS

DEFINITION:
Understand the foundation and prominent events of public health, applying public health sciences to practice, critiquing and developing research, using evidence when developing policies and programs, and establishing academic partnerships.

What does this mean?
Understand public health concepts and historical events and apply to daily work. Review and use research and evidence when developing policies, programs, and services.
This skill includes:

- Understand the scientific foundation of public health
- Establish academic partnerships
- Apply public health sciences
- Contribute to evidence-based public health
- Use public health evidence in policies and programs
- Use ethical research practices
A breastfeeding peer counselor at the local health department researches and uses proven strategies to increase initiation and duration of breastfeeding among mothers.
FINANCIAL PLANNING AND MANAGEMENT SKILLS

DEFINITION:
Engage other government agencies that can address community health needs, leveraging public health and health care funding mechanisms, developing and defending budgets, motivating personnel, evaluating and improving program and organization performance, and establishing and using performance management systems to improve organization performance.

What does this mean?
Engage government partners to help address community health by leveraging available funding. Develop and defend budgets. Evaluate and improve health department performance through the use of a performance management system.
FINANCIAL PLANNING AND MANAGEMENT SKILLS

This skill includes:

- Implement policies and procedures of the governing body
- Team building/motivation
- Budgeting
- Leverage public health and health care funding
- Proposal writing
- Performance management
- Contract negotiation
- Financial analysis
The human resources department at a local health department develops and reviews staffing levels and budgets to ensure the agency has capacity to provide grant-funded services.
LEADERSHIP AND SYSTEMS THINKING SKILLS

DEFINITION:
Incorporating ethical standards into the organization; creating opportunities for collaboration among public health, health care, and other organizations; mentoring personnel; adjusting practice to address changing needs and environment; ensuring continuous quality improvement; managing organizational change; and advocating for the role of governmental public health.

What does this mean?
Convene and collaborate with public health system partners. Adapt to changing needs of the community, the workforce, and the organization. Assure continuous improvement and engage in ethical practices.
LEADERSHIP AND SYSTEMS THINKING SKILLS

This skill includes:

- Continuous improvement
- Change management
- Professional development
- Identify factors impacting effectiveness
- Systems thinking
- Advocate for governmental public health
A public health committee led by the local health department addresses the social determinants of health to improve the community’s health status.
QUESTIONS?
Hello everyone! We are very excited to be here with you today and go through the core competencies for public health professionals. This information will be helpful to you as your agency is preparing to collect workforce assessment data.
LEARNING OBJECTIVES

1. Define the Core Competencies for Public Health Professionals.
2. Describe the different Core Competency tiers.
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So let's begin. With the information from this training you all will be able to:
A set of foundational skills for professionals engaging in the practice, education, and research of public health

Based on the 10 essential public health services

They serve as a Framework for workforce development planning

And also the core competencies are a starting point for public health professionals and organizations as they work to better understand and meet workforce development needs, improve performance, prepare for accreditation, and enhance the health of the communities they serve.
In 1991, the Council on Linkages, other public health practice, and academic organizations, developed the Universal Competencies by the Public Health Faculty/Agency Forum.

The current version of the Core Competencies was unanimously adopted by the Council on Linkages on June 26, 2014, following a yearlong review and revision process.

Regularly reviewed and revised by the Core Competencies Workgroup to ensure these competencies remain relevant in an evolving field of public health and continue to meet workforce needs.
Tier A- Responsibilities of these professionals may include ensuring that program and organizational logistics operate efficiently. These include positions that do not require a bachelor’s degree.

Tier 1- Responsibilities of these professionals may include data collection and analysis, fieldwork, program planning, outreach, communications, customer service, and program support.

Tier 2- Responsibilities of these professionals may include developing, implementing, and evaluating programs; supervising staff; establishing and maintaining community partnerships; managing timelines and work plans; making policy recommendations; and providing technical expertise.

Tier 3- These professionals typically have staff who report to them and may be responsible for overseeing major programs or operations of the organization, setting a strategy and vision for the organization, creating a culture of quality within the organization, and working with the community to improve health.
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Link to resource:
http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1000&context=clphp_fphtc
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