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

REPORT
Conference
Deliverable 12
Workpackage 2
July 2012
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Sara Debenedetti
Claire Blanchard
on behalf of
the CompHP Project Partners

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EAHC Project number 20081209
Disclaimer

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ACKNOWLEDGEMENTS

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INTRODUCTION

Background to the CompHP Project

The CompHP Project\(^1\), which is funded by the European Commission, aims to develop competency-based standards and an accreditation system for health promotion practice, education and training that will positively impact on workforce capacity to deliver public health improvement in Europe. The CompHP project takes a consensus building approach and aims to work in collaboration with practitioners, policymakers and education providers from across Europe.

Bringing together 24 European partners with experience across the professional development, policy, practice and academic sectors, CompHP aims to develop, test and refine the implementation of a sustainable competency-based system in countries with varying levels of infrastructure development (from developed to virtually non-existent). The work of CompHP is also supported by an International Expert Advisory Group with experience of the development of health promotion competencies at the global level\(^2\).

The CompHP Project builds on the work of the International Union of Health Promotion and Education (IUHPE) European Regional Sub-Committee on Training, Accreditation and Professional Standards which, under the leadership of the Vice President for Capacity Building, Education and Training (2007-2010), sought to develop a pan-European competency framework for health promotion. The CompHP Project was informed by a Europe-wide scoping study (1) and feasibility study (2) on implementing a competency-based accreditation system undertaken by IUHPE EURO. A set of core competencies, professional standards and a coordinated quality assurance accreditation system for health promotion will be developed and disseminated by the project.

The work of the CompHP Project creates a new dimension in European health promotion by establishing the means and methods by which agreed core competencies and quality standards can be implemented across Europe to stimulate innovation and best practice. The

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\(^1\) See CompHP Project Website - [http://www.iuhpe.org/?page=614&lang=en](http://www.iuhpe.org/?page=614&lang=en)

\(^2\) See Appendix 1 List for list of collaborating partners and members of the International Expert Advisory Group and the final page for a list of Associate partners.
project takes a consensus building approach and aims to work in collaboration with health promotion practitioners, policymakers and education providers across Europe.

This report focuses on the CompHP Project Conference held in Galway, Ireland on 20th June 2012. The conference and report form Deliverable 12 in the work plan of Workpackage 2, led by the International Union for Health Promotion and Education.

**Background to the CompHP Conference**

The aim of Workpackage 2 (Dissemination) is to:

- Develop a stakeholder analysis, dissemination plan and public relations strategy to enable consultation with and dissemination to, all member States and candidate Countries of the findings and outputs of the project.

One of the objectives of WP2 was to:

- Plan for a dedicated European conference to present project findings, undertake consultation with participants, collate feedback and make recommendations for roll out/future actions.

More specific details on the planned conference were also included in the description of WP2 tasks - *A dedicated European wide conference will also be convened in the last year of the project in order to present the project’s work on competencies, standards and accreditation and this forum will be used as a consultation process to inform and refine the final outcomes.*

The conference was to be held in February 2012 with the report (Deliverable 12) due for submission in May 2012.

However, as the Project evolved, it became apparent to the Project Management Team (comprising the Project Leader, Project Coordinator and Workpackage Leaders) that both the timing and focus of the conference should be changed to make best use of Project resources and meet its longer term goals.
This conclusion was based on the fact that, by mid 2011, the ongoing consultation and consensus building on all aspects of the Project had, and was continuing to, reach and engage a wide range of key stakeholders across Europe. Workpackage 2 had developed a list of key stakeholders through an exhaustive search and had overseen wide spread strategic dissemination based on a detailed action plan which included:

- inserts on the CompHP project in journals,
- a frequently updated website and Partners intranet,
- Support for Partners in making presentations at conferences, publishing articles in key journals and identifying potential dissemination points.

While it was recognised that there was need for ongoing dissemination following the development of the three CompHP Handbooks and reports, the systems already established, together with a newly identified opportunity for wide ranging dissemination with minimal costs, were considered sufficient to meet and exceed the Project’s dissemination goals.

The opportunity presented was a Symposium on the Project at the 9th European International Union for Health Promotion and Education Conference planned for Tallinn, Estonia in late September 2012. It was also agreed that a formal launch of the CompHP handbooks could be planned for the IUHPE conference as the final major dissemination activity.

In addition, a major concern for the Project Partners was the long term sustainability of the CompHP products and outcomes beyond the funded life of the Project. It was apparent that advocacy for uptake of the work of CompHP, and support and resources for ongoing implementation the CompHP Framework, was required to maximize their impact across Europe.

Following discussion, the Project Partners agreed that, in addition to the symposium in Tallinn, another conference should be organised and focus on the implementation and sustainability of the Project ‘products’ after funding came to an end. The partners also agreed that the opportunities offered for dissemination at the conference in Estonia should be accepted but that the date for the main CompHP conference should be changed to June, 2012 to coincide with the final all Partner meeting.
A formal letter was sent to the EAHC which requested that the Project be extended to 31st October 2012 and that the timing and focus of the CompHP Conference be changed. In addition, changes in relation to how the budget for the conference could be used were requested to allow the use of funds to support maximum participation of key stakeholders. These changes were approved by the EAHC and detailed planning on the revised aims for the conference and potential invitees were finalized at the WP Leaders’ meetings in Madrid in February 2012.

**Revised aims of CompHP Conference**

At this meeting it was agreed that the overall aim of the revised conference was to provide an opportunity to consider the future strategic development of Health Promotion workforce capacity in Europe and for leading Health Promotion stakeholders and experts to focus on the implementation and sustainability of the systems and frameworks developed by the CompHP Project since its inception in September 2009.

The specific aims agreed were to:

- Seek endorsement by key stakeholders for the emerging conclusions and products: outcomes arising from the CompHP Project
- Agree on next stages in disseminating and implementing the CompHP Core Competencies, Professional Standards and Accreditation Framework
- Explore the further application of the CompHP competencies and standards in relation to Health Promotion actions in specific priority areas such as: social determinants of health, reducing health inequities, addressing NCDs and promoting mental wellbeing in Europe
- Critically consider the CompHP contribution to the wider public health capacity building in Europe
- Consider how EU mechanisms and funding sources could support the sustainable implementation and further development of the CompHP initiative in Europe
- Discuss how the CompHP Project can continue to inform, and be informed, by similar global developments.
Speakers and invitees

A list of potential speakers and invitees for the Conference was also agreed upon by the Project Partners which included representation from global and European organisations together with national level stakeholders. The Workpackage leaders were asked to identify and invite a maximum of 2 national level stakeholders in their country to participate in the conference. Following further discussion the list of invitees (see Table 1) was agreed upon and, in February 2012, an invitation⁴ sent to each of those listed.

Table 1 List of invitees to CompHP Conference

<table>
<thead>
<tr>
<th>Agency</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Commission /EAHC</td>
<td>Dr Róisín Rooney</td>
</tr>
<tr>
<td></td>
<td>Dr Charles Price</td>
</tr>
<tr>
<td>IUHPE Global Board of Trustees</td>
<td>Professor Sylvie Stachenko</td>
</tr>
<tr>
<td></td>
<td>Professor Michael Sparks</td>
</tr>
<tr>
<td></td>
<td>Dr Suzanne Jackson</td>
</tr>
<tr>
<td></td>
<td>Ms Marie Claude Lamarre</td>
</tr>
<tr>
<td>IUHPE EURO</td>
<td>Mr David Pattison</td>
</tr>
<tr>
<td></td>
<td>Dr Jeanine Pommier</td>
</tr>
<tr>
<td></td>
<td>Dr Diane Levine-Zamir</td>
</tr>
<tr>
<td></td>
<td>Dr Edina Gabor</td>
</tr>
<tr>
<td></td>
<td>Dr Helene Reeman</td>
</tr>
<tr>
<td></td>
<td>Dr Stephan van den Broucke</td>
</tr>
<tr>
<td>EuroHealthNet</td>
<td>Mr Clive Needle</td>
</tr>
<tr>
<td></td>
<td>Dr Caroline Costongs</td>
</tr>
<tr>
<td>WHO Europe</td>
<td>Dr Erio Ziglio</td>
</tr>
<tr>
<td></td>
<td>Dr Maria Neira</td>
</tr>
<tr>
<td></td>
<td>Dr Gauden Galea</td>
</tr>
<tr>
<td>ASPHER</td>
<td>Dr Stoigniew Jacek Sitko</td>
</tr>
<tr>
<td></td>
<td>Mr Robert Otic</td>
</tr>
<tr>
<td></td>
<td>Dr Thomas Abel</td>
</tr>
<tr>
<td></td>
<td>Dr Christiane Stock</td>
</tr>
<tr>
<td>EHMA</td>
<td>Ms Jeni Bremner</td>
</tr>
<tr>
<td>National level</td>
<td>Ms Karen Payne ( UK )</td>
</tr>
<tr>
<td></td>
<td>Dr Emmanuelle Hamel ( France )</td>
</tr>
</tbody>
</table>

In addition, two colleagues from the Universidade de Brasilia (Brazil) who had established contact with the Project and disseminated it widely in Latin America were invited as observers, namely Ms Lilia Tusset and Dr Rocha.

⁴ See Appendix 2
National level partner invitees were identified in the UK, Ireland and France only.
All project partners were also invited to take part in the event.

A number of those invited expressed interest in the Project and Conference but sent apologies at an early stage (Table 2)

Table 2 Apologies from invitees

<table>
<thead>
<tr>
<th>Dr Thomas Abel</th>
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<tbody>
<tr>
<td>Dr Christiane Stock</td>
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<tr>
<td>Dr Erio Ziglio</td>
</tr>
<tr>
<td>Dr Helene Reeman</td>
</tr>
<tr>
<td>Dr Charles Price</td>
</tr>
<tr>
<td>Dr Suzanne Jackson</td>
</tr>
<tr>
<td>Dr Maria Neira</td>
</tr>
</tbody>
</table>

Mr Clive Needle and Dr Caroline Costongs (EuroHealthnet) nominated their colleagues Dr Karen Vandewegh to attend on behalf of that organisation.

No reply was received from some of those invited (see Table 3)

Table 3 List of invitees who did not reply

<table>
<thead>
<tr>
<th>Dr Stojgniew Jacek Sitko</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Robert Otic</td>
</tr>
<tr>
<td>Ms Jeni Bremner</td>
</tr>
<tr>
<td>Dr Gauden Galea</td>
</tr>
</tbody>
</table>

Following further discussion it was agreed that a ‘Statement of Intent’ ⁴ would be developed as means of engaging Conference participants in making a commitment to the sustainability of the CompHP products / outcomes.

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⁴ See Appendix 3
Planning for the conference

Practical planning for the Conference was undertaken by administrative staff in the National University of Ireland Galway and the Project Coordinator, in partnership with WP2.

Participants were sent a pre-conference package which included the following:

- Accommodation and travel information
- Agenda for the Conference
- Draft Statement of Intent
- A list of CompHP publications to date
- CompHP Project documents including, links to the published Handbooks and a copy of the draft ‘3 in 1’ Handbook comprising the CompHP Core Competencies Framework Handbook, the CompHP Professional Standards Handbook and a draft of the CompHP Pan European Accreditation Framework Handbook.

An email explaining the purpose of the Statement of Intent was also sent to participants which stressed that, as this was a draft document, there would be ample opportunity to discuss and amend it at the Conference.

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5 See Appendix 4
<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda</th>
</tr>
</thead>
</table>
| 09.00 - 09.30 | Welcome / Introductions  
Overview of Meeting Aims |
| 09.30 - 10.30 | The CompHP Project Achievements to Date  
The CompHP Core Competencies Framework  
CompHP Professional Standards  
Mapping in Academic Settings  
Testing in Practice Settings  
CompHP Accreditation Framework |
| 10.30 - 11.00 | Coffee |
| 11.00 – 11.30 | CompHP in the Global Health Promotion Context  
Speaker: Prof Michael Sparks, President of IUHPE  
Discussant: Prof Sylvie Stachenko, IUHPE |
| 11.30 - 12.30 | European Perspectives on Implementing CompHP: supporting mechanisms for sustainability in the European context  
Speaker: Dr Roisin Rooney, Scientific Officer EAHC  
Speaker: Ms Karen Vandeweghe, EuroHealthNet  
Speaker: Ms Marie-Claude Lamarre, Executive Director IUHPE  
Discussants: IUHPE EURO Regional Committee Members: Professor Stephan Van den Broucke  
Mr David Pattison  
Dr Diane Levin- Zamir  
Dr Jeanine Pommier  
Dr Edina Gabor |
| 12.30 - 13.00 | National Perspectives on Implementation and Dissemination of CompHP: supporting mechanisms  
Speakers: Dr Emmanuelle Hamel, France  
Ms Karen Payne, UK |
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.00 - 14.00</td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td>14.00 - 14.30</td>
<td>Evaluation - lessons learned as the basis for future plans</td>
<td>Dr Giancarlo Pocetta, WP3</td>
</tr>
<tr>
<td>14.30 - 15.00</td>
<td>Endorsing the CompHP Project’s Emerging Conclusions and Products - Draft Conference Statement of Intent</td>
<td>Professor Margaret Barry and Ms Barbara Battel-Kirk</td>
</tr>
<tr>
<td>15.00 - 15.30</td>
<td>Coffee/Tea</td>
<td></td>
</tr>
<tr>
<td>15.30 - 16.00</td>
<td>Draft Action Plans for Implementation and Dissemination</td>
<td>Speakers: Ms Sara Debenedetti, Ms Marie-Claude Lamarre, Professor Margaret Barry, Professor Paolo Contu</td>
</tr>
<tr>
<td>16.00 - 16.45</td>
<td>Discussion/Groupwork: action plans and sustainability</td>
<td>Ms Erika Pace and Ms Barbara Battel-Kirk</td>
</tr>
<tr>
<td>16.45 - 17.00</td>
<td>Feedback/Discussion Final Conference Statement and close of meeting</td>
<td>Professor Margaret Barry</td>
</tr>
</tbody>
</table>

**List of attendees and apologies**

Four of those who had planned to attend the Conference were unable to attend due to unforeseen events and sent their apologies:

- Professor Richard Parish
- Dr Giancarlo Pocetta
- Ms Dalila Tasset
- Dr Dais Rocha
- Mrs Pirjo Koskinen-Ollonqvist

The full list of those who attended the conference follows.
<table>
<thead>
<tr>
<th>Surname</th>
<th>Name</th>
<th>Function</th>
<th>Organisation</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barry (Professor)</td>
<td>Margaret</td>
<td>Project leader</td>
<td>National University of Ireland</td>
<td>Ireland</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WP4 leader</td>
<td>Galway</td>
<td></td>
</tr>
<tr>
<td>Battel-Kirk (Ms)</td>
<td>Barbara</td>
<td>Project Coordinator</td>
<td>BBK Consultancy</td>
<td>Malta</td>
</tr>
<tr>
<td>Debenedetti (Ms)</td>
<td>Sara</td>
<td>WP2 Researcher</td>
<td>IUHPE</td>
<td>France</td>
</tr>
<tr>
<td>Pace (Ms)</td>
<td>Erika</td>
<td>WP3 Researcher</td>
<td>Universita’ Di Perugia,</td>
<td>Italy</td>
</tr>
<tr>
<td>Dempsey (Ms)</td>
<td>Colette</td>
<td>WP4 Researcher</td>
<td>NUIG</td>
<td>Ireland</td>
</tr>
<tr>
<td>Speller (Dr)</td>
<td>Viv</td>
<td>WP5 Researcher</td>
<td>Royal Society for Public Health</td>
<td>UK</td>
</tr>
<tr>
<td>van der Zanden (Dr)</td>
<td>Gerard</td>
<td>WP6 Leader</td>
<td>NIGZ-NL</td>
<td>The Netherlands</td>
</tr>
<tr>
<td>Schipperen (Ms)</td>
<td>Mariëlle</td>
<td>WP6 Researcher</td>
<td>NIGZ-NL</td>
<td>The Netherlands</td>
</tr>
<tr>
<td>Contu (Professor)</td>
<td>Paolo</td>
<td>WP7 Leader</td>
<td>Università di Cagliari</td>
<td>Italy</td>
</tr>
<tr>
<td>Gallardo (Professor)</td>
<td>Carmen</td>
<td>Project Partner</td>
<td>University Rey Juan Carlos</td>
<td>Spain</td>
</tr>
<tr>
<td>Martinez (Ms)</td>
<td>Ana</td>
<td>WP8 Asst Leader</td>
<td>University Rey Juan Carlos</td>
<td>Spain</td>
</tr>
<tr>
<td>Neeson (Mr)</td>
<td>Brian</td>
<td>Project Partner</td>
<td>Health Service Executive (HSE)</td>
<td>Ireland</td>
</tr>
<tr>
<td>Janatova (Dr)</td>
<td>Hana</td>
<td>Project Partner</td>
<td>National Institute of Public</td>
<td>Czech Republic</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Health</td>
<td></td>
</tr>
<tr>
<td>Kasmel (Dr)</td>
<td>Anu</td>
<td>Project Partner</td>
<td>University of Tartu</td>
<td>Estonia</td>
</tr>
<tr>
<td>van den Broucke (Dr)</td>
<td>Stephan</td>
<td>Collaborating Partner/ IUHPE EURO</td>
<td>University of Louvain</td>
<td>Belgium</td>
</tr>
<tr>
<td>Miranda Velasco (Dr)</td>
<td>María J.</td>
<td>Collaborating Partner</td>
<td>Universidad de Extremadura</td>
<td>Spain</td>
</tr>
<tr>
<td>Rooney (Dr)</td>
<td>Roisin</td>
<td>Scientific Project Officer</td>
<td>EAHC</td>
<td>Luxembourg</td>
</tr>
<tr>
<td>Hamel (Dr)</td>
<td>Emmanuelle</td>
<td>Guest IUHPE</td>
<td>INPES</td>
<td>France</td>
</tr>
<tr>
<td>Pommier (Dr)</td>
<td>Jeanine</td>
<td>IUHPE EURO</td>
<td>EHESP</td>
<td>France</td>
</tr>
<tr>
<td>Levin-Zamir (Dr)</td>
<td>Diane</td>
<td>Collaborating Partner/ IUHPE EURO</td>
<td>Clait Health Services</td>
<td>Israel</td>
</tr>
<tr>
<td>Lamarre (Ms)</td>
<td>Marie Claude</td>
<td>Executive Director</td>
<td>IUHPE</td>
<td>Global</td>
</tr>
<tr>
<td>Sparks (Professor)</td>
<td>Michael</td>
<td>President</td>
<td>IUHPE</td>
<td>Global</td>
</tr>
<tr>
<td>Surname</td>
<td>Name</td>
<td>Function</td>
<td>Organisation</td>
<td>Country</td>
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</tr>
<tr>
<td>25 Stachenko (Professor)</td>
<td>Sylvie</td>
<td>Elected member of the IUHPE Board of Trustees</td>
<td>IUHPE</td>
<td>Global</td>
</tr>
<tr>
<td>26 Pattison (Mr)</td>
<td>David</td>
<td>Collaborating Partner/ IUHPE EURO / Vice President for Marketing and Fundraising</td>
<td>NHS Health Scotland</td>
<td>Scotland</td>
</tr>
<tr>
<td>27 Gabor (Dr)</td>
<td>Edina</td>
<td>IUHPE EURO</td>
<td>Eötvös Loránd University, Education and Psychology, Health Promotion and Sport Sciences.</td>
<td>Hungary</td>
</tr>
<tr>
<td>28 Vandeweghe (Ms)</td>
<td>Karen</td>
<td>Guest</td>
<td>EuroHealthNet</td>
<td>Europe</td>
</tr>
<tr>
<td>29 O’Neill (Ms)</td>
<td>Biddy</td>
<td>Guest</td>
<td>Health Service Executive</td>
<td>Ireland</td>
</tr>
<tr>
<td>30 Payne (Ms)</td>
<td>Karen</td>
<td>Guest</td>
<td>NHS Yorkshire and Humberside</td>
<td>UK</td>
</tr>
</tbody>
</table>
Speakers and presentations

Professor Margaret Barry, Health Promotion Research Centre, National University of Galway, Ireland (NUIG) and CompHP Project Leader, opened the Conference with a welcome to all and emphasized the need to focus on sustainability beyond the end of the Project.

Ms Barbara Battel-Kirk, CompHP Project Coordinator, gave an overview of the Project to date and outlined what remained to be done. To date 12 of the total 20 deliverables had been completed and submitted to the EAHC on schedule. Feedback on the quality of all deliverables has been very positive.

Ms Collette Dempsey (Researcher WP4, National University of Ireland Galway), gave an overview of the development of the first publication of the Project – the CompHP Core Competencies Framework for Health Promotion. Ms Dempsey explained how both the core competencies and the development process formed the basis for the CompHP Professional Standards and Accreditation Framework.

Dr Viv Speller, (Researcher WP5, Royal Society for Public Health, UK), detailed the development process for the Professional Standards and noted the very positive feedback which had been received in all stages of the consultations. Dr Speller highlighted the fact that the Standards provide the performance criteria for the core competencies and are key to the development of the Accreditation Framework.

Dr Gerard van der Zanden (Leader WP6, Netherlands Institute for Health Promotion, NIGZ) gave a presentation on the development process for the CompHP Pan European Accreditation Framework which will be published in August 2012. The complexities of developing a Pan European accreditation system which would be robust and credible while being flexible to be relevant to diverse health promotion settings and contexts was highlighted.

Following these presentations, the focus shifted to CompHP in the Global context.

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6 The papers given by the main speakers are given in full in the text. Short summaries are given of other presentations and the PowerPoint presentations available in Appendix 5.
CompHP IN THE GLOBAL CONTEXT

Presentation by Professor Michael Sparks, President, International Union for Health Promotion and Education (IUHPE)

I just wanted to speak to you a little this morning about the IUHPE, the global health promotion workforce development situation and how I see the CompHP work as contributing to that global picture.

One of the key tasks of the IUHPE is Capacity Building and Workforce Development. As an organisation we realise the critical importance of having a competent, well-trained, efficient workforce in delivering effective health promotion. We work towards helping members and member organisations identify capacity building and workforce development needs and we link them with our professional network to achieve results.

This sounds rather simple and straightforward until you think about the intricacies of trying to address as complex an issue as workforce development across highly divergent social, political and economic contexts.

Few countries are alike in what they identify as critical focal areas and capacity building priorities. National governments do not always agree with the priorities of their neighbouring countries and some national governments have a great deal more control over the determination of workforce development capacities and their achievement than others. In some countries workforce development is devolved to provincial or state or territory governments. In others it is relegated to local governments and institutions. There is no universally accepted model of how workforce development and capacity building issues are determined, managed or addressed.

Add to this the vast variability in existing infrastructure, workforce capacity, training and education systems, and investment in health promotion workforce capacity, and the complexities of addressing the issue globally start to come into a bit more focus. When we acknowledge that many low and middle income countries maintain disease prevention silos in the face of high prevalence of both communicable and, increasingly, non-communicable diseases – the task of developing health promotion competencies, standards and
accreditation systems seems daunting. Perhaps at a global level, developing health promotion workforce capacity is just too hard.

Well, that kind of defeatist thinking is not something that we in the IUHPE embrace. Rather, we take the view that one of the key aspects of successful health promotion is adaptation to context. This is important no matter what we are aiming to achieve. It is critical to understand the people, their understanding of issues, and the social, political and economic contexts and to know what has worked in similar contexts.

The same is true with professional development of a workforce in challenging parts of the world. To successfully ensure that health promoters are best prepared for their work we must understand the context in which they work. We need to know the attitudes toward health and heath promotion, the social, political and economic contexts in which they work, the policy and political support that exists for health promotion, the infrastructure and systems that support or hinder health promotion.

The CompHP project is an interesting example of taking the development of competencies and professional standards in a large and complex region. I don’t need to tell any of you about the variability that exists in a region as large and diverse as Europe. The range of countries, styles of government, investments in health promotion and prioritisation of health promotion workforce development is something you all know well.

What is impressive about this project, however, is that – even though the region is diverse and challenging – the project has succeeded in achieving what it set out to do. We have before us a set of competencies for Europe, a set of professional standards and a proposal for an accreditation system that will work to ensure greater quality, consistency and effectiveness of the health promotion workforce on this continent.

But the road to get to this day has not always been smooth. The project has built upon a number of other initiatives, some regional and some global. The project has engaged in activities to seek consensus in the region and has built upon previous work done by the IUHPE and others.

One such piece of work was the IUHPE/ Canadian Consortium for Health Promotion Research document entitled Shaping the Future of Health Promotion: Priorities for Action. This
document was presented at the 2007 IUHPE Conference in Vancouver. It brought together a synthesis of ideas and directions presented from a broad variety of sources from the Ottawa Charter onwards. It identified needs and priorities for action for health promotion at a global level with consultation including IUHPE members from all of the regions of the world.

*Shaping the Future* was a broad ranging document that acknowledged, among other things, the importance of building of a competent health promotion workforce. There were three needs identified in that report relevant to the CompHP project:

1. The pressing need for further investment in the education and training of health promotion specialists, practitioners and other workers;
2. The need to strengthen the academic training base for health promotion competencies including increasing interdisciplinary links with areas such as public health, nursing, environmental health, education and others; and,
3. The need for transnational agreements on health promotion core competencies and the development of professional accreditation schemes.

The CompHP project has recognised and incorporated to some extent all three of these recommendations. This project has taken the recommendations of a globally-focused document and developed an appropriate regionally-based response.

Immediately following the Vancouver conference in 2007, I conducted a brief study of the gaps and assets for capacity building in low income countries to provide additional perspectives on workforce capacity development to both the IUHPE and the World Health Organization. Building on that, a much broader scoping study on Health Promotion Workforce Capacity and Education and Training Needs in Low and Middle Income Countries was conducted by Barbara Battel-Kirk and Margaret Barry in 2011. This scoping study utilised the IUHPE network to assess the state of play of workforce competencies and needs and highlighted, that while there are many challenges facing health promotion capacity building in low and middle-income countries, there are also some significant commonalities upon which to base future development of work force competencies and standards in these countries.

Another key development on a global level, but one that is directly relevant to this project, is the Galway Conference in 2008 and the Galway Consensus Statement that was developed in 2009. The Galway Conference built upon discussions of health promotion workforce
development at the IUHPE World conferences in 2004 in Melbourne and 2007 in Vancouver. It brought together a global mix of health promotion capacity and workforce development experts to identify domains of core competency for health promotion and work toward a consensus statement. Following the Galway Conference, a global consultation on the proposed consensus statement was undertaken using an IUHPE electronic discussion platform called Views on Health Promotion Online (VHPO). Following this and other global consultations, the Consensus Statement was refined and it was released in 2009. The Consensus Statement\textsuperscript{7} outlined core values and principles, as well as providing a common definition and eight domains of core competency that are required to engage in effective health promotion practice.

A symposium on the Consensus Statement was held for a global health promotion professional audience at the 20\textsuperscript{th} IUHPE World Conference in Geneva in 2010.

These activities all relate to the development of the CompHP project funded by the European Commission from 2009 to 2012. The IUHPE has been an active global partner in this project and many members of the International Experts Advisory Group for the project are IUHPE members. The IUHPE has supported the development of this project as part of our Capacity Building, Education and Training portfolio and has enthusiastically discussed the project at Board meetings and established a sub-committee to advise on the implementation of an accreditation framework. The relationship between the IUHPE and this project has been a rewarding one – hopefully for all parties involved. The CompHP project has built upon, refined and expanded many of the ideas around competencies and capacity building that the IUHPE has been discussing for many years. The CompHP project has used a consultative and consensus-building approach to break through many of the barriers that were previously thought to be holding back the development of competencies, standards and an accreditation system. The IUHPE is proud to have worked with this project and hopes that a way forward to implement the accreditation process will present itself in the very near future.

\textsuperscript{7} For more information on the Galway Consensus Statement and related efforts, please go to http://www.iuhpe.org/index.html?page=52&lang=en.
So, given the successful development of competencies and professional standards for health promotion capacity building in the CompHP project, and the potential for an accreditation system in the Euro region, what are the implications for the rest of the world?

I think it first important to congratulate the project on doing a difficult job well – bringing together diverse interests, consulting widely, reaching consensus, and then methodically developing competencies, standards and an accreditation framework. While it is not possible to transpose the exact methodology on any other region or group of countries, CompHP has set out a useful process for the exploration of workforce development issues and the development of responses to those issues. We can use the CompHP model as a template that we, as good health promoters, adjust to the specific context within which we are working.

We know that some countries embrace competencies and standards but draw the line at accreditation. We can use the experience of the CompHP project to try to better understand those responses and seek to ensure that, whatever the result, health promotion capacity is being developed as well as it can be within the country or within a region.

There may be contextual difficulties in some areas that call for creative thinking and adaptation of the framework but the application of the framework in those different contexts will be a rich research area and will help us understand how well the model works across different parts of the world.

If Europe can lead the world in demonstrating a regional framework for competencies, standards and accreditation, then there is hope for the expansion of the concept to other regions of the world. I can envisage a world where there are contextually appropriate sets of competencies and standards developed and even a globally organised accreditation body that monitors evaluates and implements accreditation processes relevant to each of the various regions.

The framework established by the CompHP project is useful though, not only for regions, but for individual nations who may choose to progress the development of competencies, standards and accreditation. Some countries already have agreed competencies and forms of accreditation. It will be interesting to observe what they make of a regional approach and to gauge interest in the development of a global system of accreditation. As the chief
globally focused health promotion professional organisation, the IUHPE will maintain a strong interest in the development of health promotion workforce capacity and its associated competencies and accreditation systems. I am particularly interested in the sustainability of such systems of maintaining competencies and standards through an accreditation system. Political winds change, health, public health and even health promotion priorities change – often rapidly. Will the systems we develop to ensure the quality and effectiveness of our health promotion capacity be able to keep pace with these changes, and with technological developments? We can only work towards implementation of the consensually developed ideas, remain committed to contextual adaptation, hope for the best, and conduct research to measure the impact of the CompHP project.

Again, I thank you all for your involvement in this impressive project. I believe it holds great promise as a model for global expansion in the development of health promotion workforce competencies and standards. The CompHP project came about to meet a regional need. In developing that regional response, the project took a global consultative perspective. The appropriate regional result has been delivered – but the project has also given a present to the world in the form of a format and a process for developing competencies, standards and accreditation processes that can be adapted to any context. If we can get these right in more areas of the world, we provide support for the workforce, for the work itself, and for the mission of health promotion. Thank you.

Professor Sylvie Stachenko as discussant

Let me add my congratulations to Professor Margaret Barry and her team for advancing this critical work. I would first like to acknowledge the very rigorous but highly consultative, participatory and interactive process leading to the core competencies framework, the professional standards and the accreditation system. As was mentioned by Professor Margaret Barry, this is certainly in keeping with the principles of a health promotion approach.

In terms of global expansion of the CompHP model, I must say that right from the start, there has been a planned effort in bringing the perspectives and inputs from different parts of the world through presentation and discussion of the CompHP project at various global
and regional IUHPE conferences, through the website and through the establishment of a global advisory committee.

The resulting core competency framework, the professional standards and accreditation systems do provide a common language for Health promotion training and practice that can be applied and adapted throughout the world and thus lead to a unified health promotion workforce.

As was mentioned by Dr Michael Sparks, context and flexibility will be key in thinking through the expansion. It will be important to take an incremental and stepwise approach as we disseminate the core competency, standards and accreditation systems globally;

So what are some of these contextual factors that I heard from the presentations this morning and that I also draw from some of the Canadian debates on this topic?

A contextual element for the application of this competency framework and accreditation systems is the wide diversity of the Health Promotion workforce among countries. Some concerns relate to the perception that using core competencies and standards may be potentially limiting a multidisciplinary field that is young and still evolving.

It is also envisioned that different countries will engage with the competencies, standards and accreditation system in different ways because of varying employment and education settings. Views are still divided in the Health Promotion community regarding the extent to which core competencies once defined should be assessed and linked to a quality assurance and accreditation system.

In addition, in many parts of the world, there is no formal Health Promotion Professional network, association or body; this will make it difficult to develop national standards or accreditation systems in such countries. In this regard, regional or international bodies such as IUHPE may take on this role.

There may be more agreement from countries on HP competencies than on professional standards or accreditation framework. In Canada, for example, it was explicit at the outset that the development of Health Promotion competencies was not to be viewed as an initial
step towards accreditation but rather as guidelines to inform and stimulate debate on skills needed in this field.

Whether a country will move towards the development and implementation of professional standards and accreditation systems will depend on the political priority of health promotion, the opinions of the health promotion constituency and the feasibility and costs of the accreditation process.

The relationship between Health Promotion and Public Health in different countries is another contextual factor. In some countries, Health Promotion is an essential core function of a multidisciplinary public health. In this case, the health promotion competencies and accreditation system may be more aligned with Public health competencies and accreditation systems.

Finally, the competencies are often based on current Health Promotion practice. There may be a need to a more dynamic and evolving framework that is forward looking and that could be amplified to address increasingly complex issues in a rapidly changing global political economic and social context with new global drivers and global agenda such as NCDs, mental health, Social determinants of health and the sustainability agenda.

As was mentioned by Professor Michael Sparks, sustainability will be an ongoing concern as we contend with the unstable economic crisis and the major cuts of government spending in social sectors which affects Health Promotion priorities in countries.

IUHPE as a partner of the CompHP project can facilitate the global dissemination through the portfolio of the VP Capacity building, training and education, Dr Paolo Contu. Also it can help in the dissemination through its regional and global conferences, its family of publications and online presence, also its existing partnerships with other global players including the World Health Organization (WHO), the World Federation of Public Health Associations (WFPHA). In addition, the planned IUHPE network of academic institutions may be a useful mechanism to support professional exchange and the development of health promotion core curriculum.
Response

Professor Paolo Contu, IUHPE Vice-President for Capacity-Building, Education & Training thanked the speakers and made reference to the potential impact that work undertaken in CompHP, while developed in the European context, has for global capacity building in health promotion. Professor Contu made reference to the newly established IUHPE Global Working Group on Health Promotion Competencies and Workforce Development (CWDG) which aims to improve the competency and effectiveness of Health Promotion practitioners, recognising that a competent workforce, with the necessary knowledge, skills and abilities for translating policy, theory and research into effective action, is critical to the growth and development of global health promotion.

A major aim of the Global Working group is to support the implementation of the findings of the CompHP Project at the European level and ultimately at a global level, with regard to core competencies, professional standards and the set up of accreditation mechanisms for health promotion practice, education and training.

The need for resources to further develop and implement the CompHP products / outcomes was stressed by Professor Contu and he informed the conference audience that an application for funding for an operating grant, which would focus on the implementation of the CompHP Pan European Accreditation Framework, had been made by the Group to the EAHC. A response to the application is expected in early July 2012.
CompHP in the European Context

The focus of discussion then shifted to the European context. A brief outline of the presentations is given below with full details are available in Appendix 1.

Dr Roisin Rooney - Scientific Officer (EAHC) gave feedback on the work of the Project to date and noted that the quality of the work produced was of a very good standard. Dr Rooney then outlined the current changes in the EAHC and related EU bodies and gave an overview of potential future funding streams to fund the implementation and further development of the CompHP products.

Dr Karen Vandewegh (EuroHealthnet) reviewed ongoing developments in relation to public health capacity in Europe and globally. Dr Vandewegh reviewed the potential to better align the work of CompHP with competency developed currently been undertaken by the World Health Organisation and on accreditation by the APHEA Project.

Ms Marie Claude Lamarre - Executive Director (IUHPE) gave a presentation on IUHPE European Perspectives on implementing CompHP: supporting mechanisms for sustainability in the European context as follows:

The first thing that I would like to say this morning which I already said yesterday is that this project is absolutely essential and its implementation even more essential. I definitely would like to commend all the work that has been completed, on the various dimensions of the project and its specific deliverables, and again this morning, sharing the perspective of the main partner agencies in the Project. I am pleased to share with you the perspective of the IUHPE/EURO and of the IUHPE Working Group on Health Promotion Competencies and Workforce Development which is the collective perspective in fact of most of you in your capacity of members of the IUHPE and for quite a significant number of you, in your capacity of Board members and members of the IUHPE/European Regional Committee.

This project is essential in the true sense of the word as it fills a vacuum, contributing to a much better understanding of:

- what health promotion is (there continues to be too much confusion between what should be referred to as “disease prevention”, “health education”, and “health
promotion”; and therefore professionals working in health promotion may not always be well understood or equipped in their initiatives;

- it also contributes to what health promotion aims to achieve; and
- What it needs to achieve what it aims to achieve, in particular a skilled and competent workforce of health promotion specialists with recognized professional qualifications and a mechanism to again recognise and record the attainment of such qualifications by providers of training and education for health promotion and health promotion practitioners.

We all here know of course well what health promotion is, encompasses, and implies. We also know that the concept has evolved in the last decade to reflect and address the growing unequal distribution of the social determinants of health, those many factors which combine together to affect the health and well-being of individuals and societies. We know how relevant it is in Europe at the moment. Health Promotion wants to achieve transformative change in society and proposes new governance mechanisms, which are being tentatively implemented such as the integration of Health in All Policies, Health Impact Assessments of Public Policies that recognize the value of health in all sectors and are accountable for health impact.

In this time of extreme turbulence in Europe, and adverse winds, in which the most basic concepts of equity and solidarity are significantly challenged, health promotion has a particularly important role to play in encouraging and supporting further intersectoral discussions, knowledge exchange and development of guidance to achieve truly intersectoral “joint action” between researchers, practitioners and policy-makers.

In order to achieve this, we need specific competencies, what this project and all partners have worked effectively and efficiently to define, reach consensus on, and be a force of proposal for collective health and well-being improvement.

But the immense gap that exists with the implementation of key strategies like advocacy, evaluation of complex interventions, health impact assessment is the “How to?” do it. It is essential to supply an expanded and skilled workforce of health promotion specialists that would go beyond the role, commitment and individual perspectives.
The potential role of IUHPE as the European Accrediting Organisation and in the sustainability of the CompHP project

The IUHPE whether at the global or at the regional level is both a *convenor* (i.e. providing a platform for exchange) and a *broker* (of knowledge, collaboration, innovation) to better understand work across sectors and the impact that these actions can have on health and non-health systems.

It puts in place mechanisms to scan opportunities, challenges and drivers, especially those that are likely to have an impact on a particular issue. This of course requires time and capacity, which is why the IUHPE capitalises on the network of its members.

It is also a dissemination hub through its broad network and the networks of its members and partners, its website, its family of Journals, through its online Dialogue Forum VHPO and of course through its Regional and Global Conferences. This has been the main role played by the IUHPE EURO in the current CompHP project with the development of a stakeholder analysis and database, a communications plan, a PR strategy, a publication policy, press releases, translations into a broad range of languages to make all materials and their content accessible by as many countries as possible, newsletters, articles in professional journals, sessions at major IUHPE Conferences and other events, etc.

Even more important in the particular context of our exchanges today, is that the IUHPE is “the professional Organisation” in health promotion therefore representing the voice of all those – institutional and individuals – who work or act in the field of health promotion.

This is why the IUHPE was encouraged to consider becoming the umbrella organization for health promotion accreditation, starting with the implementation of the CompHP Project in Europe and the potential extension to such an accreditation mechanism to the rest of the world at a later stage.

This role, the duties and responsibilities attached to it were shared at the IUHPE Board meeting in New York last year and later at the meeting of the Regional Committee in Paris, in last December to assess the feasibility and potential role for the IUHPE to become the umbrella organization for health promotion accreditation at the European level.
There was generally a very positive response on the quality of the work produced.

While a strong interest and a shared sense that it would well match its distinctive *raison d’être* as an independent professional organization in the field, issues were considered in terms of required resources, and potential risks, such as:

- What liabilities would IUHPE have?
- What would be the risks for the Organisation? Including how this major endeavour might change the nature of the organization in terms of resources and capacity implications?
- What would be the benefits?
- How would one know that the standards are being applied appropriately?
- What a review board be and what could be its role?
- Comments arose regarding the process for removing individuals/providers if they would not be in compliance with the Accreditation Framework. There is a need for the process of removal to be made explicit.

Other considerations took place in terms again of feasibility at national level like the need to establish team countries rather than implementing a national accreditation system and recognizing limitations (especially in terms of national regulations) which would have to be surveyed before (a solution might be to develop an optional system, in addition to national ones).

There is a need to:

- explore the legal position on the operation of the Accreditation system across different countries.
- plan for continued communication with APHAE, ASPHER and any other relevant organizations.
- explore funding opportunities for initial bedding down of the system.

Concerns were expressed about the resource implications/opportunities as costs for individuals and providers will be an issue.
The Accreditation Framework however offers an important opportunity for the IUHPE to lead further the vision of Health Promotion in Europe and have something tangible additional to offer to its members. It clearly fits within the IUHPE role and within recently published strategic plan and priorities.

The Framework can also be important for the IUHPE at the global level – but work in Europe will be the model for wider developments.

In order to move the project forward and to increase capacity of the Health Promotion Competencies and Workforce Development Working Group of the IUHPE, an Operating Grant application has been submitted to the EAHC. And in the meantime we will continue to expand our role of dissemination hub of the project and its deliverables.

Before ending, I just would like to add that the implementation of the CompHP Project is absolutely essential as a significant investment from public funds has been granted to enable its development, the development of competency-based standards and an accreditation system for health promotion training and practice. We know too well the budgetary constraints which are imposed on all institutions at the international and national levels and this major investment needs now to impact on the effective development and effectiveness of the health promotion workforce and equip them with the right skills and competencies they need to address the complex health agenda of today.

This can only happen with resources to bring the right capacity needed to move to the implementation phase.

Responses and commentary from IUHPE EURO Regional Committee members

Mr David Pattison noted that taking forward the work of CompHP was an important priority for the IUHPE. Mr Pattison also pointed out the importance of getting the CompHP products onto the agenda at all levels – for example, in relation to the WHO developments of competencies for public health. The fact that health promotion was not as well developed as it could be and that each member state is at a different level of development were identified as important factors to remember in implementation stages.
Dr Jeanine Pommier noted that while the Project was developed in the European context it has global significance. She noted that it provides an opportunity to build links between European countries and Europe as a whole and other countries and networks. Dr Pommier highlighted, as an example, interest shown in the CompHP Project at the recent IUHPE conference in Mexico and the potential to work in partnership on competency-based approaches, particularly across the Spanish speaking countries globally. Dr Pommier also emphasised the need to explore the relationship between health promotion and public health at all levels across Europe.

Dr Diane Levin Zamir commented on the quality of the work completed by the Project to date and added that a very useful aspect of the Project was that the ‘products’ were available at stages in the process rather than having to wait for all until the end. This encouraged ‘buy in’ from stakeholders. The CompHP Core Competencies have been translated into Hebrew and these and the Professional Standards were the basis for a report on Quality in Health Promotion for the National Council of Health Promotion of the Ministry of Health in Israel, and are the basis for defining the functions of health promotion professionals and the number of health promoters to be employed per capita.

Professor Stephan Van den Broucke discussed the links between the CompHP Project and public health capacity building in Europe and also stressed the need for implementation, and the funding required to support this. The inter-relationships between the European and national/regional levels which will be key in moving the CompHP products forward were also stressed.

Dr Edina Gabor noted that it was important to talk about competencies and not just knowledge and that CompHP had supplied the language to do this across Europe. Dr Gabor also discussed the fact that the CompHP Competencies are useful to others whose role includes, but is not totally focused on health promotion.
CompHP from national perspectives

Following discussion on the European dimensions of CompHP the national level, the participants focused on its current and potential impact in their countries.

Ms Biddy O’Neill, HSE, Ireland welcomed the developments of the Project to date. She related the usefulness of the CompHP Core Competencies and Professional Standards to a refocusing of health promotion in Ireland on a settings approach. The relevance of the CompHP handbooks to a Health Promotion Strategic Framework for Workforce development was also noted. The role of the Association of Health Promotion in Ireland as a potential national level accreditation organisation was stressed, as was the fact that they should be key stakeholders in the implementation stages. Ms O’Neill indicated that there would be support for the implementation stage from the HSE, within the limits placed by ongoing lack of resources.

Dr Emmanuelle Hamel, France, stated that there was a great deal of interest in the work of the Project in France and that there were important institutions willing to take the CompHP Frameworks forward. As an indication of the level of interest, Dr Hamel referred to a special issue on competency-based approaches to health promotion published in the journal Santé de l’Homme which included an article on CompHP. The difficulties in translation of some of the terminology and complex concepts was highlighted as an issue which requires attention in the future stages.

Ms Karen Payne, UK referred to the quality and usefulness of the CompHP products and complemented the CompHP Partners on their passion and tenacity in achieving their aims. Ms Payne related the CompHP frameworks to ongoing developments in capacity building for multidisciplinary public health in the UK. Ms Payne also commented that that the CompHP Frameworks were relevant and practical from a practitioners viewpoint while building on current theory.

Dr Anu Kasmel, Estonia, gave an overview of the existing accreditation system for health promotion in her country and welcomed the CompHP system as an important step at the European level. Dr Kasmel stated that the CompHP Frameworks were very welcomed by the
health promotion community but that there were some practical issues which will need to be addressed to ensure alignment of both systems when CompHP is fully implemented.

Dr Hana Janatova, the Czech Republic, reported that health promotion had been less of a priority in the past three years in the Czech Republic but that there was now an emphasis on rebuilding it at national level. Dr Janatova reported that the completion of the CompHP Frameworks had come at an opportune time as they will be useful in developing a quality-based system in her country.

Mrs Pirjo Koskinen-Ollonqvist, Finland, was not available to attend the conference but sent a presentation which gave an overview of developments in Finland. In Finland there are no such bodies at the moment that would have resources and expertise to be the accrediting body. In the Finnish contexts the ‘pros’ for the CompHp products were that the standards and accreditation fits well in an education quality control and it is a way of capturing tacit knowledge so that work experience can be counted as accrediating points. Cons include questions about how do the national education systems fit into the Pan-European accreditation plan? How will the differences be taken into consideration and what are the costs of the accreditation for an individual? What is the role of SOSTE Finnish Society for Social and Health? Could it be the proper one for advocating the training of HP?
Conference – after lunch agenda

Ms Erika Pace, Researcher, WP3, Evaluation, gave a presentation on the feedback from both process and impact evaluation completed to date. Process evaluation indicated that the Project was meeting its goals and milestones, was well managed and that the partnership was functioning well. Evidence of the impact of the Project was already available, with reference to the fact that the CompHP Core Competencies were already in use in a number of health promotion courses and have also been used to influence policy in Israel and the Netherlands. Ms Pace also noted the very positive feedback from other regions such as Latin America, where the CompHP products were also being used.

Ms Sara Debenedetti, Ms Marie Claude Lamarre and Professor Paolo Contu reported on IUHPE plans to implement the CompHP Project. For example, a commitment has been made to continue to maintain the website and the stakeholders database after the Project ends in October 2012.

In addition, details of the funding application submitted to the EU for an operating grant which will focus on implementing the CompHP Pan European Accreditation Framework were shared with participants. It was reported that other channels for funding were being explored but that availability was limited in the current economic climate.

Groupwork on sustainability

The Groupwork focused on the draft ‘Statement of Intent’ as a means of getting ‘buy in’ for the implementation of CompHP. Some revision to the wording of the draft Statement was recommended. There was discussion on what signing the Statement actually meant and possible difficulties arising if some individuals signed it but their organisations did not agree, despite there being a clear disclaimer. It was agreed that it would be more strategic to attempt to get more and different organisations (for example, WHO and ASPHER) to sign the Statement and therefore it was agreed that:

- Participants would review the wording of the Statement make recommendations;
- Key champions and implementers for the CompHP products would be identified and suggestions referred to the Project Coordinator;
- Participants would review their organisation’s opinions on signing the Statement;
• All participants and others suggested by them will be invited to sign the revised Statement at, or before, the IUHPE Conference in Estonia in September, 2012.

Close of Conference

Following general discussion the Conference was brought to a close by Professor Margaret Barry, who thanked the participants for their contributions and also noted the Partners’ thanks to all who had contributed to the success of the Project since 2009.
Appendices

Appendix 1
List of collaborating Partners and International Expert Advisory Group

The CompHP Project brought together a total of 24 Partners, of whom 11 were actively involved in the Project workpackages, while the remaining 13 contributed to the Project as collaborating partners.

COLLABORATING PARTNERS

Country: Belgium
Contact Name: Stephan Van den Broucke (Dr)
Organisation: University of Louvain, Department of Psychology.

Country: Croatia
Contact Name: Iva Franelic (Dr)
Organisation: National Institute of Public Health

Country: Greece
Contact Names: Yannis Tountas (Prof) and Christine Dimitrakaki (Dr)
Organisation: Centre for Health Services Research Department of Hygiene, Epidemiology and Medical Statistics, Athens University

Country: Ireland
Contact Name: Margaret Hodgins (Dr)
Organisation: Association for Health Promotion in Ireland (AHPI)

Country: Israel
Contact Name: Diane Levin Zamir (Dr)
Organisation: Association of Health Education & Promotion

Country: Malta
Contact Name: Maryanne Massa (Mrs)
Organisation: Department of Health Promotion & Disease Prevention

Country: Netherlands (The)
Contact Name: Louisa Bosker (Mrs)
Organisation: Dutch Association for Health Promotion NVPG

Country: Spain
- Contact Name: Dolors Juvinyà Canal (Prof)
  Organisation: Department of Health University of Girona
• **Contact Name:** María J. Miranda Velasco (Prof)  
  **Organisation:** Facultad de Formación del Profesorado, Universidad de Extremadura.

**Country:** Turkey  
**Contact Name:** Birgul Piyal (Dr)  
**Organisation:** Faculty of Health Education, Ankara University

**Country:** UK  
• **Contact Name:** Arantxa Santa Maria Morales (Dr)  
  **Organisation:** School of Nursing & Midwifery, University of Brighton

• **Contact Name:** David Pattison (Mr)  
  **Organisation:** Health Scotland NHS

**EUROPEAN NETWORK**  
ETC-PHHP Network c/o Prof Paulo Contu (Project Partner)

**INTERNATIONAL EXPERT ADVISORY GROUP**

**Professor John P. Allegrante**  
Professor of Health Education, Department of Health and Behavior Studies, and Deputy Provost, Teachers College, Columbia University, USA. Co-Chair, Galway Consensus Conference on International Collaboration on Credentialing in Health Promotion and Health Education.

**Professor Hiram V. Acevedo Arroyo**  
Professor, Health Promotion and Health Education Graduate Program, University of Puerto Rico; Director, WHO Collaborating Centre for Training and Research in Health Promotion and Health Education; Coordinator, Interamerican Consortium of Universities and Training Centers in Health Promotion and Health Education (CIUEPS).

**Mr Brian Hyndman**  
Senior Planner, Ontario Agency for Health Protection and Promotion; Fellow, Centre for Health Promotion, University of Toronto, Canada.

**Professor David V. McQueen**  
Global Consultant, formerly Associate Director for Global Health Promotion, US Centers for Disease Prevention and Control (CDC) (Retired, 2011) and President of the International Union for Health Promotion and Education (IUHPE) from 2007 to 2010.

**Professor Hans Onya**  
Director and Head, Department of Public Health Practice and Health Promotion, Faculty of Health Sciences, University of Limpopo, South Africa.
Ms Helen Rance
Senior Health Promotion Strategist, Health Promotion Forum of New Zealand

Professor Trevor Shilton
Director of Cardiovascular Health, National Heart Foundation of Australia, Western Australia; Adjunct Associate Professor, University of Western Australian School of Population Health; Life Member of the Australian Health Promotion Association; IUHPE Vice-president for Advocacy.

Professor Mala Rao
Director, Institute of Public Health, Hyderabad, India.

Professor Alyson Taub
Professor of Health Education, Steinhardt School of Culture, Education, and Health Development, New York University. First Executive Director National Commission for Health Education Credentialing (NCHEC).
Appendix 2

Letter of invitation, February 2012.

Dear ...,  

On behalf of the CompHP Project Partners, we are pleased to invite you to attend a one day conference meeting on Wednesday, 20th June 2012, in Galway, Ireland. This meeting will focus on the implementation and sustainability of the systems and products developed by the CompHP Project since its inception in September 2009 and will provide an opportunity to consider the future strategic development of Health Promotion workforce capacity in Europe. 

The CompHP Project, which is funded by the Executive Agency for Health and Consumers, aims to develop competency-based professional standards and a pan-European accreditation framework for Health Promotion in Europe. Please visit the CompHP Project website: <http://www.iuhpe.org/index.html?page=614&lang=en> for more information on the work to date.

The CompHP Project will come to an end in October 2012 and we are keen to optimise the impact of the work completed to date and to plan for its future sustainability. This meeting of leading Health Promotion stakeholders and experts aims to achieve the following:

- Seek endorsement by key stakeholders for the emerging conclusions and products arising from the CompHP Project
- Agree the next stages in disseminating and implementing the CompHP Core Competencies, Professional Standards and Accreditation Framework
- Explore the further application of the CompHP competencies and standards in relation to Health Promotion actions in specific priority areas such as; social determinants of health, reducing health inequities, addressing NCDs and promoting mental wellbeing in Europe
- Critically consider the CompHP contribution to the wider public health capacity development in Europe
- Consider how EU mechanisms and funding sources could support the sustainable implementation and further development of the CompHP initiative in Europe
• Discuss how the CompHP Project can continue to inform, and be informed, by similar global developments.

Attendance at this meeting is by invitation only and the costs of your travel and accommodation will be covered. We would be grateful if you could please confirm, at your earliest opportunity, if you can attend by emailing Barbara Battel-Kirk, CompHP Project Coordinator: bbkconsultancy@eircom.net

We do hope that it will be possible for you to join us and we look forward to welcoming you to Galway in June.

Yours sincerely, Professor Margaret Barry
DRAFT STATEMENT OF INTENT

20th June, 2012
Galway, Ireland

PREAMBLE

The CompHP Project was established in 2009 with the aim of developing competency-based standards and an accreditation system for health promotion that would impact positively on workforce capacity to deliver public health improvements in Europe. The Project was developed in response to health promotion challenges which demand, and will continue to demand, new and changing competencies and skills as the basis for best practice and quality assured education and training.

The work of the CompHP Project creates a new dimension in European health promotion by establishing the means and methods by which agreed core competencies and professional standards can be implemented in Europe to stimulate innovation and best practice, thereby strengthening health systems to deliver on population health. The CompHP Pan European Accreditation Framework, drawing on agreed core competencies and professional standards, provides the basis for quality assurance of health promotion practice, education and training.

The CompHP Project brought together partners and stakeholders from across the health promotion policy, practice and academic sectors in Europe, and key international experts on competency-based approaches to health promotion. Through wide ranging dissemination, consultation and consensus building, the CompHP Project has engaged the health promotion community in Europe and globally. The CompHP Project will end in October 2012 and the challenge for the future is to ensure sustainability for the CompHP Core Competencies, Professional Standards and Accreditation Framework through dissemination, implementation, evaluation and future development.

This is a Statement of Intent by the CompHP Project Partners and key stakeholders participating in the CompHP Conference (20th June 2012, Galway, Ireland) to continue to work together to ensure the sustainability of the CompHP Core Competencies Framework, Professional Standards and Pan European Accreditation Framework for Health Promotion in Europe and globally.
Statement

We are committed to ensuring that the CompHP Core Competencies Framework, Professional Standards and Pan European Accreditation Framework for Health Promotion are widely disseminated, implemented and developed across Europe and globally.

We are committed to continue to work together to ensure their sustainability and recognise that through joint action we can best achieve this goal.

ACCORDINGLY WE COMMIT:

- To adopt quality competency-based approaches to health promotion practice, policy and education as espoused in the CompHP Handbooks.
- To work collectively to raise awareness of the CompHP Core Competencies, Professionals Standards and Accreditation Frameworks through all means of dissemination available.
- To act as advocates for the implementation of the CompHP Core Competencies, Professional Standards and Accreditation Frameworks as appropriate at local, regional, national, European and global levels.
- To incorporate the CompHP Core Competencies and Professional Standards into our practice at personal and organisational levels.
- To contribute to developing a comprehensive, long-term plan of action that builds on opportunities and addresses the barriers to the sustainability of the CompHP Core Competencies, Professional Standards and Accreditation Frameworks.
- To contribute to, and engage with relevant working groups and committees established to implement and further develop the CompHP Frameworks as resources allow.
- To work collectively to ensure that all future work on the CompHP Core Competencies, Professional Standards and Accreditation Frameworks continues to take consensus building approaches and is inclusive of the health promotion community globally.
- To measure, monitor, and report on our individual and joint efforts to ensure that we are progressively realising our shared ambitions for the implementation of a competency-based quality assured approach to health promotion at all levels, across settings, regions and countries.
WE ARE:

SIGNATURES of the CompHP Partners and stakeholders participating in the CompHP Conference, 20th July 2012, Galway, Ireland

Disclaimer

Affiliations are for purposes of identification only. The views expressed in the CompHP Statement of Intent do not necessarily represent the views of the academic institutions, professional associations, accrediting bodies, government or non-governmental agencies with which the signatories are affiliated or were affiliated at the time, and are not meant to imply any official endorsement of the findings or recommendations of the CompHP Project.
Appendix 4

Email introducing the Statement of Intent sent to the confirmed list of participants two weeks prior to the conference

Dear Colleagues - attached please find some information for the CompHP Conference, 20th June 2012.

- Agenda
- Aim of conference
- List of attendees
- List of CompHP Deliverables
- List of CompHP Publications
- Draft Statement of Intent

The draft Statement of Intent outlines what we hope we can work together on to form a final statement from the Conference. As you will see on the agenda we will be discussing this and it will be revised based on your feedback before being finalised as the Conference statement.

Please let me know if you need any further information. Looking forward to seeing you all in Galway. Barbara
Appendix 5 Presentations

CompHP
Developing competencies and professional standards for health promotion capacity building in Europe

WORKPACKAGE 1
Workpackage Leader: Professor Margaret Barry
20th June 2012
CompHP Project Conference
Galway, Ireland

Aims of the Meeting

• Seek endorsement by key stakeholders of the emerging conclusions and products arising from the CompHP Project
• Agree the next stages in disseminating and implementing the CompHP Core Competencies, Professional Standards and Accreditation Framework
• Explore the further application of the CompHP competencies and standards in relation to Health Promotion actions in specific priority areas such as: social determinants of health, reducing health inequalities, addressing RCDs and promoting mental well-being in Europe
• Critically consider the CompHP contribution to public health capacity development in Europe
• Consider how EU mechanisms and funding sources can support the sustainable implementation and further development of the CompHP initiative across Europe
• Discuss how the CompHP project can continue to inform, and be informed by, similar global developments.

AGENDA AM

11:00 - 11:30
Welcome, introductions and overview of meeting plan
CompHP management, CompHP project leaders

AGENDA PM (Revised)

1300-1400
Lunch

1430-1445
Evaluation – lessons learned as the basis for future plans - Ms Erina Pace

1445-1500
Draft Action Plans for implementation and dissemination - Ms Sara De Benedetti, Ms Marie Claude Lanari, Professor Margaret Barry, Professor Paolo Contra

1500-1530
Endorsement of the CompHP project’s emerging conclusions and products – Draft Statement of Intent - Professor Margaret Barry, Ms Barbara Battei-Kirk

16:30-17:00
Coffee

16:45-16:45
Discussion and groupwork – action plans and sustainability - Ms Erina Pace and Ms Barbara Battei-Kirk

16:45-17:00
Feedback and discussion - Professor Margaret Barry

Close of meeting

Project Overview

“Ask not what CompHP can do for you - ask what you can do for CompHP” (JFK, Inaugural address, January, 1961 — BEB CompHP address, Paris, 2011)

and to follow....

“All this will not be finished in the first 100 days. Nor will it be finished in the first 1,000 days, nor in the life of this Administration, nor even perhaps in our lifetime on this planet. But let us begin.” (JFK, Inaugural address, January, 1961 — Galway, June, 2012)
Aim of the CompHP Project

- To develop a shared vision for health promotion workforce capacity building in Europe through establishing the core competencies, professional standards and accreditation mechanisms for quality assurance in the education, training, and practice of health promotion

- Funded by the European Executive Agency for Health and Consumers (EAHC Project Number 20082109) for the period 2009-2012

Why?

- Developing capacity for the sustainable implementation of effective Health Promotion practice for the future
  - competencies and standards for effective practice to deliver on global, European and national health policies
  - necessary knowledge, skills and abilities in translating policy, theory and research into effective action
  - Multi-skilled workforce - complex health challenges
  - addressing health inequities and the social determinants of health
  - Health in All Policies approach - citizen participation and empowerment
  - Flexible workforce capable of responding to rapidly changing environments, social, economic and political conditions
  - economic crisis; new and emerging health challenges

Why?

- Strengthening health systems to impact on the health of whole populations and not just individual health care
  - development of capacity to deliver on population health improvement
- Investment in health promotion development within health systems
  - Investing in workforce development - the implementation of health promotion policies and practices
- Distinctive contribution of health promotion to multidisciplinary public health
  - bringing clarity to, and enhancing, what health promotion uniquely has to offer

Research base for CompHP Project

- International literature on Health Promotion competencies, standards and accreditation
  - Australia, Canada, New Zealand, US and a number of European countries
  - progress in identifying a set of skills, knowledge, attitudes and abilities that are unique to health promotion
  - set of standards and criteria for quality assurance and accreditation

- IUHPE European Regional Sub-Committee research including:
  - Scoping study on Accreditation and Professional Standards in Health Promotion across the European region (Santa-Maria Morales & Barry, 2007)
  - Pilot feasibility study on implementing a pan-European accreditation system (Batterl-Kirk & Barry, 2008)
  - Both reports accessible on www.iuhpe.org

Rationale for CompHP Project

- Health Promotion is an evolving field of practice in Europe
  - diverse health promotion workforce - fragmented and lacking a clear occupational identity
  - varying levels of professional training and career development within and across countries

- Need for a coherent European approach
  - Freedom of employment across the EU region
  - Bologna Declaration and quality assurance in higher education in Europe (EAQHE)
  - Quality assurance in practice and training in health fields
  - Public accountability
  - Workforce capacity required for delivering on EU health strategies

- Need for a comprehensive but flexible pan-European framework

Rationale for CompHP Project

- EUMAHP developed a core curriculum for academic courses in Health Promotion - competencies and quality assurance
- PHETICE explored competencies for Public Health and Health Promotion
- ASPHER are currently developing competencies and standards for Public Health which incorporate a sub-set on Health Promotion
  - "Toward Domains of Core Competency for Building Global Capacity in Health Promotion"

**CompHP Project Objectives**

- To identify, agree and publish core competencies for Health Promotion practice, education and training in Europe
- To develop and publish competency-based professional standards for Health Promotion practice
- To promote quality assurance through the development of a Europe-wide accreditation system
- To map competencies and standards in academic courses across Europe and link to accreditation for academic settings
- To pilot competencies, standards and accreditation with practitioners in a range of settings across Europe
- To engage in consultation with key stakeholders and disseminate information on the project outcomes throughout the 27 member states and candidate countries

**CompHP Process**

- Systematic and consensus-building approach
  - extensive and wide ranging consultation process
  - grounded in the core concepts and principles of Health Promotion
  - mobilisation of interest, dialogue and discussion concerning Health Promotion workforce development
  - Over 700 stakeholders from across the policy, practice and academic Health Promotion community in Europe have been engaged in CompHP – 300 actively
  - Delphi technique with national experts across the EU region
  - online consultations with a broad base of practitioners
  - focus groups and workshops at country and pan-European level
  - International Expert Advisory Group

**CompHP Partners**

<table>
<thead>
<tr>
<th>WP</th>
<th>Title</th>
<th>University/Institute</th>
<th>Person</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Evaluation of Project</td>
<td>Health Promotion Research Centre</td>
<td>[Details]</td>
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<tr>
<td>2</td>
<td>Development</td>
<td>International Union for Health Promotion and Education</td>
<td>[Details]</td>
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<td>3</td>
<td>Education</td>
<td>University of Athens</td>
<td>[Details]</td>
</tr>
<tr>
<td>4</td>
<td>Developing Core Competencies</td>
<td>Health Promotion Standard</td>
<td>[Details]</td>
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<tr>
<td>5</td>
<td>Professional Standards</td>
<td>Faculty of Public Health, U. of Athens</td>
<td>[Details]</td>
</tr>
<tr>
<td>6</td>
<td>Developing Accreditation Framework</td>
<td>National Training and Development Board</td>
<td>[Details]</td>
</tr>
<tr>
<td>7</td>
<td>Mapping Academic Settings</td>
<td>University of Aberdeen</td>
<td>[Details]</td>
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<tr>
<td>8</td>
<td>Mapping Practice Settings</td>
<td>University of Stirling</td>
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**Collaborating Partners**

- Department of Health Promotion and Disease Prevention, Italy
- Association for Health Promotion in Ireland (AHP), Ireland
- Faculty of Health Education, Athens University, Greece
- WHO, Health: Science
- National Institute of Public Health, Croatia
- The Dutch Association for Health Promotion, The Netherlands
- Department of Health, University of Glasgow, Scotland
- ETC-HPBP Network (http://etc-hbp.org)
- SCIA, School of Environment and Social Studies, University of Brighton, UK
- Department of International Health, Faculty of Health Medicine and Life Sciences, University of Manchester, The Netherlands
- School of Health Sciences, University of Manchester, UK
- Center for Health Services Research, Department of Medicine, Epidemiology and Medical Statistics, Athens University, Greece
- Faculty of Teachers Training, University of Extremadura, Spain

**International Expert Advisory Group**

- Professor John A. ALLEGTHORPE, Professor, Department of Health and Behavior Studies, Teachers College, Columbia University, USA
- Professor Metin YERKEN, Assistant Professor, Health Promotion and Health Education Graduate Program, School of Public Health, University of Puerto Rico, Puerto Rico
- Dr. Naim Arin, Collaborative Center for Training in Health Promotion and Health Education, Coordinator, International Council of Universities and Training Centers on Health Promotion and Health Education (ICUPE), Istanbul, Turkey
- Dr. Gábor HÍRTA, Senior Advisor, Ontario Agency for Health Protection and Promotion, Canada
- Dr. Heidi Delaney, School of Health Sciences, University of Toronto, Canada
- Professor Craig V. McFADDEN, Associate Director for Global Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, U.S. Centers for Disease Prevention and Control, U.S.A.
- Professor David F. MONTEITH, Associate Director for Health Promotion, University of Manchester, The Netherlands
- Dr. Geoff R. ROACH, Director, Oxford University Department of Health Promotion, Oxford, UK
- Professor Iain WELSH, Director, School of Public Health, University of Edinburgh, Scotland
- Dr. John M. ALLEGTHORPE, Professor, School of Health Promotion, University of Puerto Rico, Puerto Rico
- Dr. John A. ALLEGTHORPE, Professor, Department of Health and Behavior Studies, Teachers College, Columbia University, USA
Overview of CompHP Project Deliverables

Delivered to date

<table>
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<tr>
<th>Deliverable Title</th>
<th>Project/Phase</th>
<th>Calendar Ending</th>
<th>Type</th>
<th>Audience</th>
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<td>5.1 Management plan</td>
<td>WP</td>
<td>Oct 2020</td>
<td>Plan</td>
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<tr>
<td>5.2 Evaluation plan</td>
<td>WP</td>
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<td>Plan</td>
<td>Partners/UNESCO</td>
<td>Y</td>
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<tr>
<td>5.3 Implementation and dissemination plan</td>
<td>WP</td>
<td>Oct 2021</td>
<td>Plan</td>
<td>Partners/UNESCO</td>
<td>Y</td>
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<tr>
<td>5.4 Compendium of Case competencies for health promotion</td>
<td>WP</td>
<td>Oct 2021</td>
<td>Report</td>
<td>Partners/UNESCO</td>
<td>Y</td>
</tr>
<tr>
<td>5.5 Handbook of Competencies for Health Promotion</td>
<td>WP</td>
<td>Oct 2021</td>
<td>Handbook</td>
<td>Partners/UNESCO</td>
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<tr>
<td>5.6 Handbook of Case Competencies for Health Promotion</td>
<td>WP</td>
<td>Oct 2021</td>
<td>Report</td>
<td>Partners/UNESCO</td>
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<tr>
<td>5.7 Annotated Case study</td>
<td>WP</td>
<td>Oct 2021</td>
<td>Report</td>
<td>Partners/UNESCO</td>
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<tr>
<td>5.8 Facilitating the implementation of case competencies</td>
<td>WP</td>
<td>Oct 2021</td>
<td>Report</td>
<td>Partners/UNESCO</td>
<td>Y</td>
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</table>

To be delivered

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<th>Deliverable Title</th>
<th>Project/Phase</th>
<th>Calendar Ending</th>
<th>Type</th>
<th>Audience</th>
<th>Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.11 Monitoring and evaluation plan</td>
<td>WP</td>
<td>Oct 2021</td>
<td>Plan</td>
<td>Partners/UNESCO</td>
<td>Y</td>
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<tr>
<td>5.12 Action plan for accreditation system</td>
<td>WP</td>
<td>Oct 2022</td>
<td>Plan</td>
<td>Partners/UNESCO</td>
<td>Y</td>
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<tr>
<td>5.13 Accreditation for a pan-European accreditation system</td>
<td>WP</td>
<td>Oct 2022</td>
<td>Plan</td>
<td>Partners/UNESCO</td>
<td>Y</td>
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<td>5.14 Assessment of case competencies for health promotion</td>
<td>WP</td>
<td>Oct 2022</td>
<td>Report</td>
<td>Partners/UNESCO</td>
<td>Y</td>
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<tr>
<td>5.15 Evaluation of case competencies for health promotion</td>
<td>WP</td>
<td>Oct 2022</td>
<td>Report</td>
<td>Partners/UNESCO</td>
<td>Y</td>
</tr>
</tbody>
</table>

CompHP Products

- The CompHP Core Competencies for Health Promotion Handbook (Dempsey, Battel-Kirk and Barry, 2011)
  - available in full and short versions (short versions in English, French and Spanish)
- The CompHP Professional Standards for Health Promotion (Speller, Parish and Zilnyk, 2012)
  - outlines the performance criteria for each competency domain
  - available in full and short versions (short versions in English, French and Spanish)
- The CompHP Pan European Accreditation Framework
  - final draft of the Framework under consultation
  - an action plan being developed for implementation of a competency-based accreditation system for health promotion practitioners and education and training in Europe

CompHP Impact

- Testing of the system in both academic and practice settings
- Consultations and case studies completed at pan-European and country level
- Testing implementation of the system at IUHPE European level
- Impact of the CompHP Model – workforce development, training and education development
- European wide and global interest in the CompHP products and processes
**Uses**
- Identify the core competencies that are specific and unique to Health Promotion and reflect the ethical, theoretical and research principles that underpin practice
- Protect the public by establishing and assuring minimum acceptable standards of quality and performance
- Improve and strengthen institutions and programmes of professional preparation, education and training
- Promote continued professional development of the health promotion workforce

**CompHP Project Outcomes**
- Wide ranging consultation with practitioners, policymakers and education providers across Europe
- Developed a shared understanding of, and consensus on, the core competencies required for Health Promotion practice, education and training in Europe
- Publication of Handbooks on the CompHP Core Competencies Framework and Professional Standards for Health Promotion, which will inform capacity building for professional practice across Europe
- Development of a pan-European Accreditation Framework for Health Promotion practitioners, and education and training providers

**CompHP Project Outcomes**
*Which will lead to:*
- Enhanced education and training programmes in Health Promotion across Europe based on a shared understanding of the core competencies and standards that need to be incorporated into academic core curricula
- The promotion of workforce development and best practice in Health Promotion through engaging practitioners and professional bodies in the development of quality standards and accreditation systems
- Greater cooperation and coordination in Health Promotion practice, education and training across Europe, promoted by an active project consultation and dissemination process
  - Improved quality of practice based on agreed competencies and standards

**CompHP Project Outcomes**

**Developing Core Competencies for Health Promotion**

**CompHP Websites**

CompHP

The CompHP Project
achievements to date: Outcomes & Processes -
CompHP Professional Standards

Prof Richard Parish & Dr Viv Speller
Work Package 5

Agreed principles of standards
- To be used at entry to profession from training, or as CPD
- Directly aligned to each core competency domain
- Used at either under- or post-graduate levels
- Evidence of achievement of performance criteria during study and/or work required
- ALL the standards have to be met

Challenges
- To develop standards for use in employment and education settings across Europe
- Understanding different systems and formats of standards
- Educational, occupational, or professional standards?
- How to build on core competencies to ensure consistency?

Presentation format for standards

<table>
<thead>
<tr>
<th>Standard title and statement (same as Core Competency domain title and statement)</th>
<th>Core Knowledge and Skills required</th>
<th>Performance Criteria – evidence provided either from documentation, or from assessment during work or study, of the practitioner’s ability to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competency statement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(listed and numbered for each core competency domain)</td>
<td>Knowledge – items listed</td>
<td>Criteria listed a, b, c, etc.</td>
</tr>
<tr>
<td>Skills – items listed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 2 Presentation format for development of standards

Consultation
- Three phases in 2011-12, electronic survey, focus groups and online consultation, + advisory group
- 232 responses across all phases, wide representation across Europe and beyond
- Standards handbook amended between phases
- High levels (90+%) agreement with wording and content of standards

Health promotion is not a regulated profession – Professional – “the attributes relevant to undertaking work or vocation that involves the application of some aspects of advanced learning” (EC Directive 2005/36/EC)
- Importance of linkages between competence-based education and employment – standards provide bridging function
- Learning outcome-based standards facilitate this link
- Bologna Process and European Qualifications Framework (EQF) provides common framework
- Based on our descriptors on levels 5&7 of EQF
- Also looked at format of existing health promotion/public health standards from UK & Estonia
- Our definition: Standard – “an agreed, repeatable way of doing something…a technical specification or other precise criteria designed to be used consistently…”
Outcomes

- CompHP Professional Standards for Health Promotion Handbook, and full Final Report
- Increased understanding of concepts and terms
- Consensus across Europe on professional requirements for health promotion
- Firm basis for assessment of courses and individual practitioners
### CompHP

**Developing a Pan European Accreditation Framework for Health Promotion**

*CompHP Conference, Galway, June 20, 2012*

Gerard Van der Zanden

<table>
<thead>
<tr>
<th>Goal</th>
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<tbody>
<tr>
<td>To promote <em>quality assurance and competence</em> in health promotion through a Europe-wide accreditation system</td>
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</table>

<table>
<thead>
<tr>
<th>CompHP</th>
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<tbody>
<tr>
<td>Aimed to develop competency-based standards <em>and an accreditation system for health promotion practice</em> that will positively impact on workforce capacity to deliver public health improvement in Europe</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality at Practice Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensuring quality practice as a European wide quality seal and a benchmark that will enhance professional profiles. Through registration individual health promotion practitioners make a commitment to quality practice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Framework</th>
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<tbody>
<tr>
<td>Framework should outline systems and processes for accreditation of health promotion practitioners, and health promotion education and training courses together with the structures, tasks and responsibilities of national and European accrediting organisations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Health Promotion Practitioner</th>
</tr>
</thead>
<tbody>
<tr>
<td>A practitioner whose main role and function is health promotion and who hold a graduate or post graduate qualification in health promotion or a related discipline.</td>
</tr>
<tr>
<td>A health promotion practitioner is a person who works to promote health using the action described by the Ottawa Charter</td>
</tr>
</tbody>
</table>
**Development Framework**
- Scoping & Feasibility studies
- Core Competencies & Standards
- Review of existing Accreditation Frameworks (UK, NL, EE)
- Draft Accreditation Framework
- Feedback. [Associate] Partners
- Focus Groups. Survey. Consultation

**CompHP Initial Choice**

A voluntary system which is designated to be flexible and sensitive to different contexts while maintaining robust and validated criteria

**EuHP Accreditation**
- Register at national level at National Accreditation Organisation
- Seek European registration
- This will lead to a professional title [EuHP - European Health Promotion Practitioner]
- No National Organisation; direct at the European level

**Partnership**
- Mapping academic curricula and exploring academic accreditation [Paolo Contu et al. Università di Cagliari, Italy]
- Testing implementation in practice settings – [Carmen Callardo et al. Universidad Rey Juan Carlo, Madrid]

**Challenges**
- Health promotion is an evolving field
- Workforce drawn from many disciplines
- Diversity at a national level in health promotion [and public health] practice
- Diversity in assuring quality standards and accreditation/registration
**General Feedback**

- Support for Development Framework
- Support for Principles Framework
- Support for a European Framework
- Health Promotion vs Public Health
- National Differences HP status
- Implementation Questions: Benefits
- Practical Issues

**Initial Registration**

- Graduate (BSc) or post Graduate MSc) qualification from an accredited full University/Vocational course
- BSc or MSc Graduates of a Non Accredited Course or related discipline with 2 years Work Experience in last 5 years

**Special Case: Grandparenting**

- Acknowledged experienced Health Promotion Professionals
- No formal Graduate or post Graduate qualification, however the working level is graduate at the minimum.
- Working experience should at least be 3 Years in the last 5 Years.

**Re-Registration**

- Professional Quality: Continue to develop Knowledge and Skills
- Through Continuous Professional Development [CPD]
- Re-registration Obligatory after 5 Yrs
- Countries have same minimum requirements, but process may vary

**Requirements Re-Registration**

- Prove relevant Work Experience: 2 Yrs in last 5 Yrs
- Member at National level
- Demonstrate CPD activities : Keep Evidence
- Demonstrate Standards in CPD
- Indicate hours (120 hours/5 years)
<table>
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<tr>
<th>Credit System</th>
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<tbody>
<tr>
<td>- Registration Points</td>
</tr>
<tr>
<td>- 1 Credit = 1 Hour = 120 hours/5 year</td>
</tr>
<tr>
<td>- Measurable &amp; Transparent</td>
</tr>
<tr>
<td>- Variety of CPD activities</td>
</tr>
<tr>
<td>- Education &amp; Training</td>
</tr>
<tr>
<td>- Professional Development</td>
</tr>
<tr>
<td>- Maximum Credits per Activity</td>
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</table>

<table>
<thead>
<tr>
<th>Accreditation CPD</th>
</tr>
</thead>
<tbody>
<tr>
<td>- CPD Accreditation at National level</td>
</tr>
<tr>
<td>- Development of National Accreditation Organisations</td>
</tr>
<tr>
<td>- Accredit Training Providers</td>
</tr>
<tr>
<td>- Checklist Requirements</td>
</tr>
<tr>
<td>- Aims &amp; Learning Outcomes; Mapping Content and Learning Outcomes</td>
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<table>
<thead>
<tr>
<th>Accreditation Full Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>- International Voluntary Process</td>
</tr>
<tr>
<td>- Full BSc and MSc courses</td>
</tr>
<tr>
<td>- Formal Recognition at national level</td>
</tr>
<tr>
<td>- Cover all CompHP core domains</td>
</tr>
<tr>
<td>- Content meet Performance Criteria</td>
</tr>
<tr>
<td>- Self Assessment as basis</td>
</tr>
<tr>
<td>- European Accreditation Committee</td>
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</tbody>
</table>

**Next Steps**

- Dissemination activities
- Role of IUHPE at a European level
- Implementation at National level
- Stepwise implementation of Academic accreditation – Practitioner’s registration; CPD and re-Registration systems
Perspectives on implementing CompHP: supporting mechanisms for sustaining in the European context

Roisin Rooney
Executive Agency for Health and Consumers
European Commission

Second Community Health Programme

Outline
1. Health Programme 2008 - 13
2. Health for growth 2014 - 20
3. EAH/ SANC roles
4. Operating grants
5. Joint Actions
6. Projects

Second Community Health Programme

The Public Health Programme is based on Article 152 (4) of the Treaty establishing the European Community (now Article 166 of the Lisbon Treaty).

“The programme is an ‘incentive measure designed to protect and improve human health’, ‘excluding any harmonisation of the laws and regulations of the Member States’.”

Health for growth – 2014 - 2020

2008 – 2013
Objectives are:
• to improve citizens’ health security and safety
• to promote health to improve prosperity and solidarity
• to generate and disseminate health knowledge
The budget proposed for the PHP is € 321.5 million

Health for growth – 2014 - 2020

Strengthens the links between economic growth and a healthy population
In line with Europe 2020 objectives
Cost effective health systems
Supporting MS to improve the sustainability of their health systems
Innovative solutions
European Partnership on healthy and active ageing
E: health solutions
446 Million Euros

Health for growth – 2014 - 2020

Support better planning of needs and training of health professionals
EU 2020 – New Skills and Jobs, flexibility and security
Increasing the number of healthy life years is a prerequisite if Europe is to succeed in employing 75% of 20-64 yr olds and avoid early retirement due to illness.
As the population ages the demand for healthcare grows. Keeping people >65 of age healthy and active can impact labour market participation and save in healthcare budgets
Health for growth – objectives

1. Contribute to innovative and sustainable health systems;
2. Increase access to better and safer healthcare for EU citizens;
3. Prevent diseases and promote good health;
4. Protect citizens from cross border health threats.

EAHC and SANCO

Santer Commission

The EAHC is one of six executive agencies set up by the European Commission to execute complex Community programmes and enable the Commission to focus on policy making.

EAHC and Commission (SANCO)

Distinct Responsibilities but close collaboration

- Commission (DG SANCO)
  - Set priorities in annual Public Health Work Plans
  - Liaise with Member States

- EAHC
  - Launch calls for proposals and tenders
  - Monitor projects
  - Improve efficiency of management and dissemination

Instruments

- Grants for projects
- Operating grants
- Grants for conferences
- Joint actions
- Calls for tender
- Call for expressions of interest: Experts for Health Programme

Operating grant

Non-governmental bodies and specialised networks
Co-funding normally 60% (80% exceptional utility)
Can be renewed

What is a Joint Action?

Joint financing of a public body or non-governmental organisation by the Community and one or more Member States = « Joint Action »
2012 Joint Actions

1. Maritime transport
2. HIV Prevention
3. Mental Health and Wellbeing
4. Health Workforce
5. Organ donation

Overview Joint Action mechanism

- **EC Funding of eligible costs:** Up to 50% (or up to 70% in case of exceptional utility*)
- **Type of Organisations:** Public bodies and NGOs* (Independence from private sectors)
- **Type of grants:** Multi-beneficiaries
- **Duration in months:** Up to 36 months

Logic

Describes the sequence of activities thought to bring about change and how these activities are related to expected results or the principles on which a program is based.

<table>
<thead>
<tr>
<th>Resources/Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your planned work</td>
<td>Your intended results</td>
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</table>


EAHC project management

EAHC help desk strategy

First line, national liaison with the National focal points at EU MS, EFTA/EEA and Croatia, http://ec.europa.eu/eahc/documents/list_NFPs.pdf
EAHC project management tools: http://ec.europa.eu/eahc/management/manage.html

Four guides for applicants

To be read before starting to fill in the application form !!!

Thank you – any questions?
EuroHealthNet work on health promotion workforce development

Karen Vandeweghe

EuroHealthNet - who we are (I)

- European network of national/regional agencies working on health promotion, disease prevention and determinants of health and social inequities in Europe.
- Mission: to contribute to a healthier Europe with greater equity within and between countries

1992 EU Treaty includes public health role
1996 ENHPA starts within EC HP Programme
2000 New Brussels office and policy approach
2003 EuroHealthNet statutes agreed (GA/Board)
2003 First EU Public Health Programme
2006 Cooperation agreement with IUHPE
2008 New EU Public Health Programme to 2013
2009 New Brussels office

EuroHealthNet - who we are (II)

33 members and 12 partners in 27 EU countries

European perspective on health promotion workforce

- Review of Public Health Capacity in the EU - the EU Tender no. EAH/C/2009/Health/05
- WHO Health 2020 and the Action Plan on Strengthening public health capacities and services (EAP/PHC)
- APHEA – Agency for Public Health Education Accreditation

Public Health Capacity Review (2010-2011)

- Overview of public health and health promotion capacity within the 27 MS based on 7 areas including workforce
- Report submitted to the Commission in May 2012
- Key findings on competencies of the workforce:
  - Set of core competencies for PH professions not defined
  - Rarely subjected to regular review processes or updates
  - Awareness of need but little has been done so far
  - Working in PH/HP is seen as unattractive

Public Health Capacity Review (2010-2011)

- Recommendations to the EU to strengthen workforce:
  - Support Member States: defining workforce, exchanging info & good practices, defining international recognised competencies
  - Cooperate with EU health organisations on development of professional standards
  - Support PH/HP capacity building through use of financial instruments e.g. structural funds, lifelong learning programmes
  - Develop a strategy to integrate non-public health professionals
  - EU future steps and actions still unknown
  - EU will seek synergies with WHO action plan
Feedback from experts

- Expert opinions at the working group on human resources of PH/HP during WHO Consultation in March 2012:
  - 3 main target groups: public health workforce, public health centres and non-health sector staff
  - Skills and competences should be specific and fine-tuned for each of the 3 groups with particular focus on first group
  - Need of laws to certify public health professionals, as PH professionals are often not certified
  - Need of harmonisation of public health schools and stronger arguments to stress similarities between MS

WHO Health 2020

- "A WHO European Region in which all people are enabled and supported in achieving their full health potential and well-being and in which countries, individually and jointly, work towards reducing inequities in health within the Region and beyond"
  - Dr. Zsuzsanna Jakab, WHO Regional Director for Europe

The Action Plan (EAP/PHC)

- Process and further steps:
  - Start at high-level forum in Jerusalem November 2011
  - Technical consultation meetings in Helsinki (Jan 2012) and Brussels (March 2012)
  - Approval of the Action Plan in Malta in September 2012
  - 8 avenues for action among which “ensuring a competent public health workforce”
  - 10 horizontal Essential Public Health Operations
    - EPHO 6 is on health promotion
    - EPHO 7 on ensuring a competent public health workforce

APHEA

- The Agency for Public Health Education Accreditation
- Founding organisations: ASPHER, EUPHA, EHMA, EPHA and EuroHealthNet
- Aim: centralised accreditation system for Masters of PH Programmes at European level
- Own accreditation policies and procedures
- 2 current applications to be accredited by end of 2012
- More info: http://www.aphea.net/

Role of EuroHealthNet in APHEA

- EuroHealthNet is part of the Board of Directors to set the strategy
- Our role:
  - to ensure continued focus on health promotion, health equity, education in social determinants and wider Health in All Policy approaches to be widely accepted in Public Health education and training programmes

CompHP – EuroHealthNet

- Establish linkages between APHEA and CompHP project:
  - Participation in the EuroHealthNet advisory working group to discuss our role in APHEA?
  - Complementing the existing APHEA competencies list?
  - Act as liaison to take forward findings of the CompHP project into future EU and WHO actions
  - Disseminate project results and outcomes through our external communications channels, such as Health Highlights
  - Members can provide their expertise and advice if needed, ex. in terms of pilot testing
Towards competencies framework and accreditation in France...

Emmanuelle Hamel
Département Formation et ressources

CompHP Conference 20th June 2012

French context
- No accreditation system for training and education providers in France
  - Authorization given by the Ministry of Higher Studies
  - A public Agency in charge of evaluation (AERES)
- < 2000 Health Promotion practitioners
  - Fulltime in Health promotion field
  - Graduate level
- > 2.5 millions professionals
  - Part time decredits HP
  - Unregistered
  - Nurses, teachers, social workers, homecare providers...
- Attention mainly focused on health education patient education vs HP

Developments
- Dissemination
  - 2011: first step for information
  - 2012-2013: support the dissemination of the final documents of CompHP: Handbook and standards - version in French
    - Inpes/Ehesp/Unies
    - To HP practice, academic and policy sectors

Future development
- Difficult to implement accreditation system to accredit education and training providers/courses
- To engage collectively in consultation with key stakeholders in France:
  - to take part in an European and centrally validated accreditation system to accredit/register individuals (voluntary)

Current support to CompHP
- IUHPE/INPES/EHESP/UNiReS (network of universities for health education)
- Participation
  - As guests for the Galway conferences (2008-2012) and Paris meeting (2011)
  - 4 to 6 French representatives involved through the Delphi process
  - Communication for the « Prevention days » 2010
    - Pr. M. Bariou, Promoting Quality Improvement in Health Promotion through Developing Competences and Professional Standards for Capacity Building in Europe: The CompHP project
    - Audience: 350 professionals
  - Support provided for French translation
  - Consultations on the European Project CompHP
    - Regional Workshop in Lyon (sept. 13, 2011)
Impact of the Pan-European ComHP Accreditation Framework to national level HP developments

Anu Kasmel
Tartu University, Estonia

First of all
- Thanks and appreciation to the ComHP team for such an excellent job
- The elaboration of professional standards has contributed to the clarification of the PH profession, its content and functions
- The Pan-European Accreditation System created was long time waited and needed

Perspectives from national level
- 1) Impact perceived by the HP practitioners and other stakeholders at national level
- 2) How to proceed at national level
- 3) Some challenges in implementing accreditation at national level

Background
- Professional standards elaborated by National HP Union 2002-2003
- Approved by the National Qualification Authority (NQA) 2003
- Accreditation Committee – members from NGOs, universities, employers, MSA, approved by the Board of the NQA
- Individual accreditation since 2004

Impact of ComHP on HP at national level
- Clarification of profession
- Harmonization of the professional standards at European level
- Improvement of quality of the profession
- Improvement of work opportunities
- Broader recognition of the specialists
- Support international cooperation

Groups who benefit
- Health promotion practitioners
  - clarification of profession
  - better overview of functions
  - easier to apply for job
- Universities
  - improvement of curricula and training programs
  - continuous professional development programs
- Employers
  - clearer expectations from specialist
  - support in composing functions guide
  - assistance in work competition
Specialists perceptions of professional standards

- Relevant
- Practical
- Robust
- Concrete
- Almost totally overlapping with standards elaborated by national level

The main benefits of the Accreditation Framework

- Harmonization of the accreditation processes at European level – common understanding
- Added prestige to the profession - European dimension vs National dimension
- Confirmed professionals qualification
- Enlarges work opportunities

2) How to proceed at national level

- At national level based on Professions Act and State Qualification System in each country
- Requires harmonization of local legislation with European Accreditation System
- Requires consensus due to differences in national legislation
- Requires both level responsibilities

Accreditation framework at national level

- Professional standards shall be approved by professional councils, which exists under the National Qualification Authority
- The procedure for the preparation, amendment and recording of professional standards shall be established by a regulation of the Minister of Education and Research

Some challenges

- It is assumed that HP specialists should be members of Accreditation Body - some of them are working for governments and are not supposed to be members of NGO – how to meet their needs and willingness to be accredited?
- How to solve controversy in between the systems of national Qualification Authority and Pan-European Accreditation System?
- These require consensus.

In conclusion

- The CompHP project and its process has been a highly needed and its influence for the future effectiveness and quality development in HP will be remarkable.
Evaluation WP3: Lessons learned as the basis for future plans

Objectives
- To evaluate the process and outcomes of the project
- Report on progress in reports and to the management group at regular intervals to inform ongoing and contingency planning

Indicators
- WP tasks are completed effectively and on time and meet output indicators
- Positive feedback from stakeholders (internal and external)
- Wide and effective dissemination

Data Collection
- Monitoring Forms (bimonthly status updates)
- Logbooks (bimonthly entries)
- Group work conducted during meetings (Cagliari, Paris, London, Madrid, Galway)
- Questionnaires for the evaluation of the meetings
- Online questionnaires to partners, collaborating partners, external stakeholders and Expert Advisory Group

Research Methodology
- Quantitative and Qualitative Approaches for Process and Summative Evaluation

Participatory Approach
- of each work package
- of the project as a whole

Stakeholders’ Opinions on Project Progress, Achievement of Aims, Objectives and Outcomes and Evaluation of Processes
Opinions on project progress, achievement of aims, objectives and outcomes

- Stakeholders think the project is very well on target
  - The aim is “more realistic and attainable than maybe even thought at the beginning.”
  - “I think the project has been an outstanding success thus far in meeting all of the aims and objectives.”

Opinions on project progress, achievement of aims, objectives and outcomes

- Stakeholders think that the CompHP Project has managed to fully achieve its objectives in
  
a. adopting a participatory approach to create awareness, achieve consensus and a shared understanding among stakeholders (“Multiple opportunities have been provided, both in face to face meetings and virtually, for broad stakeholder participation in the process.”)
  
b. providing clarity on the workforce capacity required for Health Promotion and will facilitate employment (“The efforts are important to improving quality of individual practice through the agreements that have resulted from this work.”)
  
c. adding to quality assurance for Health Promotion practice education and training. (“If all is implemented as described in the various documents, there is great potential for success.”)

Evaluation of Project Processes

- The research methodologies, the dissemination methodologies, the communication and the quality of the documents were rated as very good.
- Some comments included:
  - “lots of consultation and wide distribution of materials for feedback.”
  - “Documents are of excellent quality. Very useful for my work.”

Impact on Current Developments in the field of Health Promotion

- Interest in developing similar frameworks or have used the competencies as reference for development of competencies (U.S.A., South America, New Zealand, Singapore, Brazil)
- Changes in HP policy in Israel and the Netherlands
- CompHP has provided a forum for discussions with other national organisations (U.K., Italy, France, Germany)
Impact on Current Developments in the field of HP

- Restructuring of academic courses (Greece, Ireland, Bergen, France, Estonia, Hungary)
- Update of existing competencies in Health Promotion (Estonia)
- Funding for national body to run accreditation and registration (Ireland)

Internal and External Impact Factors on the Success of the CompHP Project and the Sustainability of the Project

Factors that will be significant to boost the potential of the project and potential obstacles in reaching its objectives and outcomes

<table>
<thead>
<tr>
<th>Boosters</th>
<th>Obstacles</th>
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<tbody>
<tr>
<td>The funding for a pilot phase</td>
<td>The broad spectrum of stakeholders whose interests will be affected can be both positive and negative</td>
</tr>
<tr>
<td>The RHPE Global Working Group that has been created</td>
<td>Lack of focus as researchers could move on to look for other job opportunities</td>
</tr>
<tr>
<td>Number and quality of people and institutions interested in becoming accredited</td>
<td>Economic situation could affect affordability/access to the accreditation scheme</td>
</tr>
<tr>
<td>Its innovative nature, giving visibility to HP</td>
<td>Downsizing of universities, cancellation of courses</td>
</tr>
<tr>
<td>Recognition of the accreditation by the institutions; engagement by Governments</td>
<td>Potential complexities re implementation</td>
</tr>
<tr>
<td>Motivation of the stakeholders</td>
<td>Changes in employment regulations</td>
</tr>
<tr>
<td>Strong professional association leadership (UHEPE)</td>
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</table>

The experience of working in this project

Benefits of the use of Logbooks

- Various themes were brought up, which through other tools wouldn’t have emerged as much, such as:
  - motivation and wellbeing related to working on this project
  - sense of ownership
  - language barriers and their effect on decision making and level of participation
  - reflections about one’s own work
  - differences between the experience of researchers, leaders and partners as stakeholders in this project.
Feedback on Logbooks as a Tool

- Although time is limited partners were *willing to contribute*
- It was seen as a *useful and valuable exercise to monitor progress on individual, team and project level.*
- Other comments included it being a *good integrative mechanism,* a good idea, as well as a tool to give a sense of ownership of the overall project and not just of the individual work package.
- The logbook is *cathartic*

Group work during meetings

- **Cagliari** – *A keepsake from Cagliari.. What are you taking back home?*
- **Paris** – *Dear ... (Sending a postcard to a colleague)*
- **London** – *A peek into the future (Present and Future Diary Entries)*
- **Madrid** – *Evaluation over dinner*

It was a very good day... Although there isn’t agreement on all issues, we’ve reached consensus... It’s realistic.

We always leave meetings feeling better than when we get there... It’s very difficult at European meetings...

**MADRID Day 1: INFORMAL EVALUATION OVER DINNER**

- Much good and productive atmosphere
- Friendly and open group
- Chilled and relaxed environment
- High energy, good vibes
- Impressed by the level of participation and engagement demonstrated by partners

Most successful aspects (Madrid)

- Mutual respect, excellent dialogue and exchange of views
- Ability to discuss and agree key points
- Clarification of how components combine as a whole project

Meeting in Madrid: Open-ended Questions in Questionnaire

- Agreement on many issues especially for the approval of standards and the work of the accreditation framework
- Covered and agreed some major issues. Reviewed progress

To clarify

*The discussions on the first day and thinking about the future on the second day.*

We have seen most work start to get more real, more defined. We can see the end of the CompHP Project.

*We all see now what the concrete point on the horizon is! And that is realistic.*

Plan for the way forward!

Good engagement.
Conclusions

Three fundamental elements for the Success of CompHP

- All of CompHP phases were developed on the basis of a participatory process, where participation did not mean ‘to inform’ but ‘to consult’

- CompHP kept the European dimension of the project as one of its core principles where the multi-faceted context in which Health Promotion operates, was seen as an added value to the Project’s outcomes

- CompHP was developed on the basis of a process which was sensitive to its context testing and implementing the frameworks within different contexts

Three fundamental elements of CompHP (cont.)

- Having this combination of elements will be essential to
  1. Reinforce quality improvement in Health Promotion Practice, education and training in countries where Health Promotion already exists
  2. Facilitate the initiation of a process in countries where Health Promotion infrastructure is still underdeveloped

Naturally we have to keep in mind that: what we’ve learnt from the evaluation and what we think could be useful for the implementation of CompHP in the future has to be contextualised on a national, at times regional level, according to the diverse Health Promotion policies in practice, education and training and the diverse cultures and organisational structures

Lessons learned for future plans

- Have a coordinator solely dedicated to this role
- Build strong relationships among partners through meetings at early stages
- Motivate partners towards a sense of commitment and ownership
- Value diversity in professions and cultures
- Plan to have tangible results in early phases

Thank you
Comphp Meeting
20th June 2012, 15:30-16:00
Galway, Ireland

Rationale

- The basis for this Working Group lies in the Galway Consensus Conference (2008)
- The CWDG builds on the positive outcomes of the Comphp Project
- The CWDG contributes directly to the ‘Health Promotion Systems’ priority area for the work of the International Union for Health Promotion and Education (IUHPE) for the period 2011-2016.

Working Group on Competencies and Workforce Development (CWDG)

- CWDG was created in response to requests from IUHPE members, particularly by the IUHPE-Europe Regional Committee, to convene a group of experts to develop workforce capacity and quality assurance systems for health promotion practice, education and training.
- The CWDG was formally approved by IUHPE President and Executive Committee in early 2012.

Aim

- To improve the competency and effectiveness of health promotion practitioners, recognizing that a competent workforce, with the necessary knowledge, skills and abilities for translating policy, theory and research into effective action, is critical to the growth and development of global health promotion and the reduction of health inequalities.

Objectives

- Facilitate dialogue and coordination between practitioners, policymakers and education providers to improve the competency and effectiveness of the health promotion workforce
- Identify and implement relevant capacity building activities for health promotion professionals
Objectives

- Advocate for, and actively contribute to, the implementation of agreed competency-based standards for health promotion practice, to improve quality assurance and continuous professional development, and to facilitate international mobility of health promotion professionals.

- Support the implementation of the findings of the CompHP Project at the European level, and ultimately at a global level, with regards to the core competencies, professional standards and accreditation mechanisms for health promotion practice, education and training.

2013 Workplan

- Implement and establish the CompHP Accreditation Framework at the European level with the IUHPE as the Accreditation Organisation, as described in the CompHP Accreditation framework.

- Identify and contribute to the development of appropriate tools to facilitate the operational functioning of the Working Group, such as an online document sharing system.

Other activities to ensure the sustainability of the project’s results


- Continued dissemination through IUHPE journals

- Maintenance of the stakeholders database and the contacts built during the project.

2013 Workplan

- Develop online tools for capacity building of health promotion Practitioners.

- Contribute to the development of curricula and modules of health promotion in different settings and for different target audiences (mixed teams of practitioners within and outside the health sector, policy-makers and programme managers, etc.).

- Contribute to the development of the scientific programme of the IUHPE World Conference on Health Promotion.

Continued global dissemination, in particular at IUHPE events

- 9th IUHPE European Health Promotion Conference: Health and Quality of Life – Health, Economy, Solidarity
  September 27-29, 2012, Tallinn, Estonia
  http://www.conferences.ee/iuhpe2012/

- Co-organised by the Estonian Medical Association, the Estonian Union for Health Promotion, the Estonian Health Foundation and the International Union for Health Promotion and Education (IUHPE).

Continued global dissemination, in particular at IUHPE events

- A CompHP Symposium will take place at the conference.

- Keynote speakers include: Zsuzsanna Jakab, WHO Regional Director for Europe; Professor Don Nutbeam; Professor Margaret Barry; Dr. Glenn Laverack; Dr. Viv Speller; Mr. Clive Needle; Professor Maurice Mittelmark; Arja R Aro; Prof. Margus Vigimaa; Dr. Erko Ziglio; Dr Mark Doonis; Dr Gauden Galea.
Continued global dissemination, in particular at IUHPE events

"Best Investments for Health"

21st IUHPE World Conference on Health Promotion
25 – 29 August, Pattaya, Thailand

Co-organised by:
- The International Union for Health Promotion and Education (IUHPE)
- Thai Health Promotion Foundation (ThaiHealth)

"Best Investments for Health"

Conference aim:
- to contribute to the development of equity and social justice across the globe by offering a unique platform for dialogue on the best investments for health between participants from various sectors from all over the world.

- Theme: Best Investments for Health
- Website: http://www.iuhpeconference.net/

Key Dates (Continued)

1 April 2013
- Author Registration Deadline

30 April 2013
- Early Bird Registration Closed

5 August 2013
- Standard Rate Registration Closed

25-29 August 2013
- IUHPE World Conference on Health Promotion 2013

"Best Investments for Health"

Seeking funding to support the work of the CWDG

- Submission of a proposal responding to the 2012 Call for Proposals for Operating Grants – Second Programme of Community Action in the Field of Health (2008-2013)

Key Dates

20 August 2012
- Abstract Submission Opened
- Early Bird Registration Opened
- Bursary Scholarship Application

20 December 2012
- Abstract Submission Closed

1 March 2013
- Notification of Abstract
- Bursary Notification

"Best Investments for Health"

Seeking funding to support the work of the CWDG

- The Operating grant would enable the CWDG to:
  - Pilot the European Accreditation system under IUHPE umbrella
  - Reinforce IUHPE’s capacity to take up its role, tasks and functions as the European Accreditation Organisation (EAQ)
  - Develop appropriate tools to facilitate the operational functioning of the CWDG
Seeking funding to support the work of the CWDG

- The Operating grant would enable the CWDG to:
  - Develop online tools for capacity building

- create a European model for quality assurance of health promotion workforce development, which could serve as best practice worldwide

- Prepare a presentation and a symposium on the European accreditation model at the 21st IUHPE World Conference on Health Promotion

Main challenges

- The Pan-European Accreditation Framework should become self-sustaining through fee payments after a 3 year development phase. However, establishing the Accreditation in the EU is dependent on accessing adequate funding.