The core competency statements are designed not to stand alone, but rather to form a set of knowl-
edge, skills and attitudes practiced within the larger context of the values of public health.

**ATTITUDES AND VALUES**

All public health professionals share a core set of attitudes and values. These attitudes and values have not been listed as specific core competencies for public health because they are difficult to teach and even harder to assess. However, they form the context within which the competencies are practiced. This makes them equally important.

Important values in public health include a commitment to equity, social justice and sustainable development, recognition of the importance of the health of the community as well as the individual, and respect for diversity, self-determination, empowerment and community participation. These values are rooted in an understanding of the broad determinants of health and the historical principles, values and strategies of public health and health promotion.

**STATEMENTS IN SEVEN CATEGORIES**

The 56 core competencies are based on the core functions of public health: population health assess-
ment, health surveillance, disease and injury preven-
tion; health promotion and health protection. They are organized under seven categories: public health sciences, assessment and analysis; policy and program planning, implementation and evaluation; partnerships, collaboration and advocacy; diversity and indus-
trialization; communication; and leadership.

**ONE… PUBLIC HEALTH SCIENCES**

This category includes key knowledge and critical thinking skills related to the public health sciences: behavioural and social sciences, biostatistics, epidemiology, environmental public health, demography, workplace health, and the prevention of chronic diseases, infectious diseases, psychosocial problems and injuries. Competency in this category requires the ability to apply knowledge in practice.

**A public health practitioner is able to…**

1.1 Demonstrate knowledge about the following concepts: the health status of populations, inequities in health, the determinants of health and illness, strategies for health promotion, disease and injury prevention and health protection, as well as the factors that affect the delivery and use of health services.

1.2 Demonstrate knowledge about the history, structure and interaction of public health and health care services at local, provincial/ territorial, national, and international levels.

1.3 Apply the public health sciences to practice.

1.4 Use evidence and research to inform health policies and programs.

1.5 Demonstrate the ability to pursue lifelong learning opportunities in the field of public health.

**TWO… ASSESSMENT AND ANALYSIS**

This category describes the core competencies needed to collect, analyze and apply information, including data, facts and concepts. These competencies are required to make evidence-based decisions, prepare budgets and reports, conduct investigations and make recommendations for policy and program development.

**A public health practitioner is able to…**

2.1 Describe a health concern or issue exists.

2.2 Identify relevant and appropriate sources of informa-
tion, including community assets and resources.

2.3 Collect data for analytic purposes and use appropriate
tools and techniques to analyze data.

2.4 Analyze data to determine appropriate conclusions, gaps and limitations of the data.

2.5 Determine the meaning of information, considering the current ethical, political, scientific, cultural and economic aspects.

2.6 Recommend specific actions based on the analysis of information.

**THREE… POLICY AND PROGRAM PLANNING, IMPLEMENTATION AND EVALUATION**

This category describes the core competencies needed to effectively choose options and to plan, implement and evaluate policies and/or programs in public health. This includes the management of incidents such as outbreaks and emergencies.

**A public health practitioner is able to…**

3.1 Describe selected policy and program options to address a specific public health issue.

3.2 Describe the implications of a policy/program, especially as they apply to the determinants of health and recommend or decide on a course of action.

3.3 Develop a plan to implement a course of action taking into account relevant evidence, legislation, emergency planning procedures, regulations and policies.

3.4 Implement a policy or program and/or take appropriate action to address a specific public health issue.

3.5 Demonstrate the ability to implement effective practice guidelines.

3.6 Evaluate the action, policy or program.

3.7 Demonstrate the ability to set and follow priorities, and to maximize outcomes based on available resources.

3.8 Demonstrate the ability to fulfill functional roles in response to a public health emergency.

**FOUR… PARTNERSHIPS, COLLABORATION AND ADVOCACY**

This category captures the competencies required to influence and work with others to improve the health and well-being of the public through the pursuit of a common goal. Partnership and collaboration optimizes performance through shared resources and responsibilities. Advocacy—speaking, writing or acting in favour of a particular cause, policy or group of people—often aims to reduce inequities in health and improve access to health services.

**A public health practitioner is able to…**

4.1 Identify and collaborate with partners in addressing public health issues.

4.2 Use skills such as team building, negotiation, conflict management and group facilitation to build partnerships.

4.3 Mediate between differing interests in the pursuit of health and well-being, and facilitate the allocation of resources.

4.4 Advocate for public health policies and services that promote and protect the health and well-being of individuals and communities.

**FIVE… DIVERSITY AND INCLUSIVENESS**

This category identifies the non-cultural competencies required to interact effectively with diverse individuals, groups and communities. It is the embodiment of attitudes and practices that promote different cultural and worldviews, behaviours, practices and policies.

**A public health practitioner is able to…**

5.1 Recognize how the determinants of health (biological, social, cultural, economic, physical) influence the health and well-being of specific population groups.

5.2 Advocate for cultural diversity when planning, implementing, evaluating and adapting public health programs and policies.

5.3 Apply culturally relevant and appropriate approaches with people from diverse cultural, socioeconomic and educational backgrounds, and persons of all ages, genders, health status, sexual orientations and abilities.

**SIX… COMMUNICATION**

Communication involves an interchange of ideas, opinions and information. This category addresses numerous dimensions of communication including: internal and external exchanges; written, verbal, non-verbal and listening skills; computer literacy; providing appropriate information to different audiences, working with the media and social marketing techniques.

**A public health practitioner is able to…**

6.1 Communicate effectively with individuals, families, groups, communities and colleagues.

6.2 Inform and educate the public, non-professional and community audiences.

6.3 Mobilize individuals and communities by using appropriate media, community resources and social marketing techniques.

6.4 Use current technology to communicate effectively.

**SEVEN… LEADERSHIP**

This category focuses on leadership competencies that build capacity, improve performance and enhance the quality of the working environment. They also enable organizations and communities to create, communicate and apply shared visions, missions and values.

**A public health practitioner is able to…**

7.1 Describe the mission and priorities of the public health organization where one works, and apply them in practice.

7.2 Contribute to developing key values and a shared vision in planning and implementing programs that build and include the community.

7.3 Contribute to linking public health ethics to manage self, others, information and resources.

7.4 Contribute to team and organizational learning in order to advance public health goals.

7.5 Contribute to maintaining organizational performance standards.

7.6 Demonstrate an ability to build community capacity by sharing knowledge, tools, expertise and experience.