

Center for Training and Research Translation Training Competencies

(revised October 2010)

Analytic Assessment

- Use monitoring and surveillance mechanisms to collect, analyze and interpret evaluation data
- Use surveillance systems to collect impact/outcome data and compare data across states
- Determine the appropriate utilization, limitations and relevant inferences from qualitative data (e.g. focus groups, opinion surveys)
- Determine the appropriate use of quantitative data (e.g. vital statistics, surveillance data) including limitations and relevant inferences from quantitative data

Policy Development and Program Planning

- Specify segments of the population and multiple levels of intervening for program and policy intervention planning and implementation
- Use evidence-informed nutrition and physical activity approaches in developing and/or implementing multi-level interventions
- Use evidence-informed nutrition and physical activity policy approaches in developing legislation and standards
- Implement steps and procedures for planning and implementing public health programs, policies and interventions utilizing planning models (MATCH, Precede-Proceed, PATCH) from a range of social and behavioral disciplines to intervention translation and design

Public Health Science

- Apply basic theories (e.g. Stages of Change), concepts (e.g. REAIM), and models (e.g. Socioecological)
- Assess the potential public health impact of an intervention based on its reach, effectiveness, adoption, implementation and maintenance
- Influence factors that impact the food supply system (price, production, processing, distribution and consumption) and the relationship of those factors to community health
- Influence factors that impact the accessibility and opportunity for physical activity within the community structure (e.g. local organizations, school system, parks and recreation department) and the relationship of those strategies to community health

Communication

- Use principles of media advocacy (using the media to set the agenda and shape the debate) to influence policy makers and public opinion and encourage social change that supports health and reduces risk of chronic disease
- Use a variety of approaches to disseminate public health information (e.g. social networks, media, blogs, list serves, etc.)

Community Dimensions of Practice

- Conduct a community public health assessment that captures the community's assets and available resources
- Develop participatory and collaborative partnerships with communities using a variety of formal and informal mechanisms to inform program design, implementation, and evaluation

- Work with communities to build capacity and infrastructure to address prevention of obesity, cardiovascular diseases, and other chronic diseases
- Work with communities to change organizations, policies, and environments for prevention and control of obesity and other chronic diseases

Diversity and Cultural Proficiency

- Identify the role of cultural, social and behavioral factors in determining the delivery of public health interventions and/or services
- Develop and adapt interventions to address nutrition, physical activity, obesity and other chronic diseases that take into account cultural differences
- Consider the impact of decisions, programs and policies on health disparities, including unintended consequences

Financial Planning and Management

- Develop a work plan or business plan (assess health needs, analyze markets, create budgets, design evaluation measures, and mobilize community partners) to sustain program over the long-term

Leadership and Systems Thinking

- Recognize and influence the dynamic interactions between political, financial, social, and environmental systems and their impact on chronic disease
- Lead efforts to change social systems in support of healthy eating, physical activity and chronic disease prevention
- Consider political and ethical implications within and across organizations and communities, and their impact on chronic disease prevention program planning, policy and decision making

Evaluation

- Apply the six steps of the CDC framework for program evaluation to evaluation projects
- Develop an evaluation plan that includes SMART objectives (i.e. specific, measurable, achievable, realistic, time specific), responsible parties, milestones, data sources, etc.
- Apply evaluation theory and models to evaluate policy and environmental change
- Identify methods for conducting outcome evaluations including determining indicators of program success and monitoring measures of program performance
- Identify methods for process evaluation: identify, monitor and track implementation of the key components of the program
- Incorporate evaluation findings into future planning to increase the potential public health impact of nutrition and physical activity initiatives
- Communicate lessons learned and evaluation results to a variety of audiences

The core of this assessment was based on competencies previously developed for the public health workforce by:

1. Core Competencies for Public Health Professionals (HRSA)
2. MPH Core Competency Development Project (Association of Schools of Public Health - ASPH)
3. Guidelines for Community Nutrition Supervised Experiences (ADA)