



Thunder Bay District
Health Unit

POSITION DESCRIPTION

POSITION (TITLE):	Health Promotion Planner	DIVISION:	Health Promotion and/or Health Protection
REPORTS TO:	Program Manager	UNION AFFILIATION:	Non-Union
REVIEWED: Direct Supervisor	Program Manager	DATE: (R) if revised	February 2015
APPROVED: Director	Director, Health Promotion	DATE: (R) if revised	February 2015
ORIGINAL VERSION APPROVED:	February 21, 2003	REVISION DATES:	February 2015

POSITION SUMMARY:

Reporting to the Manager, the Health Promotion Planner researches, plans, develops, coordinates, and evaluates practices/programs in order to effectively meet the Ontario Public Health Standards and local needs, as well as provides recommendations based on analysis of data and results related to program planning. The Health Promotion Planner also provides consultation to staff, provincial and community partners regarding research and evaluation, health promotion theories, best practices, and policy development in accordance with health unit policy. The Health Promotion Planner also supports staff in meeting requirements for evidence-informed practice.

DUTIES AND RESPONSIBILITIES:

- Research, knowledge exchange & program evaluation:
 - Initiates, conducts, presents and participates in collaborative research or evaluation projects with public health staff, relevant community partners and agencies, other health units, and provincial partners in conjunction with the manager and other team members as required.
 - Applies sound evaluation methodology for determining effectiveness, acceptability, availability and cost-efficiency of public health programs and research projects.
 - Takes responsibility for the dissemination and use of applicable research and evidence in the Health Unit and community.
 - Assists with informing the development of the operating budget for any assigned projects, such as research grants and evaluation projects.
 - Under the direction of the program manager, initiates and coordinates grant proposals for any assigned projects and will consult with the team accordingly. This includes identification and securing of potential funding sources and relevant partnerships

- Consults and liaises with the TBDHU Program Evaluator to plan and implement evaluations of assigned programs and services.
- Analyzes OPHS mandate and identifies gaps in programming
- Develops appropriate health promotion interventions utilizing skills in social marketing, media communications, innovation, intersectoral planning, community relationships (i.e. networks and coalitions), community capacity building, and provides consultation specific to health promotion programming using a variety of theories (e.g. behaviours change theory, and social marketing).
- Acts as a resource person by responding to internal and community requests for information as appropriate within the scope of their assigned projects.
- Working in consultation with the manager and team, plays a key role as it relates to program planning and the implementation of the OPHS Foundational standard (population health assessment and surveillance, research and knowledge exchange, program evaluation) at the team or Division level.
- Uses population health, determinants of health and health inequities to assess the needs of the local population.
- Uses principles of need, impact, capacity and partnership and evaluation to guide the assessment, planning and evaluation of programs and services.
- Facilitates the establishment of public health policies through advocacy, negotiation, writing and presenting resolutions and position papers, research and analysis of policy options, drafting policy recommendations and assisting with implementation.
- Assists in building capacity within the program team in evidence-based practice, planning and evaluation.
- Program planning:
 - Supports team to assess quality of evidence and assist with priority setting, program development and determination of public health strategies.
 - Collects, synthesizes and analyses data and information to support evidence-informed decision-making, planning, and policy analysis.
 - Contributes to the development of program plans (including goal/objective setting and measuring/monitoring progress of goal/objective achievement), logic models, activity plans and monitoring and evaluation plans by providing latest evidence and best practices.
- Population health assessment and surveillance:
 - In consultation with the manager and team, identifies and recommends program priorities by reviewing existing epidemiological, behavioural and socio-demographic data and by planning, conducting, analyzing and reporting on assessments of community assets and needs.
- Efficiently and effectively documents the evidence, decisions, program plans, results, and evaluations using appropriate methods and tools and following accepted standards and policies.
- Understands quality improvement in public health and supports quality improvement activities within the program/division.
- Performs other duties as assigned.

QUALIFICATIONS / REQUIREMENTS:

- Bachelor's degree in a health-related field, behavioural science, or appropriate equivalent. Masters degree preferred in a health related discipline.
- Minimum 2 years experience in a related field with proficiency in a combination of the following areas: research methods, data analysis, program evaluation, policy development, group facilitation techniques, principles of population health and community development.
- Experience with health promotion and/or public health (including the social determinants of health) considered an asset.
- In depth knowledge of key theoretical models in health promotion and in the employee's specific area of work (e.g. environmental health, nutrition / physical activity).
- Strong ability to analyse, interpret use apply data to inform program direction.
- Strong group facilitation, public speaking and presentation skills.
- Demonstrated proficiency in a Microsoft Office environment and experience working with relevant databases.
- Ability to work in independently and as an integral team member.
- Excellent communication (verbal and written) and negotiation skills.
- Strong interpersonal skills including: effective problem solving, conflict resolution, negotiation and mediation skills.
- Experience working with budgetary processes.
- Maintains professional competence via appropriate continuing education and self-directed study.
- Satisfactory police reference check in accordance with TBDHU policy.
- Maintains current Ontario Driver's license and access to a vehicle.

OCCUPATIONAL HEALTH AND SAFETY:

- Follows all policies and procedures to ensure personal safety and safety of others.
- Reports any equipment or safety problems to supervisor.