



23 August, 2019

## **A Proposed Pathway towards Affiliating with the IUHPE Global Accreditation Framework**

### **(A background paper)**

#### **1. Introduction**

##### **1.1 Purpose**

Because of two major reasons, almost anyone can enter the field of health promotion and practise. The first reason is that health promotion is a very broad field with many specialised activities such as leadership and policymaking to community development and social marketing. The second reason is that health promotion is a relatively new professional practice, still developing, and is not regulated.

While there are benefits in having a diverse workforce with a range of competencies, there are challenges.

Some of these challenges are the vulnerability and lack of recognition of the workforce, maintaining the professional standards of training, and the safety and wellbeing of peoples and communities that health promoters work with.

To address these challenges, the Health Promotion Forum of New Zealand is embarking on establishing a national accreditation organisation (NAO), under the global accreditation framework of the International Union for Health Promotion and Education (IUHPE).

IUHPE is a global professional non-governmental organisation dedicated to health promotion around the world. For more than 65 years, IUHPE has operated an independent, global, professional network of people and institutions committed to improving the health and wellbeing of the people through education, community action and the development of healthy public policy.

For the ongoing development of health promotion, HPF has been involved and working with IUHPE for more than 10 years. HPF's Executive Director is a member of the Global Executive Board of IUHPE (2019-2022). HPF's Deputy Executive Director is the Vice-President for the South West Pacific region of IUHPE (2019-2022). HPF and IUHPE co-hosted a very successful World Conference on Health Promotion in Rotorua last April.

#### ***Your feedback will be very much appreciated***

To inform health promoters and their sector, and other equally important stakeholders about the development of the accreditation framework that will formally recognise their profession and make it part of a global system, this briefing paper has been drafted. The second purpose of this document is to ask that you kindly feedback on the draft New Zealand Health Promotion Standards, which is explained later in section 2 of the document. More on your feedback later.

While voluntary for health promoters and providers of health promotion qualifications to join, there are benefits for participating in this global system.

Some of the benefits for New Zealand health promoters are: 1) a formal recognition of their qualification and professional experience 2) a reference point for employers in recruitment and selection of health promotion practitioners 3) enhancing the integrity of their profession while ensuring the safety and wellbeing of the peoples and communities they work with 4) national and international recognition of their unique, New Zealand-based cultural competencies 5) recognition of their competencies across national borders that can lead to finding health promotion roles in countries that are under this global system.

Some of the benefits for providers of health promotion courses are: 1) an international recognition of the courses 2) enhancing the efficacy of health promotion and the quality of their courses while ensuring the wellbeing and safety of the workforce, and communities. In light of the benefits outlined above, and being an umbrella organisation for health promotion, the Health Promotion Forum of New Zealand Runanga Whakapiki Ake I Te Hauora o Aotearoa (HPF) has decided to join the system. More on this later, but firstly, let us look at the story behind the system.

## **Section 1**

### **1.2 Background**

The 2012 New Zealand Health Promotion Competencies (NZHPComps) provides a quality assurance and standardising framework to use for a range of purposes by the health promotion sector and workforce, and the education sector, especially those educational providers who offer health promotion qualifications.

Led by HPF, in collaboration with other stakeholders, the NZHPComps was developed in alignment with the Competencies of the International Union for Health Promotion and Education (IUHPE) while grounded at the same time on Te Tiriti o Waitangi, the founding document of modern Aotearoa New Zealand, and the social- political and cultural context of our country.

### **2. IUHPE Global Accreditation System recognises NZHPComps**

IUHPE subsequently recognised the NZHPComps as compatible with its competencies. As the international flagship organisation for health promotion, IUHPE later evolved its competencies into a full accreditation framework at the global level, which was launched in 2016.

Clearly, it is in the interest of the New Zealand health promotion sector and workforce to continue to be within the IUHPE system while maintaining their unique features. More on this later but let us look at the IUHPE system first. The information below was retrieved from the IUHPE website.

## **What is the IUHPE Health Promotion Accreditation System?**

The goal of the IUHPE Health Promotion Accreditation System is to promote quality assurance, competence and mobility in health promotion practice, education and training globally. The System is designed to be flexible and sensitive to different contexts while maintaining robust and validated criteria.

The System offers a voluntary process of registration of health promotion practitioners and accreditation of health promotion courses that are assessed as meeting specified competency-based criteria. The criteria for eligibility for practitioners and courses within the System build on the agreed IUHPE Core Competencies and Professional Standards.

Practitioners registered within the IUHPE System can use the title 'IUHPE Registered Health Promotion Practitioner' and accredited courses can be described as 'IUHPE Accredited Health Promotion Course'.

## **Health promotion and quality principles underpinning the System**

The IUHPE Health Promotion Accreditation System is based on the core concepts and principles of Health Promotion outlined in the Ottawa Charter (1986) and successive WHO charters and declarations on Health Promotion.

The ethical values and principles underpinning the System include a belief in equity and social justice, respect for the autonomy and choice of both individuals and groups, and collaborative and consultative ways of working.

The IUHPE Health Promotion Accreditation System is also underpinned by Quality Standards including a specific Confidentiality Policy and Conflict of interest policy.

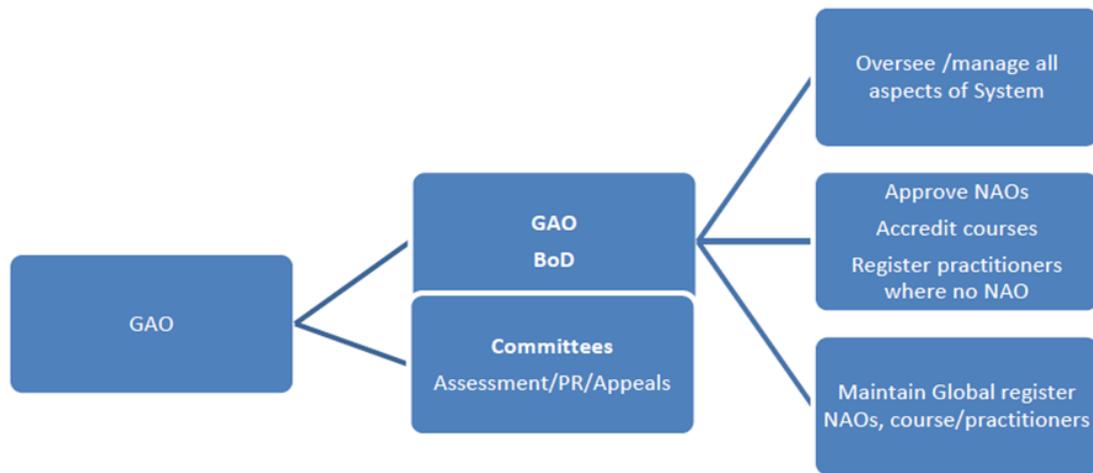
## **How the IUHPE Health Promotion Accreditation System works**

The IUHPE Health Promotion Accreditation System comprises a devolved model within which National Accreditation Organisations (NAOs) are approved by the IUHPE Global Accreditation Organisation (GAO) to register practitioners in their catchment area.

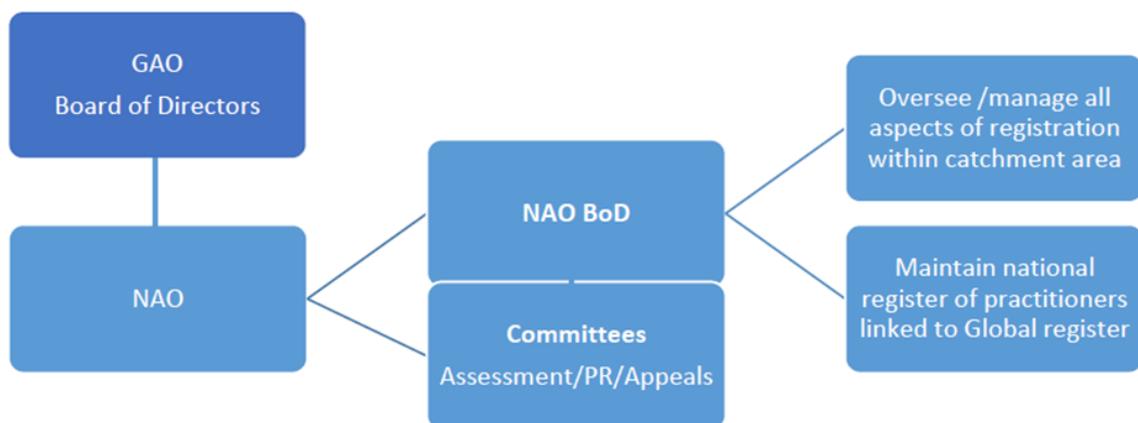
The Global and National Organisations each have specific functions and tasks, but use the same criteria, policies and procedures.

National Accreditation Organisations (NAOs) are responsible for the registration of practitioners within their catchment area, while the key roles of the Global Accreditation Organisation are the approval of

NAOs and the accreditation of full Health Promotion courses. Where there is no NAOs, practitioners can apply directly to the IUHPE Global Accreditation Organisation for registration.



**Figure 1 Organisational structure IUHPE Health Promotion Accreditation System Global Accreditation Organisation**



*Figure 2 Organisational structure IUHPE Health Promotion Accreditation System National Accreditation Organisations*

### Definitions

It is recognised that terminology in relation to concepts such as 'registration' and 'accreditation' may vary in translation, usage and meaning in countries globally. The following are the agreed definitions of the terms for use in the System used by the IUHPE Global Accreditation Organisation. In countries where the terms 'accreditation' or 'registration' cause difficulties implementing the System, other terms may be used which have the same meanings as the definitions below.

- Accreditation of education and training courses is the process of evaluating full courses to determine whether they meet agreed criteria based on the [IUHPE Core Competencies and Professional Standards](#) and as outlined in [the System Handbook](#) qualification arising from such a course is recognised as the basis for initial registration of practitioners.
- Accreditation of an Individual practitioner is described as 'registration' which confirms an individual as fit to practice on their educational attainment, work experience, continuous professional development or agreed combinations of these elements.
- Accreditation Organisations are those with the power to make decisions about the status, legitimacy or appropriateness of individual practitioners to practice to agreed quality standards, and regarding education and training courses meeting agreed quality standards.

### 3. Benefits of the IUHPE Health Promotion Accreditation System

In addition to providing global recognition for health promotion practitioners and full health promotion courses, the System provides:

- Clear, agreed guidelines and quality standards for the health promotion knowledge, skills and values required to practice effectively and ethically,
- A basis for quality assurance in health promotion practice, education and training,
- Accountability to the public through the registration of health promotion practitioners,
- Assurance that accredited health promotion courses provide graduates with the knowledge and skills required for effective practice and that awards are validated based on agreed criteria,
- Facilitation of movement of employment through the use of agreed registration procedures,
- Greater recognition and visibility of health promotion and the work done by health promotion practitioners,
- A reference point for employers in recruitment and selection of health promotion practitioners.

### 4. Why become an IUHPE Registered Health Promotion practitioner?

Through registration within the IUHPE Health Promotion Accreditation System, you make a commitment to quality health promotion practice based on agreed competency-based criteria.

Once you are registered your name is added to the IUHPE Health Promotion Accreditation System Global Register and you can use the title 'IUHPE Registered Health Promotion Practitioner'.

*Registration within the System can:*

- increase the recognition and visibility of your health promotion qualifications,
- facilitate your career movement across roles, organisations, regions and countries,
- be a reference point for employers in recruitment and selection.

*Stages in the registration of Health Promotion practitioners are:*

- Initial registration,
- Re-registration based on agreed criteria for Continuing Professional Development (CPD) every three years.

*Who can apply for registration?*

While job titles and academic course titles in different countries may not always include the term 'Health Promotion', within the System the term 'practitioner' refers to all those whose main role

reflects **health promotion** as defined in the Ottawa Charter and successive WHO charters and declarations to promote health and reduce health inequities by:

- building healthy public policy,
- creating supportive environments,
- strengthening community action,
- developing personal skills,
- reorienting health services.

In the context of the System, the term 'practitioner' includes those working in management, education and research directly related to **health promotion**.

Health promotion practice is defined as work which reflects **health promotion** as defined in the Ottawa Charter and successive charters and declarations to promote health and reduce health inequities.

**To be eligible for registration you must have either:**

1 - A graduate (Bachelor) or postgraduate (Masters) qualification from a **health promotion** course which is accredited within the IUHPE Accreditation System. *Please note only those who graduate AFTER a course is accredited are eligible via this route.*

OR

2 - A graduate (Bachelor) or postgraduate (Masters) qualification from a **health promotion** course which is not accredited within the Accreditation System or from a course in another relevant discipline (click [here](#)) AND have a minimum of 2 years' experience in **health promotion** practice (as described above) in the past five years.

OR

3 - A minimum of 3 years' experience in **health promotion** practice (as described above) in the past five years. This option applies to practitioners who are not a graduate of an accredited course or of courses as described above and is available for the first 5 years of the System only (i.e. to 2021 at Global level). The time limit for applying through NAOs will vary - please check with the relevant NAO.

**How to apply**

You usually apply for registration through the National Accreditation Organisation (NAO) in your region or country. Where there is no NAO, you can apply to the IUHPE Global Accreditation Organisation, using the IUHPE's online application system.

- If you are a graduate of a course accredited within the System you must give your personal details and submit proof of graduation ONLY.
- If you are a graduate of a **health promotion** course which is not accredited within the System or of another relevant course, you must submit personal details, give information on your 2 years' experience in **health promotion** practice (within the past 5 years) and complete a self-assessment of your competence. You must also supply the names of 2 references.
- If you are applying on the basis of experience only (time limited option - see above), you must submit personal details, give information on your 3 years' experience in **health promotion**

practice (within the past 5 years) and complete a self-assessment of your competence. You must also supply the names of 2 references.

## ACCREDITATION FEES

PLEASE NOTE: This information relates to fees for National Accreditation Organisations (NAOs) and health promotion courses. It is also relevant for health promotion practitioners from countries where there is no NAO.

Practitioners in countries where there is an established NAO\_MUST apply to that NAO. As NAOs set their own fees, these practitioners should contact the relevant NAO for details on application fees and payment procedures.

The fees for all applicant categories (including applicants to NAOs) are paid in two stages:

1. A non-refundable administrative fee, payable on submission of application. Your application will be submitted to the Assessment Committee only when the non-refundable administrative fee is paid.
2. A registration fee, to be paid when your application is approved as meeting the required criteria. You will receive an invoice for this amount. This fee must be paid before the formal registration of a practitioner, accreditation of a course or approval of a NAO is finalised within the System.

Accreditation/registration/approval is valid for 3 years, beginning from the date on letter/certificate. After 3 years, the practitioner/course/NAO is required to re-apply for registration/accreditation/approval.

Fees at Global level are:

IUHPE Accreditation System Fees			
	Practitioner	Course	NAO
Administration fee (IUHPE member)	25 €	200 €	300 €
Administration fee (non-IUHPE member)	30 €	200 €	400 €
Registration fee (IUHPE member)	75 €	600 €	700 €
Registration fee (non-IUHPE member)	100 €	600 €	800 €

## Section Two

### 5. Recognition of NZHPComps under IUHPE Accreditation Framework

For the NZ Health Promotion Competencies (NZHPComps) to be recognised fully within the global IUHPE accreditation framework, IUHPE agreed in 2017 for a mapping of the NZHPComps against the IUHPE Standards.

Two major actions were needed in order for the NZHPComps to be recognised within the accreditation framework of the International Union for Health Promotion and Education (IUHPE).

First, map the NZHPComps against the IUHPE Standards by developing a NZ Health Promotion Standards that is aligned with the latter -by June 2019.

Second, establish a National Accreditation Organisation (NAO) – by June 2020.

The two actions are closely related. In fact, the second action is a flow-on from the first action.

#### Mapping the NZ HPComps against the IUHPE Competencies and Standards by 2019

IUHPE provided a template for the mapping. See Attach 1: The IUHPE Standards

A draft was completed in 2018 and submitted to IUHPE. See Attach 2: The Proposed NZ Professional Health Promotion Standards.

In the first half of 2019, IUHPE advised that our draft was in the right direction, commending the ability of the draft NZ HP Standards to align with the global IUHPE Standards, while retaining its unique NZ contents, especially the elements of Te Tiriti o Waitangi , and Indigenous health promotion. IUHPE values the development of the NZ HP Standards as a model for countries with Indigenous peoples.

#### Building the New Zealand Standards

The development of the New Zealand Standards is based on the IUHPE Standards, the NZ HPComps, Te Tiriti o Waitangi, the Ottawa Charter, and, the insights and experience gained by the HPF team from developing the NZHPComps,

As described earlier, this process involved aligning the NZHPComps with the IUHPE Competencies while grounding the former in Te Tiriti, and the socio-cultural and political contexts of New Zealand.

This was achieved by adding a New Zealand-specific competency to the nine clusters of generic competencies of IUHPE, which are largely based on the Ottawa Charter. This approach ensures that the NZ standard will be universal like the IUHPE standards, while, at the same time, is particular to and focused on the needs and conditions of New Zealand.

The approach also embeds the imperative that health promotion in the New Zealand context is built on Te Tiriti o Waitangi and the Ottawa Charter.

#### A National Accreditation Organisation (NAO) for New Zealand by 2020

Establishing a NAO is the next natural step, after establishing the New Zealand HP Standards. By having a NAO, the health promotion sector and the health promotion workforce will have a nationally and internationally recognised structure to formally assess and recognise the current competencies of health promotion practitioners.

The NAO will be part of the global IUHPE accreditation framework. The purpose of the NAO is to assess the competencies of health promotion practitioners, and register health promotion practitioners within a country, or, in some cases, within a region.

## Where to from here?

### **Consultation on Draft Standards**

Following the positive feedback received earlier this year from IUHPE, a copy of the draft Standards (Attach 1) is enclosed for the feedback of the health promotion sector and its workforce, and member organisations of HPF.

We ask that you kindly return your feedback on the proposed NZ Health Promotion Standards by September 30, 2019. Please address your feedback or questions by email to [hpf@hauora.co.nz](mailto:hpf@hauora.co.nz). Alternatively, you can call 09 300 3071 and speak to Sione Tu'itahi or Trevor Simpson.

Following the outcome of this first round of paper and online feedback, we plan to have a second round of consultation through meetings with focus groups, professional bodies and organisations.

A penultimate draft will be sent out again for your final feedback before a final version is submitted by the end of 2019, along with a proposal to IUHPE for the establishment of an NAO by HPF for New Zealand.

Thank you for taking time to provide us with your feedback.

Attachment 1: The IUHPE Health Promotion Standards

Attachment 2: DRAFT New Zealand Health Promotion Professional Standards 28 August 2019

## Further Readings

### Online Resources

1. Health Promotion Forum of New Zealand (2012). The New Zealand Health Promotion Competencies. Retrieved 23 August 2019:  
<http://www.hauora.co.nz/assets/files/Health%20Promotion%20Competencies%20%20Final.pdf>
2. The International Union for Health Promotion and Education (2019). The IUHPE Health Promotion Accreditation System. Retrieved 23 August 2019:  
<https://www.iuhpe.org/index.php/en/the-accreditation-system>