

HEALTH AND FITNESS GROUP

Public Health Promotion Specialist

1. Definition of the Health & Fitness professional area

The Health and Fitness area collectively concerns activities, behaviours, or policies maintaining or promoting health, physical fitness, or wellbeing, and consists of two related sub-areas, which may differ in terms of intervention, strategies and goals, as well as operative contexts:

- a) the area of *Health-Related Exercise* (or, *Health Training*), concerning the promotion, design, and execution of exercise as a means to maximise health, prevent and/or treat disease, and ameliorate or cope with disability, under the various health and age conditions, carried out in the context of health care centres or programs and under medical control as needed;
- b) the area of *Fitness (Personal or Group Training)*, concerning the promotion, design, and execution of exercise meant to enhance individual fitness levels and wellness feelings, and to prevent disease in the healthy adult population, carried out in the context of sport or fitness centres and/or in private practice.

2. Standard Occupations

Public Health Promotion Specialist (All the occupations concerning the development, management and promoting of exercise programs in the area of public health)

To develop, manage and promote public health and exercise programs, to various public and private agencies (clubs, associations, schools, government agencies, research laboratories, etc.) in the framework of a policy defined either by the public authority, at national, regional or local level, or by the agencies themselves.

3. Activities

The Public Health Promotion Specialist is able:

- 3.1 To participate in public health surveillance programs, searching and using scientific epidemiological evidence.
- 3.2 To plan and develop public health and exercise programs.
- 3.3 To promote public health and exercise programs.
- 3.4 To manage public health and exercise programs
- 3.5 To evaluate public health and exercise programs

4. Competences

- 4.1 Collect significant information concerning the exercise and health related issues and use available information (Activities 3.1)
- 4.2 Define the objectives of the public health and exercise program, by identifying the population' needs (Activities 3.2)
- 4.3 Identify legal and practical aspects of public health and exercise interventions (Activities 3.2)
- 4.4 Select the appropriate physical activities for the participants of public health and exercise programs with certain goal (Activities 3.2)
- 4.5 Design the plan of the public health and exercise program (Activities 3.2)
- 4.6 Develop and apply strategies to participants adhere to the public health and exercise program (Activities 3.2)
- 4.7 Promote the public health and exercise program (Activities 3.3)
- 4.8 Review the progress of implementation of the public health and exercise program (Activities 3.4)
- 4.9 Co-ordinate the implementation of the public health and exercise program (Activities 3.4)
- 4.10 Evaluate the implementation of the public health and exercise program (Activities 3.5)

5. Learning outcomes

5.1 – (Activities 3.1 / Competences 4.1)

- Understand the concepts of epidemiology
- Apply different types of epidemiologic studies
- Build appropriate techniques for data collection
- Apply appropriate techniques for data collection
- Collect and treat information using scientific evidence
- Analyse bio-statistical information
- Use biostatistics software
- Work in co-operation with other associated professionals
- Understand the role of epidemiology in prevention of disease

5.2 – (Activities 3.2 / Competences 4.2)

- Analyse population characteristics: demographic; geographic; physical; behavioural; psychographic
- Analyse the scientific epidemiological evidence
- Recognise the target population need and want
- Decide what kind of data must be collected at the beginning and at the end of the program, to verify if the objectives were reached

- Recognise the appropriate techniques for data collection to evaluate the program effects, and chose them: questionnaires or surveys; interviews; self-report inventories and diaries; direct observation; physical measures (fitness: strength, flexibility, cardio-respiratory condition, etc; health: blood pressure, body composition); skills testing; site visits; monitoring of media coverage, etc.
- Analyse the potential co-operation with other associated professionals

5.3 – (Activities 3.2 / Competences 4.3)

- Identify and apply legal and practical aspects of public health and exercise interventions
- Identify the national public health policies
- Analyse national health policies and strategies
- Identify national health systems
- Identify private and public health funding

5.4 – (Activities 3.2 / Competences 4.4)

- Apply the fundamentals of sports and exercise sciences, like, biology, biomechanics, motor control, pedagogy, psychology or sociology
- Apply the scientific fundamentals of exercise role in public health
- Recognise health determinants and health and unhealthy behaviours
- Analyse the benefits of exercise in health
- Understand exercise as primary intervention in health
- Understand exercise as secondary intervention in health
- Demonstrate an understanding of how to make health and life style screening and risk stratification
- Recognise when is recommended to do a medical examination and exercise testing prior to participation in physical activity, and when is recommended to have a physician supervision during exercise testing
- Demonstrate an understanding of how assess the fitness condition of apparently health individuals and special populations (children, elderly, pregnant women, back problems, cardiac, hypertension, diabetes, osteoporosis, arthritis, asthma, obesity, etc.)
- Demonstrate an understanding of how prescribe exercise for maintain or improve fitness and health condition for apparently health individuals and special populations (children, elderly, pregnant women, back problems, cardiac, hypertension, diabetes, osteoporosis, arthritis, asthma, obesity, etc.)
- Recognise the characteristics of special populations
- Analyse the objectives and needs of special populations
- Analyse the characteristics of physical activities and their benefits in health and fitness
- Understand the use of available technologies

5.5 – (Activities 3.2 / Competences 4.5)

- Analyse the resources: human; material and equipments; facilities; financial
- Determine the events, tasks, dates, schedule, facilities, materials and equipments needed
- Apply a swot analysis
- Analyse partnerships
- Determine the intervention of partnerships and employees

5.6 – (Activities 3.2 / Competences 4.6)

- Apply techniques of data collection about the opinion of potential participants: surveys by e-mail, telephone or in person; interviews
- Demonstrate an understanding of the barriers to exercise: environmental barriers, personal barriers
- Apply techniques to determine stage of behaviour change: questionnaire; interview
- Identify and apply the essential components of a behaviour change strategy, and consider them when plan and implement the program
- Apply techniques to determine why people have dropout of exercise program: questionnaire; interview
- Identify and apply strategy to avoid dropout, and consider them when plan and implement the program
- Apply techniques to determine motivations to exercise: questionnaire; interview
- Identify motivations strategies to exercise, and consider them when plan and implement the program
- Apply techniques to determine expectations about the program: questionnaire; interview
- Identify strategies to encounter expectations, and consider them when plan and implement the program

5.7 – (Activities 3.3 / Competences 4.7)

- Develop and apply marketing strategies to delivery the program and capture participants
- Analyse the resources: human; material and equipments; facilities; financial
- Determine the events, tasks, dates, schedule, facilities, materials and equipments needed
- Analyse and determine partnerships

5.8 – (Activities 3.8/ Competences 4.8)

- Demonstrate that the program is being accomplished
- Perceiving the evolution of the results and interventions

- Identify how many participants are taking the program
- Identify if partnerships and/or employees are working effectively
- Collect feedbacks of partnerships and/or employees, using interviews or questionnaires, and analyzes them and make needed changes in the program
- Collect feedbacks of participants, using interviews or questionnaires, and analyzes them and make needed changes in the program
- Identify what strategies are or are not working and make needed changes
- Be able to identify the obstacles, barriers and problems and make needed changes
- Evaluate if the objectives of the program are being achieved, and if participants are getting benefits with it, and analyse why if don't
- Revise the objectives if needed

5.9 – (Activities 3.8/ Competences 4.9)

- Co-ordinate the events, tasks, dates, schedule, facilities, materials and equipments, finances
- Control the activity of the partnerships and employees

5.10 – (Activities 3.9/ Competences 4.10)

- Demonstrate that the program was accomplished
- Identify how many people participated in the program
- Collect feedbacks of partnerships and/or employees, using interviews or questionnaires, and analyzes them
- Collect feedbacks of participants, using interviews or questionnaires, and analyzes them
- Evaluate if the objectives of the program were reached, and if participants achieved the suppose benefits, and analyse why if don't
- Recognise the appropriate techniques for data collection to evaluate the program effects, and analyse it: questionnaires or surveys; interviews; self-report inventories and diaries; direct observation; physical measures (fitness: strength, flexibility, cardio-respiratory condition, etc; health: blood pressure, body composition); skills testing; site visits; monitoring of media coverage, etc
- Identify what were the strategies that work and which didn't work
- Identify the obstacles, barriers and problems associated with the program implementation
- Identify what were the successes of the program implementation
- Co-operate with other associated professionals
- Make suggestions to improved the program if replicate
- Write a report concerning the above aspects
- Develop new perspectives on policy, participation and practice of public health and exercise