

Recommended Staffing Competencies for TOBACCO PREVENTION COORDINATORS

NECESSARY COMPETENCIES FOR NEW/EXISTING STAFF

Build Support – Be able to:

- ❑ Establish and maintain linkages and/or partnerships with key stakeholders (including traditional and nontraditional)
- ❑ Interact effectively with other sectors (including the healthcare industry, transportation, parks and recreation, education, and business)
- ❑ Communicate effectively in writing for professional and lay audiences
- ❑ Listen to others in an unbiased manner, respect points of view of others, and promote the expression of diverse opinions and perspectives
- ❑ Communicate effectively orally for professional and lay audiences
- ❑ Use effective collaboration strategies to build meaningful partnerships
- ❑ Facilitate use of coalitions as effective change agents for specific policies
- ❑ Navigate the appropriate organizational systems
- ❑ Facilitate group interactions and decision-making

Design and Evaluate Programs – Be able to:

- ❑ Select appropriate program and intervention activities
- ❑ Apply principles of cultural appropriateness to program design
- ❑ Create meaningful work/roles for partners

Influence Policies and System Change – Be able to:

- ❑ Use policy as the primary tool in advancing tobacco prevention
- ❑ Influence policy through accurate, persuasive communications with the public, partners, health agency leaders, and policy makers

Lead Strategically – Be able to:

- ❑ Demonstrate critical thinking
- ❑ Respond with flexibility to changing needs
- ❑ Provide leadership to create key values and shared vision
- ❑ Apply effective problem-solving processes and methods
- ❑ Translate policy into organizational plans, structures, and programs
- ❑ Identify a policy agenda

Manage Program and Resources – Be Able to:

- ❑ Balance multiple tasks
- ❑ Prioritize work responsibilities of self and staff
- ❑ Practice effective time management
- ❑ Manage meetings
- ❑ Motivate individuals and teams to achieve goals
- ❑ Manage tobacco prevention program within budget constraints
- ❑ Set programs goals and objectives
- ❑ Balance needs, requirements, partnerships, work load, etc., for multiple projects

COMPETENCIES TO BE ACQUIRED FROM TPEP TRAININGS

Build Support – Be able to:

- ❑ Prepare and present the business case for tobacco prevention effectively
- ❑ Use the media, advanced technologies, and community networks to communicate information effectively
- ❑ Develop social capital and political savvy
- ❑ Report successes and challenges

Design and Evaluate Programs – Be able to:

- ❑ Identify and use public health data as a tool to develop and prioritize community-based interventions or policies
- ❑ Understand systems thinking and principles of change
- ❑ Present accurate demographic, statistical, programmatic and scientific information effectively for professional and lay audiences
- ❑ Assess the impact of public policies, laws, and regulations on tobacco and chronic disease prevention and control
- ❑ Use health economics concepts and language to present tobacco prevention in a convincing manner to appropriate audiences

Influence Policies and Systems Change – Be able to:

- ❑ Articulate risk of disease effectively

Lead Strategically – Be able to:

- ❑ Leverage resources
- ❑ Oversee the development and implementation of a tobacco prevention program

Manage Program and Resources – Be able to:

- ❑ Mediate and resolve conflicts effectively
- ❑ Support professional and personal development
- ❑ Implement strategies for transition from planning to implementation
- ❑ Assess an organization's implementation readiness, capacity and effectiveness
- ❑ Adhere to public health laws, regulations, and policies related to tobacco prevention and control
- ❑ Develop and justify a line-item, activity-based budget

Use Public Health Science – Be able to:

- ❑ Articulate evidenced-based approaches for tobacco prevention
- ❑ Describe (generally) the underlying causes of tobacco use, including behavioral, medical, genetic, environmental and social factors
- ❑ Articulate key tobacco control issues
- ❑ Develop and adapt approaches to problems that take into account differences among populations
- ❑ Refer to relevant and appropriate data and information sources for tobacco prevention