

A stylized human figure composed of overlapping, rounded shapes in shades of blue and green, set against a background of blue and green gradients. The figure is positioned in the upper left quadrant of the page.

# TECHNICAL COMPETENCIES

for Canada's Substance  
Use Workforce v. 3

**PREVENTION** and  
**HEALTH PROMOTION**



Canadian Centre  
on Substance Use  
and Addiction

Evidence. Engagement. Impact.



Canadian Centre  
on Substance Use  
and Addiction

All behavioural indicators across proficiency levels are examples only and can be adapted or tailored to meet individual organizational needs and mandates.

For CCSA's competencies, substance use is inclusive of situations where professionals are working with individuals who use or have used substances, are diagnosed with a medically recognized substance use disorder or are experiencing harms as a result of using substances. For more information, please refer to the criteria for substance use disorders in the *Diagnostic and Statistical Manual of Mental Disorders*, 5<sup>th</sup> edition (DSM-5).

For more information on sex- and gender-based analysis (SGBA+), please visit [www.ccsa.ca/sex-and-gender-based-analysis](http://www.ccsa.ca/sex-and-gender-based-analysis)

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## PREVENTION AND HEALTH PROMOTION

Engaging with people affected by substance use and concurrent conditions and their families and communities to encourage the adoption of knowledge, behaviours, values and attitudes that promote personal and community well-being.

\*Note that throughout this competency the term prevention should be interpreted to mean prevention of harms associated with substance use.

### EXAMPLES

1 = Foundational	2 = Developing	3 = Proficient	4 = Advanced
<ol style="list-style-type: none"> <li>Explains in general terms important concepts in prevention and health promotion, such as:               <ol style="list-style-type: none"> <li>The key social determinants of health</li> <li>The variety of prevention approaches from primary prevention to harm reduction to abstinence</li> <li>The factors that can reduce or increase risks of experiencing harms associated with substance use</li> <li>The role of prevention outreach services as part of an effective prevention and upstream health promotion strategy</li> <li>That prevention and health promotion efforts can be tailored to the sex, gender, culture, context and needs of target populations (e.g., Indigenous peoples, racialized groups, etc.)</li> </ol> </li> <li>Assists in delivering a range of prevention programs and in coordinating communication among all involved groups</li> <li>Demonstrates knowledge of age- and sex-specific lower-risk guidelines for substance use and their role in prevention and health promotion</li> </ol>	<ol style="list-style-type: none"> <li>Explains evidence-informed practices in prevention and health promotion, and applies that understanding when engaging with the community, individuals, families and social support systems</li> <li>Participates in developing and delivering culturally and gender-appropriate prevention and health promotion activities, working alone, with organizational teams and in collaboration with partners in the community</li> <li>Delivers or assists in delivering standardized public education programs to general populations like schools and community groups, using evidence-informed approaches</li> <li>Delivers or assists in delivering customized programs tailored to the needs of specific target populations</li> <li>Engages with people and subject-matter experts to better understand the impact that prevention and health promotion programs have based on culture, gender, age and context, and applies that understanding in service and product development and delivery efforts</li> <li>Shares ideas, evidence and information, and explains how and why specific tasks contribute to the community's prevention and health promotion capacity</li> <li>Promotes awareness of the linkage between venues like casinos or bars and substance use, during interactions with people and the community</li> </ol>	<ol style="list-style-type: none"> <li>Develops and delivers a range of complex interventions, programs and services informed by sex- and gender-based analysis and an in-depth knowledge of relevant prevention and health promotion techniques and approaches</li> <li>Manages unusual or difficult situations when delivering programs in the community with at-risk populations</li> <li>Mobilizes and supports community member involvement in prevention and health promotion activities that address intersections of gender and the determinants of health, leveraging community strengths and resources in the process</li> <li>Gauges the level of community commitment and ability, and shifts from a leadership to a support role as others assume more responsibility</li> <li>Participates with community members in evaluating prevention and health promotion activities</li> <li>Advocates on behalf of the community, as a whole, for sustainable prevention and health promotion services tailored to community needs</li> <li>Advocates for prevention and health promotion services, using disaggregated evaluation data and other evidence-informed findings</li> </ol>	<ol style="list-style-type: none"> <li>Supervises or coaches others in developing, implementing and evaluating evidence-informed prevention and health promotion initiatives</li> <li>Oversees and manages a range of prevention- and health promotion-focused initiatives based on evidence-informed practices and that address sustainability, gender, cultural and contextual relevance, and include benchmarks for evaluation purposes</li> <li>Incorporates relevant research findings and knowledge of social determinants of health and risk and protective factors in program planning</li> <li>Initiates, facilitates, leads or conducts sex- and gender-based analysis and evaluation of community programs and services to measure effectiveness, identify gaps in service and prioritize needs</li> <li>Facilitates developing and maintaining multi-disciplinary collaborations that:               <ol style="list-style-type: none"> <li>Support healthy families and communities</li> <li>De-stigmatize marginalized populations</li> <li>Enhance public policy and tailored program design</li> </ol> </li> <li>Collaborates on, leads or contributes to the design and delivery of gender-sensitive and customized programs in complex, sensitive situations that call for a high degree of multi-disciplinary involvement</li> </ol>

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	<ul style="list-style-type: none"> <li>8. Promotes a sense of community ownership and involvement by:                             <ul style="list-style-type: none"> <li>a. Helping to build community connections</li> <li>b. Helping enhance the resilience of all community members</li> <li>c. Advocating for and educating others on equity-oriented public health policy</li> <li>d. Building capacity within the community to identify group-specific needs and develop strategies and solutions to address those needs</li> </ul> </li> <li>9. Collaborates with a range of stakeholders to identify and assign priorities to community needs and required resources related to prevention and health promotion</li> <li>10. Monitors research related to prevention and health promotion and applies relevant findings in all activities including interactions with people using services and community members</li> </ul>		