

# ASPH Doctor of Public Health (DrPH) Core Competency Model

## Draft Version 1.3

Graphic of the DrPH Core Competency Model



## DrPH Core Competencies

### A. ADVOCACY

The ability to influence decision-making regarding policies and practices that advance public health using scientific knowledge, analysis, communication, and consensus-building.

**Competencies:** Upon graduation a student with a DrPH should be able to...

- A1. Present positions on health issues, law, and policy.
- A2. Influence health policy and program decision-making based on scientific evidence, stakeholder input, and public opinion data.
- A3. Utilize consensus-building, negotiation, and conflict avoidance and resolution techniques.
- A4. Analyze the impact of legislation, judicial opinions, regulations, and policies on population health.
- A5. Establish goals, timelines, funding alternatives, and strategies for influencing policy initiatives.
- A6. Design action plans for building public and political support for programs and policies.
- A7. Develop evidence-based strategies for changing health law and policy.

## DrPH Core Competencies (*continued*)

### **B. COMMUNICATION**

The ability to assess and use communication strategies across diverse audiences to inform and influence individual, organization, community, and policy actions.

**Competencies:** Upon graduation a student with a DrPH should be able to...

- B1. Discuss the inter-relationships between health communication and marketing.
- B2. Explain communication program proposals and evaluations to lay, professional, and policy audiences.
- B3. Employ evidence-based communication program models for disseminating research and evaluation outcomes.
- B4. Guide an organization in setting communication goals, objectives, and priorities.
- B5. Create informational and persuasive communications.
- B6. Integrate health literacy concepts in all communication and marketing initiatives.
- B7. Develop formative and outcome evaluation plans for communication and marketing efforts.
- B8. Prepare dissemination plans for communication programs and evaluations.
- B9. Propose recommendations for improving communication processes.

## DrPH Core Competencies (*continued*)

### **C. COMMUNITY/CULTURAL ORIENTATION**

The ability to communicate and interact with people across diverse communities and cultures for development of programs, policies, and research.

**Competencies:** Upon graduation a student with a DrPH should be able to...

- C1. Develop collaborative partnerships with communities, policy makers, and other relevant groups.
- C2. Engage communities in creating evidence-based, culturally competent programs.
- C3. Conduct community-based participatory intervention and research projects.
- C4. Design action plans for enhancing community and population-based health.
- C5. Assess cultural, environmental, and social justice influences on the health of communities.
- C6. Implement culturally and linguistically appropriate programs, services, and research.

## DrPH Core Competencies (*continued*)

### D. CRITICAL ANALYSIS

The ability to synthesize and apply evidence-based research and theory from a broad range of disciplines and health-related data sources to advance programs, policies, and systems promoting population health.

**Competencies:** Upon graduation a student with a DrPH should be able to...

- D1. Apply theoretical and evidence-based perspectives from multiple disciplines in the design and implementation of programs, policies, and systems.
- D2. Interpret quantitative and qualitative data following current scientific standards.
- D3. Design needs and resource assessments for communities and populations.
- D4. Develop health surveillance systems to monitor population health, health equity, and public health services.
- D5. Synthesize information from multiple sources for research and practice.
- D6. Evaluate the performance and impact of health programs, policies, and systems.
- D7. Weigh risks, benefits, and unintended consequences of research and practice.

## DrPH Core Competencies (*continued*)

### **E. LEADERSHIP**

The ability to create and communicate a shared vision for a positive future; inspire trust and motivate others; and use evidence-based strategies to enhance essential public health services.

**Competencies:** Upon graduation a student with a DrPH should be able to...

- E1. Communicate an organization's mission, shared vision, and values to stakeholders.
- E2. Develop teams for implementing health initiatives.
- E3. Collaborate with diverse groups.
- E4. Influence others to achieve high standards of performance and accountability.
- E5. Guide organizational decision-making and planning based on internal and external environmental research.
- E6. Prepare professional plans incorporating lifelong learning, mentoring, and continued career progression strategies.
- E7. Create a shared vision.
- E8. Develop capacity-building strategies at the individual, organizational, and community level.
- E9. Demonstrate a commitment to personal and professional values.

## DrPH Core Competencies (*continued*)

### F. MANAGEMENT

The ability to provide fiscally responsible strategic and operational guidance within both public and private health organizations for achieving individual and community health and wellness.

**Competencies:** Upon graduation a student with a DrPH should be able to...

- F1. Implement strategic planning processes.
- F2. Apply principles of human resource management.
- F3. Use informatics principles in the design and implementation of information systems.
- F4. Align policies and procedures with regulatory and statutory requirements.
- F5. Deploy quality improvement methods.
- F6. Organize the work environment with defined lines of responsibility, authority, communication, and governance.
- F7. Develop financial and business plans for health programs and services.
- F8. Establish a network of relationships, including internal and external collaborators.
- F9. Evaluate organizational performance in relation to strategic and defined goals.

## DrPH Core Competencies (*continued*)

### **G. PROFESSIONALISM AND ETHICS**

The ability to identify and analyze an ethical issue; balance the claims of personal liberty with the responsibility to protect and improve the health of the population; and act on the ethical concepts of social justice and human rights in public health research and practice.

**Competencies:** Upon graduation a student with a DrPH should be able to...

- G1. Manage potential conflicts of interest encountered by practitioners, researchers, and organizations.
- G2. Differentiate among the administrative, legal, ethical, and quality assurance dimensions of research and practice.
- G3. Design strategies for resolving ethical concerns in research, law, and regulations.
- G4. Develop tools that protect the privacy of individuals and communities involved in health programs, policies, and research.
- G5. Prepare criteria for which the protection of the public welfare may transcend the right to individual autonomy.
- G6. Assess ethical considerations in developing communications and promotional initiatives.
- G7. Demonstrate cultural sensitivity in ethical discourse and analysis.