

TITLE: Assessing needs of health promoters

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ABSTRACT BODY: The Ontario Health Promotion Resource System (OHPRS), a collaborative of 23 health promotion resource centres and related programs, undertook a needs assessment of health promoters in Ontario in 2004-05. Purposes were to reach a broader target group than any individual member would survey, identify potential areas of strategic collaboration, and support planning of system-level activities. This is the largest survey of the health promotion labour force thus far undertaken in Canada. Survey materials consisted of core questions in parallel French and English surveys and 8 supplemental surveys on specific issues (e.g. alcohol, nutrition, community mobilization). Core questions queried barriers; familiarity of member services; self-help/mutual aid strategies; preferred approaches to meeting education and training needs; French language supports; and characteristics of the respondent to support sub-analyses. The survey was distributed through multiple means to past users and non-service-users electronically and by post; 875 surveys were analyzed. Key messages were developed and findings utilized in system-level planning and by individual members.

This presentation will highlight survey development, tools, methods, sample characteristics, findings and resulting influences on practice by the OHPRS. It will be of interest to researchers, health promoters and others who are interested in capacity building in the HP sector.