

CITY OF HAMILTON

HEALTHY & SAFE COMMUNITIES DEPARTMENT

(PUBLIC HEALTH SERVICES -HEALTHY ENVIRONMENTS DIVISION – CHRONIC DISEASE PREVENTION - LOCATION – 110 KING ST. W. 4th FLOOR)

PHYSICAL ACTIVITY SPECIALIST - CUPE 5167

SUMMARY OF DUTIES

Reporting to the Manager of Chronic Disease Prevention, the Physical Activity Specialist plans, develops, implements and evaluates physical activity and sedentary behaviour initiatives in keeping with requirements from the Ontario Public Health Standards (OPHS) and guidance from the Ottawa Charter for Health Promotion. The OPHS directs public health activities with the goal of reducing the burden of preventable chronic diseases of public health importance. Using a comprehensive health promotion approach, physical activity and sedentary behaviour initiatives include working with City and community partners (including school boards, workplaces, municipalities and recreation centres) to influence the development and implementation of healthy policies and the creation or enhancement of supportive physical and social environments. As well, Physical Activity Specialists work to increase the capacity of community partners to coordinate and develop regional/local programs and services related to physical activity and sedentary behaviour and to increase public awareness.

GENERAL DUTIES

Identify current best practices in the area of physical activity by reviewing existing epidemiological, behavioural and socio-demographic data and reports and/or collect and analyze new data related to physical activity.

Identify influences on physical activity levels and various evidence-based strategies to increase physical activity levels across the health promotion continuum, including policy development and supportive environments.

Provide input to development of an Annual Service Plan which includes population-based strategies to promote physical activity and reduce sedentary behaviour, involving both universal components and those targeted to priority populations.

Collaborate with other members of the Healthy Environments Division on the development, implementation and evaluation of integrated health promotion initiatives or strategies.

Engage community groups and partners to develop, implement, and evaluate effective strategies to address physical inactivity and sedentary behaviours in the Hamilton community.

In collaboration with other City departments, community agencies, school boards and other partners, facilitate establishment of setting-specific activity-friendly policies and changes to the built environment.

In collaboration with internal and external partners, and in consultation with our municipal decision-makers, facilitate the establishment of community-wide activity-friendly policies and changes to the built environment, including those in the areas of land-use planning, active transportation, parks, trails and open spaces.

Provide expertise and consultation on physical activity promotion and sedentary behaviour reduction to staff from Public Health Services, other City departments and municipal government, community agencies and human service professionals as needed.

Support boards of education, in collaboration with the Public Health Services School Program, with school curriculum development.

Develop and maintain public awareness of physical activity promotion strategies through mass media communication, media advocacy and social marketing programs.

Respond to media interview and information requests.

Plan, provide and evaluate field placement experience for undergraduate and graduate students in health promotion and behavioural sciences fields.

Prepare written and oral reports for Public Health Services Board of Health as required.

Perform other duties as assigned which are directly related to the major responsibilities of the job.

Work in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

QUALIFICATIONS

1. Demonstrated knowledge and relevant work experience in health promotion, community mobilization, policy development, and the creation of supportive environments, normally acquired through the completion of a Baccalaureate Degree in Physical Education, Kinesiology or Human Kinetics. Masters preferred.
2. Demonstrated knowledge of physical activity and public health theory and practice.
3. Experience in computerized work environment. Working knowledge of Microsoft Office (Word, Excel) and database software.
4. Demonstrated ability to identify priorities in the area of physical activity in keeping with the requirements of the OPHS.
5. Demonstrated skills in program planning, research and evaluation, as well as in critical analysis and problem solving.
6. Demonstrated ability to express ideas effectively, verbally and in writing.
7. Demonstrated ability to work collaboratively in a multi-disciplinary team setting, and with community partners.
8. Must keep up-to-date on innovative and effective physical activity health promotion strategies published in the literature and through networking and other professional development activities.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.
