

<b>Job Description</b>			
	<b>Job Title:</b> Mental Health Promotion Specialist		
<b>Department:</b>	Public Health		
<b>Section:</b>	2 – Allied Health		
<b>Employee Group:</b>	MAHCP	<b>WS#:</b> (FAC)	NA
<b>Issue Date:</b>	November 25, 2014	<b>Last Edit Date:</b>	January 16, 2020

<b>Summary:</b>	<p>As a member of the Public Health Team, the Mental Health Promotion Specialist will coordinate activities for the purpose of fostering, protecting and improving mental health among the citizens of the Northern Health Region (NHR). This will involve a Community Development approach and with an equity focus. These activities will include the spectrum of approaches from policy change to awareness.</p> <p>Mental health promotion has to do with shifting attitudes, raising awareness, education regarding maintaining positive mental health, increasing resiliency, reducing harm, encouraging recovery and dissolving stigma associated with mental health. The Mental Health Promotion Specialist will be involved with a variety of mental health promotion, suicide prevention, as well as, training and education initiatives</p> <p>The incumbent will have (or have the ability to develop) strong connections with First Nations communities and Indigenous clients.</p> <p>The incumbent will serve as a liaison between the NHR, its programs and other agencies in the Region to facilitate and improve coordination and collaboration between programs and among stakeholders in promoting mental health in the Region. The Mental Health Promotion Specialist will not function as a clinician providing one on one intervention.</p> <p>Specifically within this liaison role, the Mental Health Promotion Specialist will collaborate with key stakeholders inside and outside the health sector to contribute to the Towards Flourishing strategy, a mental health promotion initiative intended to support the existing Public Health service to identify and respond to the mental health needs of families in a more proactive and intentional manner.</p> <p>The incumbent must fulfill the requirements of the Criminal Records/Vulnerable Person, Child Abuse Registry check and Adult Abuse Registry check, and adhere to all Northern Health Region policies and procedures.</p>
<b>Reports to:</b>	Manager, Public Health, Health Promotion/Community Health Development

<b>Competencies / Requirements:</b>	
<b>Degrees, Certificates and Licenses:</b>	<ul style="list-style-type: none"> <li>Undergraduate degree in a health or social service related field is required (i.e., B.S.W., B.M.R., or R.P.N. with active registration/license as applicable)</li> <li>Master's degree is preferred</li> <li>Eligible to practice and maintain membership/ licensure</li> <li>Minimum one (1) year directly related experience, or other qualifications and directly related experience deemed equivalent</li> <li>Valid Manitoba Class V driver's license and access to a vehicle</li> </ul>

	<ul style="list-style-type: none"> <li>Certificates in Applied Suicide Intervention Skills Training (ASIST), Mental Health First Aid (MHFA), advanced Violence Prevention, and Cardiopulmonary Resuscitation (CPR) will be considered an asset</li> </ul>
<b>Knowledge:</b>	<ul style="list-style-type: none"> <li>Thorough knowledge of Windows based programs (Microsoft Word, Excel, Outlook0 and Internet</li> <li>Knowledge regarding principles of mental health, population health and health promotion</li> <li>Awareness of Indigenous knowledge and worldviews</li> <li>Trauma informed with a deep understanding of intergenerational impacts of residential schools and colonization</li> <li>Knowledge about and/or willingness to seek knowledge in relation to Regional, Provincial, National and International best practices pertaining to Mental Health Promotion and Suicide Prevention</li> <li>Knowledge of human development across the life span, systems theory, attachment theory, aboriginal culture, recovery principles, resiliency principles and the theory of harm reduction practices</li> <li>Knowledge of maternal and child mental health</li> <li>Knowledge of mental illnesses (including neurodevelopmental disorders) in children/youth and the array of potential services</li> <li>Principles of adult education</li> <li>Knowledge of risk factors and protective factors in relation to suicide risk</li> <li>Knowledge of Acts pertaining to job functions (including but not limited to: PHIA, FIPPA, Youth Addictions Stabilization Act, Mental Health Act, Health Care Directives Act, Child Welfare Act)</li> <li>Knowledge of the NHR Vision, Mission and Values and how that relates to Prevention and Promotion programming</li> <li>Knowledge of the Mental Health Continuum</li> </ul>
<b>Skills:</b>	<ul style="list-style-type: none"> <li>Effective verbal and written communication skills</li> <li>Ability to speak Cree an asset</li> <li>Respects and promotes a culturally diverse population</li> <li>Competency in community development and health promotion</li> <li>Ability to develop rapport with colleagues, cross program personnel, external agencies and program partners</li> <li>Ability to develop and maintain relationships with indigenous organizations and clients</li> <li>Facilitation, research and public speaking skills</li> <li>Ability to prepare publications, presentations and trainings</li> <li>Ability to understand and integrate concepts of consumer empowerment, recovery, resilience and harm reduction</li> <li>Ability to work effectively in a multi-disciplinary team and independently</li> <li>Demonstrated leadership and advocacy skills</li> <li>Conducts professional practice as per NHR and professional affiliation code of ethics</li> <li>Strong organizational, decision making, analytical and problem solving skills</li> <li>Ensures the effective and efficient utilization of resources</li> <li>Conflict resolution skills</li> <li>Ability to respect and promote confidentiality</li> </ul>
<b>Duties:</b>	<ol style="list-style-type: none"> <li>Advocates on behalf of the Northern Health Region</li> <li>Promotes safety and health in the workplace</li> <li>Contributes to a culture of client and staff safety</li> </ol>

	<ol style="list-style-type: none"> <li>4. Coordinates and facilitates mental health promotion activities, education and training</li> <li>5. Cross program and agency/partner collaboration</li> <li>6. Administrative duties</li> <li>7. Attends meetings and participates on committees as directed by Manager</li> <li>8. Other duties as assigned</li> <li>9. Ensures effective communication within the department and the organization</li> <li>10. Ensures Continuous Quality Improvement</li> <li>11. Demonstrates professionalism within the Code of Conduct</li> <li>12. Demonstrates leadership qualities</li> <li>13. Ability to recognize and pursue self-development opportunities</li> <li>14. Assists with training new staff as required</li> </ol>
<b>Working Conditions</b>	<ul style="list-style-type: none"> <li>• Primary day shift, Monday to Friday</li> <li>• Flexibility required to accommodate program demands; some evening and weekend work required</li> <li>• Travel, including gravel and winter roads and, where applicable, by small plane within the Region year round</li> <li>• Unexpected deadlines to meet</li> <li>• Some interruptions from internal and external sources</li> </ul>
<b>Decision Making:</b>	<ul style="list-style-type: none"> <li>• Prioritizes tasks for self and work independently</li> <li>• Shares information across programs and with agency partners</li> <li>• Denies requests that infringe on client confidentiality</li> <li>• Drafts/sends written communications to co-workers, agencies and partners</li> </ul>
<b>Direct Reports:</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>

***It is understood that the duties and responsibilities contained in this job description are representative of those necessary to carry out the functions of the position, however they do not limit the incumbent from performing other related duties.***

Approved By:

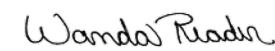
  
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Beece

VP, Director or Manager

January 16, 2020

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Date

Reviewed by Human Resources:

  
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Wanda Radin  
VP Human Resources & Chief HR Officer

January 16, 2020

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Date

## **JOB DUTY ACTIVITIES FOR**

### **MENTAL HEALTH PROMOTION SPECIALIST**

<b>Job Duties from Job Description</b>	<b>Performance Measures</b>
1. Advocates on behalf of the Northern Health Region	1.1 Promotes the mission, vision, values, and goals of the NHR 1.1 Maintains confidentiality in accordance with the Personal Health Information Act (PHIA), Freedom of Information and Privacy Protection Act (FIPPA), NHR policies and any other applicable legislation 1.2 Adheres to all NHR policies 1.3 Maintains acceptable state of health in accordance with the Attendance Support & Assistance Program (ASAP)
2. Promotes safety and health in the workplace	2.1 Takes care to protect own health and safety 2.2 Takes all precautions necessary to protect the safety and health of other workers 2.3 Understands and ensures compliance with Workplace Safety and Health requirements 2.4 Reports incidents and unsafe acts and hazards 2.5 Cooperates with the Workplace Safety and Health Committee and Employer on safety and health issues 2.6 Complies with the Respectful Workplace policy
3. Contributes to a culture of client and staff safety	3.1 Commits to client safety as a key professional value and an essential component of daily practice 3.2 Uses appropriate protective clothing/equipment 3.3 Integrates client and staff safety practices into daily activities 3.4 Understands client safety practices that reduce the risk of adverse events such as infection control, injury prevention, safe administration of medication, and risk awareness 3.5 Recognizes, responds, and reports adverse events and near misses
4. Coordinates and facilitates mental health promotion activities, education and training	4.1 Coordinates training sessions, which includes, but not limited to, Mental Health First Aid (MHFA), Applied Suicide Intervention Skills Training (ASIST), Co-occurring Disorders Initiative (CODI) Training and Towards Flourishing Orientation 4.2 Receives all regional requests for training, workshops, presentations and displays, internally and externally, and coordinates the facilitation of same 4.3 Advertises, internally and externally to agencies and communities, all upcoming training and events hosted by the Mental Health Promotion regional team. 4.4 Maintains and updates Mental Health Promotion related resources. This may include, but is not limited to, Resource Binders, Client Orientation Packages, New Staff Orientation Binders, Policy and Procedure Manual

	<p>4.5 Develops resource materials as requested, with approval from the designated Manager (this may include paper resources for distribution, presentation information or evidence based research)</p> <p>4.6 Develops and implements public education campaigns pertaining to Mental Health and Life Promotion</p>
5. Cross program and agency/partner collaboration	<p>5.1 Supports cross program collaborations and communication between Mental Health Promotion team and programs of the NHR; such as, Community Mental Health, Psychiatry, Public Health, Health Promotion, Community Development and Primary Care</p> <p>5.2 Facilitates opportunities to integrate mental health information/ prevention strategies into existing programs (e.g., Families First, Primary Care providers, Health Promotion, Community Mental Health Services, Community Development, Addictions, Mental Health Consultation Team Services and Psychiatric Acute Care)</p> <p>5.3 Promotes community agency collaborations regarding Mental Health Promotion and/or Services, which includes such agencies as Child Welfare, Employment Income Assistance, Addictions Foundation of Manitoba, Parent Support Programs, Schools, Aboriginal Agencies, etc. within the Region</p> <p>5.4 Promotes community agency collaborations and partnership with Self-Help Organizations; including, but not limited to, Canadian Mental Health Association (CMHA), Mood Disorders Association of Manitoba (MDAM) and Anxiety Disorders Association of Manitoba (ADAM)</p> <p>5.5 Compiles and maintains a list of resources, services and programs related to mental health promotion for distribution to workers, community stakeholders/partners, communities in the region</p> <p>5.6 Participation on Community Committees, as agreed to with Manager</p> <p>5.7 Assists NHR Programs and community organizations/agencies to build capacity to address stigma, promote cultures of mental wellness and to develop prevention programs/ services for patients, clients and staff</p> <p>5.8 Encourages gatekeeper trainings in schools and workplaces; such as, but not limited to, ASIST, MHFA and safe TALK</p>
6. Administrative duties	<p>6.1 Provides written monthly reports to the Manager outlining completed projects/activities, status of current projects, plans for upcoming projects/activities, professional development opportunities attended and/ or planned, goals/achievements during the last month, problems/concerns encountered during the last month, issues to discuss during supervision meeting with the Manager</p> <p>6.2 Compiles and maintains statistical data pertaining to provision of education, presentations and memberships on community and agency committees</p>

	<p>6.3 Attends yearly performance evaluation with Manager, strength based process with an emphasis on skill development</p> <p>6.4 Completes forms necessary in accordance with program standards</p> <p>6.5 Checks and responds to e-mail and correspondence daily</p> <p>6.6 Secures all information of a confidential nature in a locked cabinet and ensures that the computer is logged off when leaving the office</p> <p>6.7 Completes occurrence reports as set out in the Health Authority's policy</p> <p>6.8 Updates phone recordings daily, weekly or as necessary to identify absences from the office, changes to hours of service, how to access alternate means of service and timeframe for expected return of phone call</p>
7. Attends and meetings and participates on committees as directed by Manager	<p>7.1 Attendance at team meetings is required</p> <p>7.2 Prepares resources for meetings as requested by manager</p> <p>7.3 Prepares for guest lecturers/ presenters at meetings as requested by Manager</p> <p>7.4 Attends and participates in meetings as requested by the Manager or as required to collaborate with agency personnel</p> <p>7.5 Attends and participates in monthly (or more) supervision meetings with Manager or designate</p> <p>7.6 Attends and participates in organization meetings for the purpose of updates and changes to routine service delivery</p>
8. Other duties as assigned	<p>8.1 Drafts forms and refines effective processes to be utilized by Mental Health Promotion Program in consultation with the Manager and/or designate</p> <p>8.2 Conducts research into activities, trends and gaps in services for Behavioral Health Programs and services</p> <p>8.3 Maintains and updates staff bulletin board and resource board (quick reference)</p> <p>8.4 Promotes to a positive culture and work environment</p> <p>8.5 Organizes shared office space for safety and efficiency</p>
9. Ensures effective communication within the department and the organization	<p>9.1 Communicates and updates Public Health staff regarding upcoming activities pertaining to Mental Health Promotion, Training, Workshops and Suicide Prevention</p> <p>9.2 Fosters communication with Public Health Program staff and between Behavioral Health and Public Health Programs in relation to Towards Flourishing initiatives</p> <p>9.3 Ensures that upcoming events, trainings and workshops are appropriately posted and communicated within the appropriate site and/or community</p> <p>9.4 Ensures that information pertaining to upcoming events is shared with Occupational Staff Development Department for disbursement to staff of the region</p> <p>9.5 Ensures that publications pertaining to Mental Health Promotion and Suicide Prevention are appropriately shared with Occupational Staff Development for staff disbursement</p> <p>9.6 Ensures that tasks and opportunities to participate in the preparation and facilitation of presentations and/or</p>

	<p>workshops is appropriately shared with Director, Managers and front-line staff</p> <p>9.7 Promotes the programs and services of the Mental Health Promotion Program</p>
10. Ensures Continuous Quality Improvement	<p>10.1 Participates in Accreditation process and committee activities</p> <p>10.2 Performs in a manner that minimizes risk and exposure to personal and/or corporate liability</p> <p>10.3 Embraces LEAN methodology</p>
11. Demonstrates professionalism within the Code of Conduct	<p>11.1 Demonstrates the ability to accept and adjust to change</p> <p>11.2 Assumes responsibility for own actions</p> <p>11.3 Appears professionally as described in NHR and department dress code policies</p> <p>11.4 Exhibits initiative in the work environment</p> <p>11.5 Reports for work as scheduled in a prompt manner</p>
12. Demonstrates leadership qualities	<p>12.1 Demonstrates leadership competencies as outlined in the NHR Leadership Competency Framework</p> <p>12.2 Leadership Competency Self-Assessment – Leading in Place</p>
13. Ability to recognize and pursue self-development opportunities	<p>13.1 Keeps up to date with policies and procedures of the NHR</p> <p>13.2 Completes Absorb mandatory courses as required</p> <p>13.3 Attends required staff training sessions, in-service programs, or seminars as required</p> <p>13.4 Maintains and updates professional skills, certification, skills and knowledge, based through continuing education programs, literature reviews, publications and presentations</p> <p>13.5 Maintains knowledge of new developments in departmental areas through journal review, interest groups, lectures and committee work</p>
14. Assists with training new staff as required	<p>14.1 Participates in orientation of new staff as necessary</p> <p>14.2 Provides guidance to learners as required</p>