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| **Professional literacy on health promotion and equity** |
| **Background/Objectives**  Developing competencies through professional literacy on health promotion and equity is a contemporary challenge and a critical factor for the development and implementation of effective actions. This research aimed to analyze professional literacy on health promotion and equity experiences in undergraduation training and in primary health care (PHC) practices.  **Methods**  An exploratory mixed-method study encompasses 3 phases: 1. Systematization of the experiences using documental thematic analysis of reports from an undergraduation training using Challenge Based Learning approach, and reports from a Group of Good Practices in Health Promotion created by PHC professionals. 2. Analysis of the perception of students and professionals about their competencies for health promotion and equity using a structured questionnaire exploring dimensions of professional literacy in public health (conceptual basis, critical capacity, and empowerment) and health promotion competencies (enable change, advocate for health, mediate through partnership, communication, leadership, assessment, planning, implementation, evaluation and research). For each listed competency, the respondents should indicate their level of qualification and need for training. The result scores were analyzed by frequency distribution. 3. Focus group with PHC professionals was used to explore opportunities for professional literacy on health promotion and equity.  **Results**  The students considered themselves more competent to support the needs assessment, prioritization of health promotion actions, and to enable changes on community actions. However, they perceived themselves less competent and with more need for training in health advocacy, political action, and partnership leading to promote health and equity. The PHC professionals perceived themselves with competencies to develop strategies for health promotion and equity, although stressed the need for more knowledge and training to support community participation and empowerment.  **Discussion**  The analyzed experiences have shown to be effective processes for the development of health promotion and equity competencies by health professionals. Developing political and community empowerment competencies seem to be the biggest challenge in professional literacy on health promotion and equity.  **Keywords:** health literacy; health promotion; equity; competencies |