

PUBLIC HEALTH EDUCATION SPECIALIST*

DISTINGUISHING FEATURES OF THE CLASS: This is professional public health education and promotion work of a moderately complex nature involving responsibility for overseeing and participating in public health education programs administered by the Department of Health and for overseeing assessment, development, and implementation of health education designed to advance policies and practices to encourage and support individuals, families and communities to adopt and maintain healthy lifestyles. The work requires a level of responsibility and independent decision making. The work is performed under the general supervision of a higher-level administrator, and work guidance (e.g., lead work) may be provided to others. Does related work as required.

TYPICAL WORK ACTIVITIES:

Develop and participate in procedures to evaluate public health education needs of the community;
Analyze the knowledge, interests, and practices of people in the community to determine barriers and opportunities within the health education process;
Collaborate with other professionals (e.g., community leaders, school personnel, healthcare providers, etc.) to plan and implement the day-to-day activities associated with projects including assessment and implementation;
Develop and conduct workshops, seminars, and in-service training pertaining to public health programs;
Create, plan, and implement comprehensive public health programs, policies, and environmental changes to support public health;
Develop and conduct specialized public health education and promotion strategies to improve wellness at schools, worksites, communities, etc.;
Develop information for the issuance of press releases, teaching tools, and public relations materials, including social media platforms to communicate effectively with the public;
Prepare a variety of reports as required;
Review current policies and procedures in order to make public health improvements;
May oversee grant(s) and/or fiscal resources related to public health education and promotion programs;
May research and write grant applications for program-related funding.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles and practices of public health education; thorough knowledge of methods of collecting and/or disseminating information, developing community support and cooperation; ability to analyze and evaluate community health needs and resources; ability to prepare written material; ability to establish and maintain cooperative relationships with others and members of the public; ability to communicate effectively, both orally and in writing.

MINIMUM QUALIFICATIONS:

1. A Bachelor's degree in Health Education, Health Science, Public Health, Health Promotion, Community Health, Health Communications, or comparable curriculum and four (4) years of experience in health education; or
2. A Bachelor's degree or higher in Education, Nursing, Epidemiology, Wellness and Fitness, Nutrition or comparable curriculum and five (5) years of experience in health education; or
3. A Bachelor's degree or higher in Marketing, Human Services, Social Work, Psychology, or comparable curriculum and six (6) years of experience in health education; or
4. A Master's degree or higher in Public Health, Health Education or comparable curriculum and two (2) years of experience in health education.

(over)

NOTE: CHES Certification (Certified Health Education Specialist) may be substituted for one (1) year of the professional experience in health education.

SPECIAL REQUIREMENT: Possession of a valid driver's license or accessibility to transportation to meet field work assignments in a timely and efficient manner.

* This reflects a retitling of Program Specialist, Public Health Education.