

## **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 and promotion designed to advance policies, practices and environmental supports to encourage individuals, families and communities to adopt and maintain healthy lifestyles. The work differs from that of a Public Health Educator in the level of responsibility and independence of 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:**

Develops and participates in procedures to evaluate public health education needs of the community; Analyzes the knowledge, interests, and practices of people in the community to determine barriers and opportunities within the health education process;  
Collaborates with other professionals to plan and implement the day-to-day activities associated with projects including assessment and implementation;  
Conducts community outreach and develops and conducts workshops, seminars, and in-service training pertaining to public health programs;  
Develops and conducts specialized public health education and promotion strategies to improve wellness at schools, worksites, communities, etc.;  
Develops information for the issuance of press releases, teaching tools, and public relation materials including social media platforms;  
Prepares a variety of reports as required;  
Reviews 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.

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of the principles and practices of public health education; good 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 establish and maintain cooperative relationships with others and members of the public; ability to communicate effectively, both orally and in writing.

**MINIMUM QUALIFICATIONS:** A Master's degree in Public Health Education or comparable curriculum, and two (2) years of professional experience in health education.

### **NOTES:**

1. Additional years of work experience in health education may be substituted for a Master's Degree on a year-for-year basis up to two (2) years.
2. CHES Certification (Certified Health Education Specialist) may be substituted for one (1) year of the professional experience in health education.

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