Why Study Public Health Education/Health Promotion?
What do Health Educators do?

“What health education” is a rewarding and exciting profession. It fosters individual, group, institutional, community and public policy changes to improve health. Health educators/promoters provide information and knowledge on health issues and concerns to the public. They address lifestyle and health issues such as nutrition, diabetes, HIV/STDs, substance abuse, and pregnancy. Professionals in this field work with a variety of topics including both lifestyle issues and general health concerns. Health educators/promoters may also participate in research projects throughout the health care industry. The goal of health educators/promoters is to prevent disease and promote health through knowledge and behavior change.

It could be for you if you:

- Like working with people
- Take pleasure in helping others
- Enjoy the process of long-term change
- Value the importance of health in an individual’s lifestyle
FAQs

Where can health educators work?
Health educators/promoters work in a variety of areas. Many work for local health departments, schools and colleges, community and volunteer organizations, and corporations.

What is the job outlook for health educators?
The job outlook is good. The need for health educators/promoters will increase with the shifting focus on preventative health care by the medical and corporate community.

What is the length of training or requirements for this major?
A four-year bachelor’s degree in health studies and/or community health is required. Graduate and doctoral degrees are also available within the field. Since 1990, the profession has a voluntary certification exam called the Certified Health Education Specialist (CHES) exam. You do not have to take it to be employed, but it may make you more credible and marketable.

What minor should I take with this major?
Many minors are appropriate for this major. Some options may include: Exercise Science, Nutrition, Business, Biology, Human Environmental Studies minors, Substance Abuse Education, and more.

What is the average salary for a health educator?
Salary depends on education, geography, job setting and experience. Current salaries range from $33,000 – $86,625 (ASPH).

Will this major prepare me for graduate school?
This major is an excellent start to a graduate education in: Health Promotion/Health Education/Public Health, Physician Assistant Program, Psychology, Social Work, Counseling and many more!
The Public Health Education and Health Promotion major includes the following required courses and elective courses:

A. Preadmission Requirements (27 hours):
- BIO 101 General Biology
- BIO 208 Microbiology
- CHM 120 Survey of Chemistry
- HSC 106 Healthy Lifestyles
- HSC 211 Human Anatomy and Physiology
- MTH 105 Intermediate Algebra
- PSY 100 Introduction to Psychology
- SOC 100 Introduction to Sociology

B. Required Courses (26 hours)
- HSC 317 Community Health
- HSC 319 Methods and Materials in Community Health Education
- HSC 323 Community Organization Methods
- HSC 418 Professional Aspects of Health Education
- HSC 419 Community Health Education, Assessment, Planning and Program Evaluation
- HSC 422 Internship - Community Health
- HSC 514 Biostatistics and Epidemiology
- HSC 520 Health Services Administration

C. Electives (12 hours): Chosen with approval of advisor

Total: 63 semester hours
Skills needed to be a public health educator:
HEAD UP HEALTH

**Handle** controversial health issues/content
**Encourage** healthy behavior
**Advocate** for health related issues
**Develop** educational materials

**Use** a variety of education/training methods
**Pertain**ing to health education programs, responsibilities include but are not limited to:
* Develop programs
* Plan programs
* Coordinate programs
* Implement programs
* Manage programs and personnel
* Evaluate programs

**Help** identify resources within the community
**Execute** and develop mass media campaigns
**Assemble** coalitions
**Learn** about and assess individual and community needs
**Take** initiative to organize/mobilize communities for action
**Help** to write grant proposals
The future of public health is looking brighter as managed care and health care costs are putting an emphasis on prevention. Such jobs within this field could include:

**Working with comprehensive school health programs:**
Guidance services; health, food, employee, and parent wellness and education services.

**Health care facilities (HMOs, long-term care facilities, hospitals):**
Educate patients on medical procedures; make referrals; develop educational materials; fundraising; work with community efforts; developing, coordinating, implementing and evaluating programs.

**Working with school districts:**
Developing curricula, grant writing, coordinating and evaluating programs.

**Worksite health promotion:**
Counseling and employees assistance; conducting health risk assessments; health screening; education programs; make referrals; developing, coordinating, implementing and evaluating programs.

**College or University campus wellness centers:**
Conducting needs assessments, community organizing, teaching courses, developing campaigns, training peer educators.

**Community-based organization: (local health departments, non-profit and voluntary agencies):**
Conducting needs assessments; developing, coordinating, implementing and evaluating programs; community organizing; building coalitions; writing and administering grants; community presentations; mass media campaigns; community outreach.
Sources for Locating Available Positions in Health Education

- Agencies that hire health educators:
  - Health departments
  - Voluntary agencies
  - HMOs
  - Hospitals
  - Governmental agencies

- The American Journal of Public Health
- APHA Annual Meeting Placement Services
- Area Health Education Centers
- Field Training Contacts
- Government Job Bulletins (Civil Service)
- Health Education Faculty at schools that train health educators
- Health Education Workshops, Seminars, Meetings
- The Nation's Health
- Practicing Health Educators
- SOPHE Chapter Newsletters
- SOPHE Job Banks associated with various chapters
- Sunday Newspapers from metropolitan areas
- Unemployment Agencies
- University Placement Bulletins and bulletin boards
There are seven Areas of Responsibility of Health Educators that make up the standards of Health Education Credentialing. They are:

- Assess individual and community needs for health education
- Plan effective health education strategies, interventions, and programs
- Implement health education strategies, interventions, and programs
- Conduct evaluation and research related to health education
- Administer health education strategies, interventions, and programs
- Serve as a health education resource person
- Communicate and advocate for health and health education

For More Information:
www.nchec.org
National Commission for Health Education Credentialing
<table>
<thead>
<tr>
<th>Job Classification</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>Information</td>
</tr>
<tr>
<td>Assistant Volunteer</td>
<td>Instructor</td>
</tr>
<tr>
<td>Associate</td>
<td></td>
</tr>
<tr>
<td>Association</td>
<td>Management/Manager</td>
</tr>
<tr>
<td>Association</td>
<td>Marketing</td>
</tr>
<tr>
<td>Communications</td>
<td>Medical</td>
</tr>
<tr>
<td>Community</td>
<td>Membership</td>
</tr>
<tr>
<td>Consultant</td>
<td></td>
</tr>
<tr>
<td>Consumer</td>
<td>Program Director</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>Project Director</td>
</tr>
<tr>
<td>Coordinator</td>
<td>Public Affairs</td>
</tr>
<tr>
<td></td>
<td>Publications</td>
</tr>
<tr>
<td>Director</td>
<td>Representative</td>
</tr>
<tr>
<td>Editor/Editorial</td>
<td>Research</td>
</tr>
<tr>
<td>Education/Educator</td>
<td></td>
</tr>
<tr>
<td>Evaluation</td>
<td>Safety</td>
</tr>
<tr>
<td>Executive Director</td>
<td>Specialist</td>
</tr>
<tr>
<td>Field Representative</td>
<td>Staff/Assistant/Associate</td>
</tr>
<tr>
<td>Health</td>
<td>Training/Trainer</td>
</tr>
<tr>
<td>Human Resources/Services</td>
<td>Volunteer</td>
</tr>
<tr>
<td></td>
<td>Writer</td>
</tr>
</tbody>
</table>
Jobs Directly Associated

Assistant Health Coordinator
Assistant Project Coordinator
Associate Director
Associate Professor
Associate Program Director
Associate Project Director
Cancer Control Specialist
Center Manager
Clinical Education Department Manager
Coalition Coordinator
Community Educator
Community Health Educator
Community Outreach Worker
Community Health Program Specialist
Community Services Director Consultant Coordinator
Coordinator of Health Promotion Programs
Coordinator of Training and Support Activities Counselor
Development Specialist Director
Director of Education
Director of Health Education Director of Volunteers
Education and Prevention Director
Education Coordinator Education Seminar manager
Epidemiologist Evaluation Coordinator Executive Director
Health Policy Researcher Health Program Specialist Health Promotion Manager Health Services Specialist Healthy Start Coordinator Information Specialist Instructor Internship Coordinator Management Consultant Manager Occupation Health and Safety Officer Outreach Worker Patient Education Coordinator Peer Advocate Prevention Program Director Professor Program Assistant Program Associate Program Coordinator Program Director Program Manager Program Planner Program Resource Coordinator Program Resource Instructor Program Specialist Program Supervisor Project Administrator Project Coordinator
Project Director
Project Manager
Public Support Coordinator
Public Health Director
Public Health Educator
Regional Administrator
Research Assistant
Research Associate
Research Coordinator
Research Health Specialist
Resource Specialist
Senior Health Educator
Field Interviewer
Field Service Manager
Grant Administrator
Grant/Contract Coordinator
Health and Safety Specialist
Health and Wellness Coordinator
Health Care Analyst
Health Care Provider
Health Care Researcher
Health Consultant
Health Coordinator
Health Education Assistant
Health Education Consultant
Health Education Coordinator
Health Education Manager
Health Education Researcher
Health Education Specialist

Health Educator
Health Enhancement Coordinator
Health Information Specialist
Health Planner
Health Planning Consultant
Health Policy Research Assistant
Senior Project Associate
Senior Project Manager
Service Director
Services Coordinator
Social Services Coordinator
Special Services Coordinator
Sponsored Services Coordinator
Support Services Supervisor
Technical Assistance and Training Coordinator
Telephone Information Specialist Trainer
Telephone Information Specialist Trainer/Coordinator
Training/Quality Assurance Training Coordinator
Training/Quality Assurance Trainer/Coordinator
Training Manager
Volunteer Development Manager
Wellness Coordinator
Wellness Consultant
Workshop Instructor

with Health Education
American Alliance for Health, Physical Education, Recreation and Dance (AAPHERD)

- www.aapherd.org
- Includes links to many professional organizations in the fields of health, physical education, recreation and dance.

Association of Schools of Public Health

- www.asph.org
- Includes career information, links to graduate schools and general information about the nature of the career and those associated with public health. Also contains a section for graduate school information and links to other sites.

Agency for Toxic Substances and Disease Registry (ATSDR)

- www.atsdr.cdc.gov/jobatsdr.html
- The Agency for Toxic Substances and Disease Registry (ATSDR), based in Atlanta, Georgia, is a federal public health agency of the U.S. Department of Health and Human Services. ATSDR serves the public by using the best science, taking responsive public health actions, and providing trusted health information to prevent harmful exposures and diseases related to toxic substances.

Centers for Science in the Public Interest

- www.cspinet.org
- For information about job openings, click on “About” and then “Jobs at CSPI”
Department of Health and Human Services

- www.os.dhhs.gov/careers/index.html
- Provides information about careers and student opportunities.

Environmental Health Perspectives Career Opportunities

- http://www.ehponline.org/docs/admin/pa.html
- This website has listings of current employment opportunities in environmental health.

Eta Sigma Gamma

- www.etasigmagamma.org
- www.rso.cmich.edu/esg
- ESG is a national health education honorary. CMU’s Chapter has been recognized as Chapter of the Year 16 times in the past and has also received many other awards. Visit this website for more information about what ESG is all about.

Family Health International

- www.fhi.org
- Family Health International works to improve reproductive health around the world, with an emphasis on developing countries.

Government Jobs

- www.govtjobs.com
- Select “Find a Job” then “Public Health” for a listing of current public sector positions in this and related fields.

Health Promotion Career Network

- www.hpcareer.net
- A clearinghouse for jobs in the health promotions field. A free subscription is available and can e-mail jobs to you. Click on “Tools” and “For Students”
International Rescue Committee

- www.theirc.org/jobs/index.cfm
- The International Rescue Committee is among the world’s largest non-profit, non-sectarian, voluntary agencies providing assistance to refugees, displaced persons and others fleeing persecution and violent conflict.
- Provides job listings in various countries.

Mayo Clinic Online Career Center
www.mayoclinic.org/jobs

Medical/Healthcare Job Openings

- www.nationjob.com/medical
- Includes listings from hospitals and medical centers nationwide (primarily in the Midwest).

New York University: Health Education Professional Resources
http://steinhardt.nyu.edu/hepr/

Office of Human Resources Management: United Nations
www.un.org/Depts/OHRM
- Current listing of employment and ongoing opportunities as well as general information about applying for positions.

Peace Corps
www.peacecorps.gov
- Click on “Agency Jobs and Info” at top of page for a list of international job opportunities.
Rollins School of Public Health
- www.sph.emory.edu/studentservice/Career.html
- Links, information and resources related to public health.

Society for Public Health Education
- www.sophe.org
- This website contains many resources and links to other organizations.

State Health Departments on the World Wide Web
- www.fda.gov/oca/sthealth.htm
- Links to state health departments and health services offices.

The Health Service Journal
- www.hsj.co.uk/
- Select “Jobs” for current employment opportunities in a variety of settings in England.

The Urban Institute
- www.urban.org/about/careers/index.cfm

United States Office of Personnel Management
- www.usajobs.opm.gov

United States Public Health Service
- phs.os.dhhs.gov

World Health Organization
- www.who.org