

PUBLIC HEALTH EDUCATOR
TITLE DEFINITIONS
CANNOT USE FOR VACANCIES

I. DEFINITIONS

PUBLIC HEALTH EDUCATOR

This is entry or objective level consultative work in a public health education program. Entry-level positions provide consultation or special services that translate health promotion, health education, behavior change research and theory into practice for local public health departments, schools, hospitals and community agencies, regulated service providers, unions, trade associations and others regarding ongoing or prospective public health education programs. Positions also are responsible for assessing needs, assisting in planning, maintaining, promoting and evaluating public health programs to help prevent disease and injury and promote health. The work is designed to provide exposure to the full performance level. The work is performed in accordance with established policies, procedures and goals under close or limited supervision.

Objective level positions are responsible for providing consultative services in an assigned area and coordinating a limited variety of public health education projects and programs. Positions function under general supervision.

Examples of Work Performed:

- Provide direct service and consultation to individuals and groups relating to public health education (e.g., one-on-one work with mothers regarding birth issues, providing education on immunization programs or cardiovascular disease prevention).
- Conduct needs assessments to determine gaps and needs.
- Develop audience-segmented public health education materials such as publications, fact sheets, news releases, and radio and TV programs.
- Edit and distribute materials related to health education activities and assist in the selection of various education materials, methods and delivery.
- Plan, implement and evaluate health education programs that impact behavior change based on health education models such as: social marketing, preceed/procede model, health belief model, transtheoretical model and stages of change, locus of control, and diffusions of innovations theory.
- Consult with various groups and agencies in developing health education programs and present information on various health topics to groups.
- Plan, conduct and evaluate demonstrations of effective health education programs.
- Act as a resource person and coordinate the activities of professional groups and other agencies to contribute to the health education of the public.
- Develop and conduct health education presentations or programs that impact knowledge, skills and attitudes.

PUBLIC HEALTH EDUCATOR-SENIOR

This is full-performance level public health education work providing consultation or special services that translate health promotion, health education, behavior change research and theory into practice for local public health departments, schools, hospitals and community agencies, regulated service providers, unions, trade associations and others regarding ongoing or prospective public health education programs. Employees at this level are responsible for providing consultative services such as assessing individual and community public health education program needs, planning and implementing new programs, and evaluating and coordinating specialized programs with other public health programs. Employees at this level are responsible for aiding groups in program development, coordinating a variety of ongoing and special projects, and developing and evaluating public health programs to help prevent disease and injury and promote health. Work is performed under general supervision.

Examples of Work Performed:

- Identify public health education resources to develop mass media campaigns and promote public health educational materials and initiatives.
- Evaluate public health education programs in assigned area.
- Recommend changes to increase program effectiveness and mobilize communities for action.
- Assist agencies in implementing new programs and techniques based on the health education models such as social marketing, preceed/procede model, health belief model, transtheoretical model and stages of change, locus of control, and diffusions of innovations theory.
- Develop, plan, organize, and evaluate a specialized health education program (e.g., coordinate implementation of Wellness program or local media campaign on tobacco control).
- Provide inservice training to entry-level public health educators or community educators to provide health education, consultative or special services.
- Assist state and local groups (including community and parents) with identifying appropriate health education/health promotion materials, strategies and methodologies.
- As grantee applicant, develop grant applications and project proposals.

II. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment.