CLASS SERIES CONCEPT AND RESPONSIBILITIES

The PUBLIC HEALTH EDUCATOR uses a variety of skills derived from theories and principles of education, public health, social psychology, community organizing and capacity building to assess, plan, organize, implement and evaluate health education services and programs at the state and local level.

Employees conduct needs assessments of specific populations to inform health education/promotion messages and activities. Identify and analyze the impact of emerging social, economic, political and other determinants of health and their effects on health behaviors and health promotion efforts.

**Health Education Program Planning:** Apply public health principles to research the needs of communities and the capacity of those communities to collaboratively address health needs. In collaboration with affected communities, plan the most appropriate educational approaches and either provide direct services or coordinate activities with others to implement plans. Evaluate program activities using appropriate evaluation methods.

**Community Engagement:** Engage communities, partners, stakeholders and underrepresented populations to participate in the evaluation process. Ensure communities most affected by decisions being made at the state level are providing input into the process affecting them. Plan and coordinate publically accessible ways to reach stakeholders and partners.

**Technical Program/Professional Assistance:** Identify, develop and deliver health-promotional messages, publications, media announcements and reports using a variety of communication strategies, methods and techniques to include adult learning and health behavior change theories. Develop social media communication strategies. Tailor messages for intended audiences with diverse backgrounds. Develop and coordinate public service announcements, news releases, public health advisories, key messages or media coverage. Answer technical questions and act as a resource to other health and community programs, state agencies, local health departments, non-profit organizations and community members.

**Training:** Plan, develop, facilitate and conduct conferences, workshops and trainings related to specific public health programs. Present at major conferences upon request. Train staff at state and local health departments. Provide training opportunities for health education students through special assignments. May train and supervise volunteers in specific health education program assignments.

**Program Liaison Activities:** Attend and chair committees, task forces, advisory panels and workgroups. Take leadership roles in assigned special projects and provide input and direction in developing health policies. Provide health education representations at local, state and national meetings and at key decision-making levels. Participate in grant or proposal writing to solicit bids for projects.

**DISTINGUISHING FEATURES**

This is a two-level, professional class series.

The responsibilities within the Concept and Distinguishing Features are characteristic of the type and level of work associated with these classes. Individual positions may do all or some combination of the responsibilities listed as well as other related responsibilities.

**Level 1**

The PUBLIC HEALTH EDUCATOR 1 is the first level of this professional, two-level series. Clear and diversified procedures, precedents and professional standards govern judgment used to select the most appropriate solutions. Employees at this level have readily available professional leadership or managerial
supervision. Both goals and methods are well defined, guiding the planning and execution of the responsibilities.

Situations differ and require research to find available answers. Conditions and elements of issues must be identified and analyzed to figure out interrelationships. Employees have independence to decide their own priorities. They may deviate from established procedures and practices provided the results meet standards as established by management.

The Public Health Educator 1 is distinguished from the next higher level by its primary focus on a specific program area with well-defined and/or narrow content. Examples of program areas are maternal and child health, immunizations, dental health, communicable diseases and family planning. Employees at this level are expected to develop work plans based on recognized and established public health program methods and models. They have periodic contact (in person or by phone) with health departments, community agencies and schools throughout the state.

Level 2

The PUBLIC HEALTH EDUCATOR 2 is the second and fully proficient level of this professional, two-level series. This class is distinguished from the lower level by having direct impact on a portion of a program, unit or identified outcome. It is further distinguished from the lower level by its focus on program development, evaluation and consultation. At this level, the work is less defined and problems are resolved through innovation, consensus building and stakeholder engagement.

Employees at this level evaluate existing health education/promotion efforts. Engage partners, stakeholders and underrepresented populations in participating in the evaluation process. They develop evaluation goals and objectives. Select data collection methods and instruments. Collect, analyze and interpret quantitative and/or qualitative data. Report on findings and make recommendations to internal and external stakeholders in culturally appropriate, equitable and inclusive ways. Evaluate feasibility of recommendations before implementing changes to program activities. Employees at this level have frequent contact (in-person or by phone) with health departments, community agencies and schools throughout the state.

MINIMUM QUALIFICATIONS AND SKILLS

Public Health Educator 1

A Bachelor’s degree in a health or education related field AND one year of public health, community health or social work experience; OR

Three years of progressively responsible professional or technical experience related to the series concept.

Knowledge and Skills:

Knowledge of public health theories and principles.
Knowledge of health behavior change theories and principles.
Knowledge of disease processes and medical/behavioral interventions.
Knowledge of scientific research, analysis and evaluation.
Knowledge of current risks and barriers to health and health promotion strategies.
Knowledge of community organization theory.
Skill in written and verbal communication.
Skill in health related program planning and evaluation.
Skill in speaking on health related issues and helping audiences of diverse backgrounds understand program-related messages.
Skill in preparing lesson plans, training programs and materials.
Skill in group facilitation.
Skill in working with a variety of stakeholders.

Public Health Educator 2

A Bachelor’s degree in a health or education related field AND three years of progressively responsible professional experience related to the series concept (e.g. public health, community health, mental health, or social work experience); OR

A Master’s degree in a health or education related field and one year of public health, community health, mental health or social work experience.

**Knowledge and Skills (in addition to those listed in level 1):**

- Knowledge of marketing concepts.
- Knowledge of epidemiology.
- Skill in public health promotion principles.
- Skill in written and verbal communication in a public health program.
- Skill in translating complex information for diverse audiences.
- Skill in problem solving techniques.
- Skill in group process and facilitation techniques.
- Skill in speaking on health related issues to diverse audiences.
- Skill in developing health promotion materials and reports.
- Skill in writing press releases.

**NOTE:** The KNOWLEDGE and SKILLS (KS) are required for initial consideration. Some duties performed by positions in this class may require different KS. No attempt is made to describe every KS required for all positions in this class. Additional KS requirements will be explained on the recruiting announcement.

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