

Heath Education and Promotion



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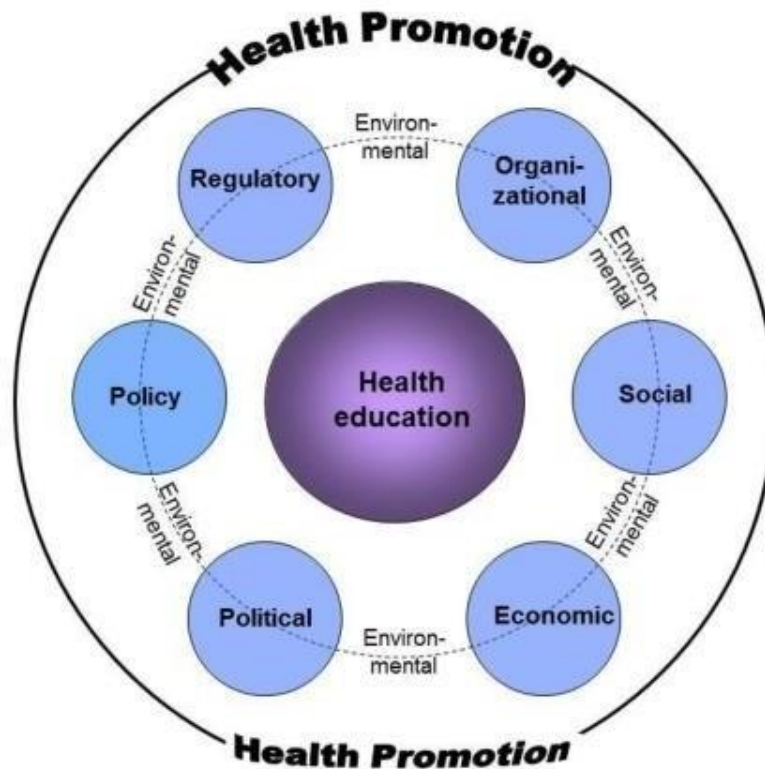




Health Educators

- Promote healthy people in healthy communities
- Promote physical and mental health
- Prevent disease, injury and disability

Health Education & Promotion





Health Educators (cont'd)

- This is done through
 - **Health Education:** behavior change programs designed to improve an individual's or community's health



Health Educators (cont'd)

- **Health Promotion:** developing and enforcing policies that encourage and **support** healthy behaviors for individuals and society



Health Educators (cont'd)

- **Health Information:** providing public awareness messages to inform the community about health issues



Health Promotion Strategies

- **Educational:** to change values, beliefs, attitudes, opinions and behaviors
- **Policy:** to encourage adherence to healthy behavior and discourage unhealthy behavior
- **Environmental:** to make the environment safe to encourage healthy behaviors



Certified Health Education Specialist (CHES)

- The Boise State University Health Education & Promotion degree program is designed to prepare students for the CHES examination through the experiential development of professional skills and competencies.



Activities/Job Duties of Health Education Specialists

- Conducting needs assessments
 - Identifying target populations and problems
 - Identifying established surveillance
- Conducting community inventories
 - Identifying community resources, services and programs



Activities/Jobs (cont'd)

- Program planning
 - Coalition building, partnerships, community mobilization
 - Developing goals, objectives, strategies and activities to address health problems employing the comprehensive health promotion approach of education, environment and policy strategies
 - Social marketing to further target interventions and ways to monitor them
 - Development of appropriate interventions and ways to monitor them



Activities/Jobs (cont'd)

- Program implementation
 - Working with the community to implement the agreed upon activities
- Program monitoring, surveillance and analysis
 - Data collection and monitoring
- Program evaluation
 - Identifying health outcomes and impact on health risk factors



Education

- What skills and/or classes are needed to better prepare health educators for job opportunities?
 - Marketing
 - Media advocacy; use of media
 - Community health
 - Statistics: conducting needs assessments; surveillance; program evaluation



Education (cont'd)

- Group dynamics: coalition building, community mobilization
- Health communications: legislative and policy advocacy; communication strategies and learning styles
- Health risk and disease content areas



Employment Opportunities and Areas

- Community
 - Voluntary agencies
 - Local, State & Federal health departments
- Worksite Health
- Health care system
 - Managed care settings
 - Hospitals, treatment facilities



Employment Opportunities (cont'd)

- Insurance industry
- Foundations
- Fitness clubs
- Schools public and university



Employment

- Possible sources of employment in community/public health education
 - State, local, city health departments
 - US Public Health Service
 - US Food & Drug Administration
 - US or state departments of agriculture
 - US or state departments of transportation



Employment (cont'd)

- County extension services
- US Department of Health and Human Services
- US Centers for Disease Control
- National Institutes of Health
- US or state penal institutions



Community Advantages

- Advantages

- Job responsibilities are highly varies and changing
- There is a strong emphasis on prevention
- There is usually a high community profile
- Health educators work with multiple groups of people
- There is a high degree of self-satisfaction



Community Disadvantages

- Disadvantages
 - **Pay may be low, particularly in voluntary agencies**
 - **When hired directly by a community or public health agency, job security tends to be good.**
 - **Some HE hired on grant money. Positions end with funding; job security can be a concern.**



Community Disadvantages

- Disadvantages
 - Relying heavily on volunteers can be frustrating. Most volunteers are great but some aren't as committed as a paid employee.
 - Tight budgets can make it tough to run all the programs that need to be offered in the way they should be offered.



Worksite Health Promotion Activities

- Educational
 - Self-care, first aid, CPR
 - Nutrition, weight control
 - Smoking cessation
 - Stress management
 - Cancer risk awareness
 - AIDS prevention
 - Fitness



Worksite Activities (cont'd)

- Organizational
 - Risk assessment
 - Smoke-free areas
 - Screening program
 - Physical examinations
 - Newsletter
 - Support groups
 - Lending libraries
 - Counseling hotlines



Worksite Activities (cont'd)

- Environmental
 - Jogging trails
 - Nutritional items in vending machines
 - Low-salt/low-calorie foods in cafeteria
 - Displays, posters
 - Health fairs



Advantages of Worksite Health

- Advantages

- Excellent opportunities for prevention. Provides access to individuals who may not participate in community programs.
- Health educators work with multiple and diverse groups of people, everyone from upper management to shift workers.



Worksite Advantages (cont'd)

- Advantages

- Most health educators in the corporate setting enjoy their positions and report a high degree of job satisfaction
- Pay is usually higher than in other health education settings.
- Health educators have access to fitness facilities for personal use.



Worksite Disadvantages

- Disadvantages

- Hours are long and irregular.
- Upward mobility may be a problem.
- Health promotion programs and fitness centers often seem to be low on the company's priority list.



Worksite Disadvantages

- Disadvantages
 - Some companies subcontract their health promotion and fitness programs to outside vendors.
 - Health educators have strong pressure to be extremely fit and healthy role models for other employees.



Health Care Setting Advantages

- Advantages

- Job responsibilities are highly varied and changing.
- There is increased credibility due to health care connection.
- There is usually a high community profile.



Health Care Advantages

- Advantages

- Health educators work with multiple groups of people.
- Wages and benefits are good.
- There is a high degree of self-satisfaction.



Disadvantages Health Care

- Disadvantages
 - Health education may have low status and low priority within health care settings.
 - Jobs are difficult to obtain.
 - Turf issues over educational responsibilities can develop.
 - Hours may be long and irregular.
 - Some MDs may not value HE



School Health Education Advantages

- Advantages

- Health educators have the ability to work with young people during their developmental years.
- Health educators have the potential to prevent harmful health behaviors from forming instead of working with older people after such behaviors have been formed.



Advantages of School Health

- Advantages

- Health educators have the opportunity to impact all students, because health education is usually a required course.
- A graduate degree is not needed for entry-level employment.
- There is good job security.



Advantages of School Health

- Advantages

- Summer months are open & break periods in December and Spring.
- Benefits are good.



Disadvantages School Setting

- Disadvantages

- Good health educators usually spend many long hours at their job, including weekends and evenings that may compensate for the long vacation periods.
- Health educators may have relatively low status in a school district when compared with teachers of more traditional subjects such as math, science, English, etc.



Disadvantages School Setting

- Disadvantages

- Pay is low when compared with professionals in other fields, but comparable to other health educators.
- Discipline problems are often seen as a major disadvantage.



Disadvantages School Setting

- Disadvantages

- Summer “free time” may be consumed with summer employment and/or returning to college for additional required coursework.
- It is difficult dealing with conservative school boards, parents and community groups when teaching controversial issues such as sex and drug education.



Reference

- Principles & Foundation of Health Promotion & Education (5th Ed) 2012
By Randall R. Cottrell, James T. Girvan & James F. McKenzie