

Classification and Qualification STANDARDS

Health Education Series

Classification Title	Class Code	Date Established	Date Revised
Health Education Assistant	8145	06-30-1980	02-01-2010
Health Educator	8147	06-30-1980	02-01-2010

OVERVIEW:

Health education is a profession which uses a variety of educational processes and strategies to improve health knowledge, attitudes and behaviors to promote health and well-being. Incumbents assess campus health education needs, plan and design programs, implement programs and evaluate their effectiveness. They play a central role in informing the campus community about available health services and instructing individuals and groups in the basic principles of health and the optimal and proper utilization of health care services. The Health Education Series consists of two classifications:

Health Education Assistant – This classification is designed for individuals capable of being responsible for selected components of a health education program and supporting the overall program, but do not have the qualifications to oversee and lead a full health education program. Typically, another health center professional has the direct administrative responsibility for overall program assessment, planning, implementation and evaluation.

Health Educator – This classification is designed for health education professionals capable of providing full leadership for the health education function including assessing needs; as well as planning, designing, implementing, and evaluating a variety of health education programs. Incumbents typically possess a bachelor's degree in health education or a related health field or possess equivalent post-secondary coursework, training, and experience.

HEALTH EDUCATION ASSISTANT

Under general supervision, the Health Education Assistant is typically responsible for selected components of the health education function and supports the overall program by researching, developing and maintaining health education materials, as well as assisting in planning and conducting educational programs and workshops. The following examples of typical work activities are meant to illustrate the general range of work functions performed by Health Education Assistants; they are not meant to be all-inclusive or restrictive. Work assignments may involve related activities.

- ◆ Assist in planning and conducting discussion groups, workshops, open sessions, and other health education activities.
- ◆ Provide health education talks to selected groups covering relevant current and emerging university and community health issues.
- ◆ Conduct individual or group discussions to obtain reaction to health education programs and to assess student health and health education needs. Assist in program planning by identifying barriers to good health practices among the target groups.
- ◆ Assist in the design, preparation, pre-testing, and distribution of health education materials and audio-visual aids such as pamphlets, posters, video and web-based programs. Review pamphlets, films or other health education materials to determine their suitability for use with specific groups. Evaluate the use of and degree

of knowledge obtained from visual and audio materials and recommend redesign if necessary to improve level of understanding.

- ◆ Compile, review and maintain an inventory of current health education material for students and staff.
- ◆ Identify and catalog campus and community resources which will be useful in implementing health education programs. Identify and/or organize self-help resources which may be useful for dealing with specific problems and implementing health education programs.

TYPICAL QUALIFICATIONS:

Knowledge:

General knowledge of the techniques for collecting and compiling data, and the means of disseminating educational information to the public through various mass and audio or visual media. Working knowledge of the elements of health education programming.

Abilities:

Ability to communicate effectively, both orally and in writing, to individuals with various interests and from varying cultural and ethnic backgrounds; prepare and deliver informational talks or lead group discussions using visual and other aids and provide clear, understandable answers to questions which are raised by target group audiences; conduct interviews or group discussions to obtain data on health habits and needs, observe reactions to questions, and record or summarize findings; conduct research using a variety of sources to develop and prepare education materials; draft simple staff reports and articles for publication in newsletters and bulletins; and establish and maintain effective working relationships with peers, target segments of the student community and representatives of the news media.

Education and Experience:

Incumbents must possess a high school diploma or equivalent and sufficient experience to perform the assigned duties. An associate's or bachelor's degree in health sciences, public health or a related field is preferred, but not required.

HEALTH EDUCATOR

Under general direction, the Health Educator provides leadership in identifying goals for and developing health promotion programs in the Student Health Center to address long and short-term campus health education needs. Incumbents direct, plan, design, implement, and evaluate health education programs with the goal being to improve health knowledge, attitudes and behaviors. The Health Educator is distinguished from Health Education Assistant in that the incumbents have the responsibility for developing, implementing and evaluating a broad spectrum of integrated health education programs involving several disciplines and their formal professional preparation in health education.

The following examples of typical work activities are meant to illustrate the general range of work functions performed by Health Educators; they are not meant to be all-inclusive or restrictive. Work assignments may involve related activities. In addition to the program elements outlined for the Health Education Assistant, the Health Educator performs the following:

- ◆ Develop and recommend operational policies and plans necessary for the achievement of health education objectives and services consistent with the typical professional standards, such as those found in the American College Health Association's "Standards of Practice for Health Promotion in Higher Education."
- ◆ Plan health educational and consultative functions that reflect the needs of campus population. Consult and coordinate with other health professionals in identifying campus health problems and in the development and administration of integrated health education programs. May conduct studies and surveys to determine priority needs and effective methods for producing programs to meet these needs. May prepare grants for school and community based programs.
- ◆ Plan and develop health education programs and activities based on established priorities and goals using internal, as well as public and private health resources.
- ◆ Develop educational programs designed to stimulate participation in health education programs using a wide range of media, including educational technologies and electronic and web-based programs. Prepare health

education mass-media materials and develop or arrange for the development of audio-visual materials for health programs.

- ◆ Plan and conduct pre-tests to evaluate teaching and informational materials such as pamphlets, flyers, slide series and flip charts.
- ◆ Organize and conduct educational programs and activities on various health topics that will contribute to the improvement of student health by bringing about change in understanding, attitudes, and behavior.
- ◆ Instruct students in principles of health by group or individual instruction. May provide preventive health counseling in such areas as nutrition, pregnancy, and smoking cessation, as well as provide appropriate referrals.
- ◆ Maintain health education records and resources and prepare a variety of written and verbal reports. May apply for grants to support health education programs.
- ◆ Coordinate the recruitment, training and supervision of student volunteers for the Peer Health Education Program and related health promotion programs.
- ◆ Keep current with practices and trends in health education, especially those pertaining to a setting in higher education.

TYPICAL QUALIFICATIONS:

Knowledge:

Thorough knowledge of health education theories, research, and program assessment; planning, design, implementation, and evaluation of health education programs; and industry standards for the delivery of health education in higher education. General knowledge of, or ability to learn quickly, current and emerging college age student health problems and existing methods of intervention and control. Working knowledge of the principles of educational and social psychology and how they apply to a health education program; and applicable industry standards and practices for health promotion such as those found in the American College Health Association's "Standards of Practice for Health Promotion in Higher Education."

Abilities:

Ability to assess needs and establish or recommend program priorities and goals and develop plans to achieve goals; collect, compile, chart, and analyze data pertinent to health education program planning; plan, organize, conduct or oversee a variety of health education program and activities including discussion groups and workshops; develop educational materials and media such as pamphlets, audio and video materials, and electronic media; present ideas and information accurately, effectively and concisely, both orally and in writing; use computer and web-based information technology systems as a resource for research and providing health education programs; maintain confidentiality consistent with applicable laws and regulations; and establish and maintain effective working relationships with peers, students, medical, and other health professionals, representatives of the news media, and other community groups.

Education and Experience:

Incumbents must possess a bachelor's degree in an approved program in health education or a related health field or possess equivalent post-secondary coursework, training, and experience. An American Public Health Association approved master's degree in Public Health with emphasis on health education, a master's degree in Health Science or Public Health Administration or equivalent and/or national certification are highly preferred.

Progressively responsible health education experience sufficient to perform the assigned duties. Typically, one to two years of experience is needed, but this may vary depending on educational background.