



Public Health Educator

Distinguishing Features of the Class: This is the first level of professional Public Health Education work. Assignments are normally limited to those tasks, which do not require advanced training or experience but require the application of the principles of behavioral sciences in public health programs to encourage the improvement and maintenance of health. The work is performed under the direct supervision of either a Senior Public Health Educator or the supervisor of the particular program being promoted. The PHE does related work as required.

Typical Work Activities: (Illustrative only)

- Works with community groups and directs educational efforts to influence public attitudes and behavior with regard to health;
- Participates in studies and surveys of public health education needs in the community and evaluates the materials and methods used to determine the effectiveness of programming;
- Assists program director with statistical evaluation, report writing, budget preparation, etc.;
- Prepares news releases and material for media;
- Establishes and maintains liaison with community and governmental agencies to provide understanding and support of Public Health services;
- Solicits, screens, and evaluates educational materials;
- Supports program coordinators' efforts in educating the public about their program areas;
- Delivers *Infection Prevention Training for Healthcare Workers* in accordance with NYSDOH and NYSDOE standards;
- Provides CPR classes to the department and community groups; and
- Develops and posts health messages via the Public Health website and Facebook page.

Full Performance Knowledge, Skills, Abilities, and Personal Characteristics: The PHE possesses knowledge of the basic principles, practices and techniques of Public Health Education. He or she is able to tailor teaching and communication methods to the age, gender, race/ethnicity, educational level and socioeconomic status of audience members. The PHE demonstrates cultural competency in establishing and maintaining cooperative relationships with community members, agencies and organizations. He or she possesses good judgement and demonstrates initiative and resourcefulness. Physical condition is commensurate with the demands of the position.

Organizational Competencies:

All OCPH employees are expected to ensure the community is protected from disease and other public health threats and to empower others to live healthier, safer lives. In addition, all OCPH employees are to meet specified competencies in the following areas:

- Customer Focus: Ensure the health and safety of our community within their abilities and resources and treat the diverse customers with thoughtful listening and respect.

- **Accountability:** Be accountable for knowing the scope of OCPH programs and for maintaining the public's trust through credible information, quality programming and services, and fiscal integrity.
- **Equity and Fairness:** Interact with clients, community partners and co-workers with fairness and equity and deliver services free of bias or prejudice.
- **Occupational Health and Safety:** Follow all safety rules, proactively work to prevent accidents, and encourage the use of sound judgement in order to comply with departmental and county regulations.
- **Emergency Preparedness:** Promptly identify and respond to public health threats and priorities. This may involve working outside of day-to-day tasks.

Individual Core Competencies:

The Public Health Educator performs the following essential functions within the framework of Ontario County Public Health Department's provision of the core functions and essential service of public health:

- *Domain 1: Analytical and Assessment Skills:*
 - Determine validity and reliability of health information considered for presentation to the community.
 - Use evidenced-based information and materials in the development of initiatives, educational programming and messaging.
- *Domain 2: Policy Development/Program Planning Skills:*
 - Enlist input from stakeholders in program development and planning.
 - Plan and implement community education programs for diverse audiences.
 - Plan and develop messages to share with community via website and social media.
 - Evaluate educational programs and use these findings when planning future programming.
- *Domain 3: Communication Skills:*
 - Communicate in writing and orally with linguistic proficiency.
 - Tailor messaging, written and oral, to audience demographics (age, educational level, etc.).
 - Facilitate group discussions.
- *Domain 4: Cultural Competency:*
 - Aware of the cultural diversity in Ontario County.
 - Consider population diversity when developing programs and initiatives.
 - Tailor programming and messaging to specific cultural groups.
- *Domain 5: Community Dimensions of Practice:*
 - Collaborate with community based, participatory initiatives.
 - Collaborate with Public Health Educators from other counties to work on regional initiatives and to produce unified health messaging.
 - Consistently promote and share Public Health concepts and resources with community members.
- *Domain 6: Public Health Sciences:*
 - Participate in continuing education programs to remain current on Public Health topics (diet, exercise, communicable disease, family health, emergency planning, communication, etc.).
 - Mentor students of Public Health and other health disciplines to ensure a sustainable Public Health workforce.
- *Domain 7: Financial Planning and Management Skills:*
 - Assist with grant writing and management as necessary or required.
 - Provide leadership (formal or informal) while serving on community coalitions.
- *Domain 8: Leadership and Systems Thinking Skills:*
 - Lead and empower community members and groups to modify health behaviors, using relevant educational theories/techniques.
 - Develop logic models to drive public health activities and initiatives.

Minimum Qualifications:

Either:

1. A Bachelor's Degree in health education, health science, public health, health promotion, community health, or health communications from a regionally accredited or New York State registered four-year college or university; or
2. A Bachelor's Degree in education, nursing, epidemiology, wellness and fitness, or nutrition from a regionally accredited or New York State registered four-year college or university and one (1) year experience in health education; or
3. A Bachelor's Degree in marketing, human services, social work or psychology from a regionally accredited or New York State registered for-year college or university and two (2) years' experience in health education; or
4. A Master's Degree in public health or health education from a regionally accredited or New York State registered four-year College or university.

Special Requirement for Appointment: Possession of a valid New York State Operator's license at the time of appointment, and maintenance of such license throughout the tenure of employment in the position.

Special Requirement for Permanent Appointment: A local Public Health Educator must satisfactorily complete fifteen (15) hours of continuing education in health education related topics approved by the New York State Department of Health within one year of appointment.

Revised:

Civil Service Classification: Competitive

