

Jurisdictional Class: Competitive
Adopted: April 27, 1987
Revised: August 13, 2019

SENIOR PUBLIC HEALTH EDUCATOR

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for the organization, coordination, implementation and evaluation of community based educational programs to meet public health needs utilizing the concepts of public health prevention including public information, referral, community education and outreach. The incumbent applies the principles of behavioral sciences in public health programs to foster the voluntary adaptation of behavior to improve or maintain health. The work may concentrate on one major health issue or on several major issues. The work is performed under general supervision with leeway allowed for the use of independent judgment in carrying out the details of the work. This position differs from that of the Public Health Educator by increased responsibility for the improvement and coordination of an educational program or programs. Supervision may be exercised over Public Health Educators or program related staff. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Assists in directing, planning, and evaluating community based public health education programs;
Applies policy concepts to use in a variety of community sectors regarding specific health topics;
Coordinates community based public health education programs/activities with those of related agencies and community groups providing training and distributing program information;
Coordinates community outreach and educational services regarding positive health behaviors and reducing chronic disease risk factors;
Keeps abreast of current legislation and best practice programming and methods and promotes their use within the community;
Develops public health educational materials including pamphlets, posters, exhibits, power point, and audio visual presentations;
Researches and identifies evidence based programs to be used in a variety of community sectors;
Coordinates outreach efforts for better utilization of existing health services;
Applies and assists in the development and implementation of program evaluation tools conducted in the local community to determine effectiveness;
Works closely with community partners for distribution and use of information regarding state and local products/programs for public use;
Compiles required New York State Department of Health program reports and prepares a variety of records and correspondence related to the work;
May supervise the work of Public Health Educators or program related staff;
Represents the Department of Public Health on community based committees and other related organizations as required;
Prepares press releases and responds to media requests with direction from the Coordinator of the Health Education Unit;
Monitors program goals and objectives, compiles and analyzes data and completes all required paperwork/ Reports;
Participates in training for Incident Command System, emergency response and drills, and responds to community emergencies/disasters as part of the Public Health Response requirements;
Participates in leadership activities including orientation of new staff and participates in teams addressing work improvement projects.

Senior Public Health Educator

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES & PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, practices, and techniques of public health education and program management;

Thorough knowledge of educational techniques, public relations, and methods of communication;

Thorough knowledge of the nature and functions of community agencies which may contribute to, or benefit by, a public health education program;

Good knowledge of data collection procedures and ability to survey public health education needs;

Ability to organize and direct the activities of others;

Ability to establish and maintain effective relations with community agencies and people with diverse cultural, economic, and social backgrounds;

Ability to communicate effectively, both orally and in writing;

Ability to work within a budget, maintain day-to-day fiscal management of a program, and understand and complete financial billing processes necessary for reimbursement;

Ability to use technology for accurate, efficient, secure data management and communication;

Ability to prepare reports;

Sound judgment;

Flexibility.

MINIMUM QUALIFICATIONS: Either:

- (a) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in public health or health education and one (1) year of experience as a public health educator; or
- (b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in health education, health science, public health, health promotion, community health, or health communications, and two (2) years of experience as a public health educator; or
- (c) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in education, nursing, epidemiology, wellness and fitness, or nutrition, and one (1) year of experience in health education, and two (2) years of experience as a public health educator; or
- (d) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in marketing, human services, social work or psychology and two (2) years of experience in health education, and two (2) years of experience as a public health educator.

NOTE: Verifiable part-time and/or volunteer experience may be pro-rated toward meeting full time experience requirements.

NOTE: Candidates must satisfactorily complete fifteen (15) hours of continuing education in health education related topics approved by the New York State Health Department within one (1) year of appointment.

SPECIAL REQUIREMENT: Certain assignments made to employees in the class will require reasonable access to transportation to meet field work requirements made in the ordinary course of business in a timely and efficient manner.

Qualifications are regulated by Part 11 of the State Sanitary Code (10 NYCRR).