

Public Health Educator II

I. A. Primary Purpose of Organizational Unit:

The Jones County Health Department staff serves the citizens of Jones County with primary mission devoted to promoting sound health policies within the community, to preventing and controlling the spread of disease, to facilitating rehabilitation of the disabled and to safeguarding the integrity of the environment. Employees provide a myriad of health and environmental services to the county residents.

This position is responsible for the analysis of community health needs and for the development, management and implementation of the comprehensive community health surveillance and management indicators that detect and monitor conditions contributing to morbidity and mortality in the community. It is responsible for monitoring the health objectives and health status indicators; providing the necessary data for analysis appropriate for the development, implementation, evaluation of prevention and control measures and research strategies; conduct analyses of data and producing graphical displays of data. This position also serves as a liaison to related community groups and school programs.

B. Primary Purpose of Position:

This position is responsible for the coordination, consultation and administrative work in planning and implementing community health education based upon the comprehensive Community Health Assessments and Community Action Plans within Jones County. Responsible for developing, organizing and carrying out the community forums and focus groups related to statistical analysis, health disparities and the best practices approach to the education presentations prepared and provided within the county. Position is responsible for grants development, approval, implementation and overall compliance and maintenance.

This position is also responsible for coordinating the Healthy Communities program ensuring policies and procedures are properly implemented and overall services are administered throughout Jones County.

Employee in this position will serve as the "Preparedness Coordinator" and is responsible for coordination of all activities which relate to Public Health Emergency Preparedness.

This position will serve as Accreditation Coordinator for Jones County Health Department, working closely with the Health Director and management team members in gathering and preparing required documentation to ensure the agency meets Accreditation standards and activities.

This position is responsible for preparing grant applications and requests for proposals related to documented community health needs for Jones County.

C. Work Schedule

Monday through Thursday, 8:00 am to 5:00 pm, and Friday, 8:00 am to noon, with some evenings and weekend responsibilities, appointments, outreach community education and presentations of data, interpretations and analyses of research to accommodate community schedules. This position is assigned responsibility for participating in emergency shelters activity and other work-related functions during emergencies and disasters. Employee is required to work in any public health emergency including but not limited to natural disasters, man-made disasters, influenza pandemics or other outbreaks of communicable diseases.

D. Change in Responsibilities or Organizational Relationship:

The job description has been reviewed and updated to remove responsibilities for serving as the agency's Breastfeeding Peer Counselor (BFPC) program manager.

II. A. DESCRIPTION OF RESPONSIBILITIES AND DUTIES:

Implementation of Comprehensive Community Health Education Programs/Participation in the Community Health Assessment and Community Action Plan:

- Develops health education policies and procedures for Jones County education programs.
- Determines priorities based on the data analysis/policies and designs appropriate teaching curriculums.
- Assists in the analysis of community health data to plan and develop educational strategies and programs in conjunction regional partners for community health assessment projects.
- Provides leadership in planning, organizing and coordinating the health education services and programming with community leaders and elected officials accentuating the health disparities in the county.
- Develops educational programs based on the comprehensive community health assessment findings.
- Conducts focus group meetings in the county to assess community health concerns among various target populations and community task forces.
- Trains community participants in multi-cultural diversity and sensitivity awareness, in primary data collections, in facilitation skills and in social marketing.
- Develops methods in which to document community health education and assessment programs/activities conducted within Jones County.

Provision of Public Health Information and Marketing of the Community Health Indicators including Disparities:

- Provides public information and outreach education to the media including all media sources as well as community, civic and local government groups.
- Ensures multi-cultural sensitivity in all community settings for presentations and programming in which community health data is shared.
- Directs community advocacy as well as addressing health issues and providing the community with education through public relations events and activities.
- Creates and directs the production of all media materials, packets of information, establishes contacts and manages all public relations activities within Jones County.
- Serves as the agency's Public Information Officer (PIO), coordinates speakers and health related presentations.
- Coordinates health-related communication throughout the county school system.

Serves as Resource Manager:

- Coordinates, develops and implements initiatives which promote education missions and program goals.
- Oversees the development of appropriate materials to be utilized in the educational programs with related community or health and human service agency in the county.
- Oversees the evaluation programs within a variety of settings including community groups, civic groups and worksites.

Administrative/Grant Writing, Budgetary Preparation:

- Plans, develops and submits budget requests for community health educational programs.
- Monitors budgetary activities and ensures expenditures are within budgeted amounts of funding.
- Identifies and pursues resources, including funding sources, within the state and county.
- Prepares grant applications and requests for proposals related to documented community health needs for Jones County.

Position will work under the supervision of the Health Director in the implementation and evaluation of countywide initiatives which will promote health education programs within Jones County. Works closely with the Health Director and other agency staff in addressing school/community health issues; may serve on community agency task forces in addressing various issues and implement periodic training for health department staff.

Health Promotion:

Position is accountable for the direction, implementation and evaluation of community-wide initiatives which will promote health and wellness for all Jones County citizens and employees. Employee will become accountable for the Healthy Communities program and will ensure appropriate annual community action plan is completed where county health needs are assessed and specific goals are developed for the purpose of improving the health and well-being of the Jones County citizens and employees. A primary goal will include the accountability for developing and implementing both environmental and behavioral changes as well as applicable policies and procedures to ensure the goals of the community action plan are met. Goals are typically centered on community groups to include county employees, churches, schools and ethnic groups. Wellness programs will also be developed and implemented to target specific goals which will improve overall physical conditions. Responsibilities include teaching and developing interactive events to increase knowledge and awareness regarding dietary management, sedentary lifestyle, tobacco cessation, nutritional values, obesity and other physical activities. Employee will provide demonstrations, classes and direct services to improve physical activity and nutrition; will provide wellness and enhancement of the quality of life to all county groups through educational efforts; will educate both on a one-on-one basis and classroom, church, school settings to promote prevention of leading causes of problems experienced by citizens and other specific groups; will facilitate community health wellness through networking and collaborating with other entities. Other efforts may include creating news releases, developing news articles, designing bulletin boards, radio news spots, etc. in an effort to increase awareness. Employee will travel throughout the county educating and providing information which pertains to the adoption of new policies addressing specific life-improvement goals which are also in compliance with state health objectives. Much of the work is discussed with the Health Director and curriculum/policies development will be completed through a team effort. Position is responsible for implementing physical and educational activities which promote program goals. May assist with the implementation of goals, policy and procedural changes and will participated in coordinating health fairs within the agency, schools, churches and other county locations.

May respond to specific concerns and issues addressed by citizens and/or organizations and provide educational material addressing physical activity, nutrition, obesity within state health objectives and will document contacts as necessary. Responsible for coordinating/presenting group classes in collaboration with the Health Director. In difficult situations, employee will be responsible for making referrals to other community resources.

Responsible for all media contact addressing Health Promotion activities which will include the preparation of press releases, feature articles, advertisements, public services announcements, brochures and other

materials to promote and publicize health department programs and goals. Considerable networking and serving with coalitions, groups, students and individuals in regard to program goals.

Public Health Emergency Preparedness:

Position is responsible for much of the day-to-day coordination of public health emergency preparedness activities for the Jones County citizens and will conduct a large majority of educational functions to increase awareness of true emergency and disastrous situations. Employee will participate in the planning functions to include developing and refining specific preparedness plans which may address issues pertaining to Pandemic Flu, SNS, Continuity of Operations (COOP) plans, and Public Health components of the County's All-hazards plan. Employee will, in collaboration with the Health Director, maintain workforce development assessment of preparedness for health department staff; provide resources for staff on training needs to include educational flyers, news releases, etc. In addition, employee will facilitate the delivery of required preparedness training programs such as ICS and fit-testing for respiratory protection program for health department staff.

Other functions include conducting or arranging for exercises as required by the AA 514 and/or identified by plans and other training programs; utilize the After Action Reports from exercises to develop a corrective action plan, to implement the corrective actions plan and to retest for improvement as necessary.

Employee will function as a liaison for preparedness activities within the Health Department and with other community agencies and/or other response partners; maintain and facilitate respiratory protection program compliance for the Health Department; participate and facilitate the Respiratory Protection Program; attend meetings with Emergency Management, law enforcement and other local and regional response partners; maintain educational and training requirements to be capable and competent for roles and functions; maintain proficiencies in software and hardware necessary to accomplish roles and functions. This position will also become accountable for working closely with the Administrative Officer in monitoring funding systems to the extent that the PC assures that reports such as the Electronic Monthly report and Quarterly Narrative Report are completed and submitted in a timely manner; act as the liaison with PHP&R for preparedness activities and especially on matters related to the AA 514.

Other responsibilities as assigned by supervisor:

Employee is required to work in any public health emergency including but not limited to natural disasters, man-made disasters, influenza pandemics or other outbreaks of communicable diseases.

II. B. OTHER POSITION CHARACTERISTICS:

1. Accuracy Required in Work:

Documentation and analysis of target populations and data must be accurately depicted. Information provided should be factually based with reliability and validity factors evidenced. Appropriate graph/chart visual aid documentation should be cited.

2. Consequence of Error:

Community, clientele, Board members, agency representatives and customers may be misinformed. Inappropriate documentation could lead to inappropriate educational interventions. Incomplete assessment of public needs could lead to inappropriate interventions. Statistical errors in reporting may impact funding.

3. Instructions Provided to Employee:

Detailed position description; detailed written policies and procedures which pertain to personnel and services; general verbal explanations of possible scenarios and day-to-day needs; annual Work Plan; feedback is provided, both verbal and written by the Supervisor.

4. Guides, Regulations, Policies and References Used by Employee:

Local written policies and procedures/protocols for Jones County Health Department; State manuals on specific educational programs outlining policies and procedures; Community Action Plans

5. Supervision Received by Employee:

Performance is reviewed through consultation as work progresses; assessment of written presentations, oral presentations and printed work; position reports to the Jones County Health Director and supervisory sessions will take place as necessary.

6. Variety and Purpose of Personal Contacts:

Contact is made with a variety of people for implementation of the Educational Program objectives and the Community Action Plan; effective working relationships with staff, employees, human service agencies, schools, civic and church organizations and with overall communities; Contacts made with a variety of community leaders, government and business officials and healthcare leaders for implementation of programs; ability to work with people of various educational backgrounds.

7. Physical Effort:

Physical effort may need to be exerted to deliver necessary audio-visual equipment and educational methods to program locations.

8. Work Environment and Conditions:

Work is performed in an office, school and health department setting. Special programs may need to be delivered in a variety of community locations; will be necessary at time to travel at night alone, working flexible hours to accommodate programs in certain work circumstances.

9. Machines, Tools, Instruments, Equipment, and Materials Used:

Audio-Visual equipment, LCD projector, overhead projector, camera, videocassette player/recorder, television, personal computer, copy machine, fax machine, adding machine, typewriter, scanner

10. Visual Attention, Mental Concentration, and Manipulative Skills:

Written reports, programs, presentation and outlines for program interventions will require mental concentration; visual attention is placed on the employee who directly works with the general public; employee will use visual activity when driving; manipulative skills will be needed when using equipment and machines.

11. Safety for Others:

The possibility of accidents exists. Employee will ensure local policies are followed in connection with accidents; employee will be provided with OSHA and special precautions training, introduction to clinic safety devices and natural disaster training during agency orientation sessions.

12. Dynamics of Work:

Frequency of program changes should be minimal; however, location of presentations is subject to change. Flexibility in scheduling of community programs is necessary. Programs will need to be scheduled when best for target populations involved in programs. Appropriate scheduling of programs will enhance program success.

III. A. KNOWLEDGES, SKILLS, & ABILITIES:

Considerable knowledge of the principles and practices of public health studies and design practices, statistical analysis, questionnaire development and program evaluations. Knowledge of modern educational theory and techniques, presentation methods. Ability to present information effectively both orally and written. Knowledge of display techniques and skill in the arrangement of exhibits/presentations and other educational efforts. Ability to coordinate and implement educational programs. Ability to disseminate accurate information effectively, including statistical trends, indicators. Ability to establish and maintain effective working relationships with health department staff, community agencies, government agencies, local businesses and the general public. Ability to budget for the department in accordance with policies and procedures.

B. Minimum Training and Experience:

A masters degree in public health education or in public health with a major in public health education; or graduation from a four-year college or university with a major in health education and two years experience in public health education or a related field; or graduation from a four-year college or university and three years experience in public health education; or an equivalent combination of training and experience.

C. License or Certification Required:

Valid North Carolina Driver's License