



# HSC 200: Introduction to Health Education and Promotion – “Real World” Interviews

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Rethink Tobacco Indiana

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# About Kayla

- **Ball State University alum**
  - Bachelor of Science in Health Science
- **Indiana University, School of Public Health alum**
  - Master of Public Health (MPH), concentration on Behavioral, Social, and Community Health
- Obtained her Certified Health Education Specialist (CHES®) certification in April 2015
- Serves on the Indiana Society for Public Health Education (InSOPHE) Board of Directors



# Rethink Tobacco Indiana

Rethink Tobacco Indiana aims to reduce the prevalence of tobacco and nicotine use among persons with mental health conditions, substance use disorders, or co-occurring disorders through the following free activities and resources:



Technical Assistance



Policy Development



Education



Specialized Training



Resources



# Responsibilities and Competencies for Health Education Specialists

## Eight Areas of Responsibility:

**Area I:** Assessment of Needs and Capacity

**Area II:** Planning

**Area III:** Implementation

**Area IV:** Evaluation and Research

**Area V:** Advocacy

**Area VI:** Communication

**Area VII:** Leadership and Management

**Area VIII:** Ethics and Professionalism

# Advice for Students

- Flexibility
- Collaboration over competition
- Network, Network, Network!
- Steal shamelessly, but give credit
- Improve your communication skills
- Get involved
- Professional development

# Get Out of Your Comfort Zone



## Job titles related to: Certified Health Education Specialist (CHES®)



- Alcohol Educator/Counselor
- Adjunct Faculty
- Advocacy Coordinator
- Alcohol Educator/Counselor
- Biometric Health Screener
- Cancer Information Specialist
- Case Manager
- Community Health Educator
- Community Outreach Coordinator
- Community Organizer
- Community Health/Services Director
- Community Research Associate
- Corporate Fundraiser
- Corporate Trainer/Fitness Coordinator
- Cultural Competency Trainer
- Curriculum Development Specialist
- Diet Counselor
- Director of Volunteers
- Disability Evaluator
- Domestic Violence Educator

- Drug Counselor/Rehabilitation Specialist
- Education Coordinator
- Education Outreach Liaison
- Elder Nutrition/Services Coordinator
- Environmental Advocate/Educator
- Epidemiology Assistant
- Events Coordinator
- Facility Support Specialist
- Family Life Educator
- Family Planning Counselor
- Family Services Specialist
- Fire Prevention Specialist
- Fitness Counselor/Specialist
- Grant Writer
- Head Start Health Specialist
- Health Advocate
- Health and Safety Specialist
- Health and Wellness Coordinator
- Health Education Director
- Health Counselor

- Health Information Specialist
- Health Journalist
- Health Marketing Coordinator
- Health Promotion Programmer
- Health Resource Specialist
- Health Workshop Instructor
- Healthy Start Coordinator
- Health Media Consultant
- International Health Worker
- Lactation Consultant
- Occupational Health/Safety Director
- Outreach Assistant/Coordinator
- Patient Education Coordinator
- Patient Educator
- Prevention Program Director
- Program Analyst
- Program Evaluator/Specialist
- Program Resource Coordinator
- Public Information Specialist
- Public Health Inspector

- Recruitment and Training Director
- Rehabilitation Counselor
- Safety Educator
- Senior Services Coordinator
- Sex Educator
- Teen Outreach Coordinator
- Teen Parent Educator
- Tobacco Educator
- Trauma Prevention Coordinator
- Well Baby Educator
- Wellbeing Specialist/Coordinator
- Wellness Coordinator/Consultant
- Wellness Program Manager
- Women's Health Director
- Worksite Safety Educator
- Worksite Wellness Manager
- Youth Outreach Coordinator
- Youth Program Specialist

References: University of North Carolina Wilmington Career Center; Indeed.com; NCHEC.org



# Get Involved: Indiana Society for Public Health Education

InSOPHE is a professional association made up of a diverse membership of health education professionals and students. InSOPHE promotes healthy behaviors, healthy communities, and healthy environments through its membership and partnerships with other organizations and universities.

With its primary focus on public health education, **InSOPHE provides leadership through a code of ethics, standard for professional preparation, research, and practice; professional development; and public outreach.**

**Benefits of joining:** Professional development opportunities, networking opportunities, updates on career and internships, advocacy updates, member-only communications



ARE YOU TAKING THE CHES EXAM THIS  
APRIL?

**APPLY FOR THE  
SPRING 2020  
MCKENZIE  
AWARD!**



To honor Dr. James F. McKenzie for his incredible work in health education in Indiana, InSOPHE offers the James F. McKenzie Award for Certified Health Education Specialists. This is intended to be given to an InSOPHE student member who is registered to take the M/CHES exam and displays his/her plans for using the credential to make an impact in the field of health education. The award includes reimbursement for the exam fee, following student documentation of successful passage of exam!

**APPLY BY APRIL 16TH 2020 VIA:**  
**ONLINE APPLICATION**  
**EMAIL APPLICATION**

\*NOTE YOU MUST BE AN INSOPHE MEMBER TO APPLY