

Public Health and Government Agencies:

NCHEC-certified health education specialists are qualified to identify trends in health and disease as well as to evaluate health status measures and demographic and socioeconomic characteristics in order to design successful intervention programs. They are specifically trained to handle controversial health issues/content and develop social marketing and mass media campaigns.

“The Tulsa Health Department avidly seeks CHES eligible applicants when hiring and/or recruiting – our agency views this as a benefit that enhances our public health workforce. By hiring CHES certified applicants, THD is able to take advantage of the rich expertise of these individuals that have a greater understanding and skill set with relation to health education and promotion and a broader understanding of the community. Enhancing our public health workforce with Certified Health Education Specialists also provides our organization with credibility.”



NCHEC can help you hire a CHES/MCHES

Building the CHES/MCHES certification into your job descriptions, and employment advertising facilitates the recruitment of qualified health education specialists. NCHEC will post positions free of charge on our Website. The only requirement is that the description must indicate that a CHES/MCHES is preferred or required. Employment listings can be posted at www.nchech.org/job-postings.

Schools and Universities:

NCHEC-certified health education specialists are qualified to teach health classes and develop lesson plans for teaching topics that are relevant and age appropriate for their students. They are also capable of teaching sensitive subjects such as sex education and substance abuse. In universities, health education specialists are qualified to work on campuses to develop health communication materials; oversee and implement appropriate needs assessment and evaluation, and to provide leadership for and monitor continuous quality improvement projects pertaining to student health promotion activities.

“At HealthTeacher, when recruiting new employees, we give preference to candidates who have earned their CHES certification. We believe the CHES certification demonstrates that an individual has made a personal commitment to advancing health and well-being of others.”

“At Lehigh University we looked for a professional who held the MCHES designation to fill the new position of Director of Prevention Strategies. That decision was driven by our certainty that success would depend upon finding an individual with the advanced knowledge, skills, and experience to successfully champion our new vision for health promotion, create a campus-wide agenda to advance student health through prevention, and develop and implement a high-level strategic plan.”



The National Commission for Health Education Credentialing's voluntary professional certification programs (CHES and MCHES) establishes a national standard for individual health education practitioners. It is based on Responsibilities and Competencies that have been verified by a national job analysis.

The national certifications benefit practitioners and the public by:

- Establishing a national standard
- Attesting to individuals' knowledge and skills
- Assisting employers in identifying qualified health education practitioners
- Promoting continued professional development

Check out the NCHEC Website at www.nchech.org for more information.

References:

US Bureau of Labor Statistics Occupational Outlook Handbook, 2010-11 Edition
<http://www.bls.gov/ooh/community-and-social-service/health-educators.htm>



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Why Employ a CHES/MCHES Health Education Specialist?

It's Good Business!!



Standard of Professional Excellence



Health education promotion improves the health status of individuals, communities, states, and the nation. It enhances quality of life for all people and reduces costly premature deaths and disability. Health education specialists offer knowledge, skills, and training that complement those of health care providers, policy makers, educational experts, human resource personnel and many other professionals whose work impacts human health.



Employ a Certified or Master Certified Health Education Specialist (CHES/MCHES)

Hiring a CHES/MCHES is a cost-effective investment, since demonstrated expertise is more likely to increase effectiveness of your health education programs. The National Commission for Health Education Credentialing's (NCHEC) comprehensive professional preparation and continuing education requirements ensure that certified health education specialists are qualified in every aspect of the profession. Only a CHES/MCHES maintains NCHEC's national standards for delivering effective health education services.

More and more employers are requiring that their health education specialists are certified. Having a CHES/MCHES on your staff can make a big difference to the lives of the people you serve – and make them more confident in your organization.

Certified Health Education Specialist (CHES) is an individual who has:

- 1) Met required academic preparation qualifications
- 2) Successfully passed a competency-based examination
- 3) Satisfied the continuing education requirement to maintain the national credential

Master Certified Health Education Specialist (MCHES) is an advanced-level practitioner who has:

- 1) Met required academic preparation qualifications and worked in the field for a minimum of five years
- 2) Successfully passed a competency-based assessment
- 3) Satisfied the continuing education requirement to maintain the national credential



Both the CHES and MCHES certifications have met national standards in credentialing and received National Commission of Certified Agencies accreditation.

CHES and MCHES are specifically trained in the Seven Areas of Responsibility for Health Education Specialists:

- Area I** Assess Needs, Resources and Capacity for Health Education/Promotion
- Area II** Plan Health Education/Promotion
- Area III** Implement Health Education/Promotion
- Area IV** Conduct Evaluation and Research Related to Health Education/Promotion
- Area V** Administer and Manage Health Education/Promotion
- Area VI** Serve as a Health Education/Promotion Resource Person
- Area VII** Communicate, Promote and Advocate for Health and the Profession of Health Education/Promotion



Employment Settings

Business & Industry:

NCHEC-certified health education specialists are highly qualified to coordinate a variety of vital Worksite Wellness programs to improve the quality of lives of your employees and their families. In the hands of a CHES/MCHES, your health promotion initiatives will be designed to improve employee health, job satisfaction and productivity; and help minimize absenteeism, injuries and workers' compensation claims.

“LiveHealthier’s standard of employing Certified Health Education Specialists has been an essential principle in developing our success as a company, and creating business with fortune 100 clients, and our exponential company growth. We believe it is imperative to employ individuals who possess the knowledge, skills, commitment and passion to provide comprehensive employee wellness solutions to various employer groups. It is for these reasons that we find it extremely important and highly valuable to hire CHES.”

“At Sentara the CHES certification signifies that an educator has an advanced knowledge of education techniques and experience. We find that CHES prepared educators are well-rounded and they bring a different perspective to program design and information delivery. In the health education space, this is an important credential that we value.”



Health Care:

Whether working in hospitals, or for healthcare providers and insurers, NCHEC-certified health education specialists are highly qualified to coordinate a variety of vital programs for patients, staff, and the neighboring community. Based on the priorities of your organization, a CHES/MCHES can improve the health of your population with programs focusing on effectively reducing health risks, preventing and managing diseases, and identifying community health education needs.

“At MD Anderson Cancer Center, it is important for us to have a cadre of highly trained health educators. The clinical staff relies on their expertise to develop, implement and evaluate patient education programs, therefore we hire CHES and MCHES.”

Community Health Organizations and Non-Profits:

NCHEC-certified health education specialists are qualified to coordinate a variety of community programs to improve the quality of life and health outcomes of diverse populations. CHES/MCHES are advocates for behavioral, environmental and policy change, skilled in directing community health initiatives. They are also competent in organizing and mobilizing communities for action, coalition building and serve as resource persons.

“At HealthFitness, we look for individuals with the CHES designation because it represents a consistent foundation of knowledge plus a commitment to on-going education. In program development we need people who can apply theory into practice and create programs that support behavior change. With CHES, we feel confident we’ll get that skill set.”