

Responsibilities and Competencies for Health Education Specialists (NCHEC, 2015)

The Seven Areas of Responsibility contain a comprehensive set of Competencies defining the role of the health education specialist. These Responsibilities serve as the basis of the CHES and MCHES exam.

Area I: Assess Needs, Resources, and Capacity for Health Education/Promotion

- 1.1 Plan assessment process for health education/promotion
- 1.2 Access existing information and data related to health
- 1.3 Collect primary data to determine needs
- 1.4 Analyze relationships among behavioral, environmental, and other factors that influence health
- 1.5 Examine factors that influence the process by which people learn
- 1.6 Examine factors that enhance or impede the process of health education/promotion
- 1.7 Determine needs for health education/promotion based on assessment findings

Area II: Plan Health Education/Promotion

- 2.1 Involve priority populations, partners, and other stakeholders in the planning process
- 2.2 Develop goals and objectives
- 2.3 Select or design strategies/interventions
- 2.4 Develop a plan for the delivery of health education/promotion
- 2.5 Address factors that influence implementation of health education/promotion

Area III: Implement Health Education/Promotion

- 3.1 Coordinate logistics necessary to implement plan
- 3.2 Train staff members and volunteers involved in implementation of health education/promotion
- 3.3 Implement health education/promotion plan
- 3.4 Monitor implementation of health education/promotion

Area IV: Conduct Evaluation and Research Related to Health Education/Promotion

- 4.1 Develop evaluation plan for health education/promotion
- 4.2 Develop a research plan for health education/promotion
- 4.3 Select, adapt and/or create instruments to collect data
- 4.4 Collect and manage data
- 4.5 Analyze data
- 4.6 Interpret results
- 4.7 Apply findings

Area V: Administer and Manage Health Education/Promotion

- 5.1 Manage financial resources for health education/promotion programs
- 5.2 Manage technology resources
- 5.3 Manage relationships with partners and other stakeholders
- 5.4 Gain acceptance and support for health education/promotion programs
- 5.5 Demonstrate leadership
- 5.6 Manage human resources for health education/promotion programs

Area VI: Serve as a Health Education/Promotion Resource Person

- 6.1 Obtain and disseminate health-related information
- 6.2 Train others to use health education/promotion skills
- 6.3 Provide advice and consultation on health education/promotion issues

Area VII: Communicate, Promote, and Advocate for Health, Health Education/Promotion, and the Profession

- 7.1 Identify, develop, and deliver messages using a variety of communication strategies, methods, & techniques
- 7.2 Engage in advocacy for health and health education/promotion
- 7.3 Influence policy and/or systems change to promote health and health education
- 7.4 Promote the health education profession