

CERTIFIED COMMUNICATORS IN PUBLIC HEALTH PUT THE 'PUBLIC' IN PUBLIC HEALTH

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NATIONAL PUBLIC HEALTH INFORMATION COALITION

- The premier network of public health communicators in the U.S. and U.S. territories
- Committed to making public health 'public'
- Administers the Certified Communicator in Public Health (CCPH) credentialing program



RAISE YOUR PROFILE. SHOW YOUR VALUE. BECOME A CCPH.

Are you an expert when it comes to shaping, spreading and understanding the impact of a public health message?

Would you like your expertise to be recognized and acknowledged by your peers and public health leadership?



CERTIFIED COMMUNICATOR IN PUBLIC HEALTH

Credentialing program for public health communicators from

- Government
- Industry
- Not-for-profit
- Academia



WHAT IS A PUBLIC HEALTH COMMUNICATOR?

The PHC's primary responsibility is to develop and disseminate information to reduce the burden of disease and injury throughout the general population or targeted subsets using the appropriate messages, messengers and means



PUBLIC HEALTH COMMUNICATORS INCLUDE:

- Public Information Officers
- Health Risk Communication Specialists
- Health Promotion Specialists
- Social Media
- Cross-cultural Communication Specialists
- Community Relations Specialists
- Other individuals in academia, private industry or in the not-for-profit setting whose duties require the skills of a public health communicator



WHO IS CERTIFIED?

There are currently two CCPHs in IL; one from Cook County Department of Public Health and one from Illinois State University.

To date, 37 U.S. public health communicators have earned their credentials.

To see who else is certified go to:

https://www.nphic.org/index.php?option=com_comprofiler&task=usersList&listid=80



REQUIREMENTS

- Must pass a rigorous portfolio review
- To be eligible, candidates must have
 - a 4-year degree or higher and two years' experience working in a position that requires the skills of a Public Health Communicator, OR
 - 6 years' experience working in a position that requires the skills of a Public Health Communicator.



DEADLINES AND FEES

Deadlines	
Enrollment \$250	April 1-30, 2016 Extended
Portfolio deadline	August 31, 2016

Steps:

1. Enroll
 - Space is limited.
 - There are 15 slots.
 - First come, first served.
 - Don't wait. Apply **now**.
 - This will be the only portfolio review in 2016.
2. Once accepted as an applicant, prepare portfolio for Aug. 31. Think about who to ask for letters of recommendation. Remember to give them plenty of advance notice of what you will need, by when.



PORTFOLIO DUE AUG. 31, 2016

Cover Letter to Review Panel

Letter of Attestation

Job Analysis Narrative

- 5-page executive summary
- 15-page narrative addressing 5 core competencies and 7 skillsets of a public health communicator

Work products

Resume and CV

Letters of Recommendation (3)



7 SKILLSETS NARRATIVE

Use these documents to help you write your narrative:

- reviewers score sheet
- job analysis overview document

Be sure to address every single item.

See examples: <https://www.nphic.org/career/credentialing>



JOB ANALYSIS NARRATIVE



- 5 core competencies (5 pages)
- 7 skillsets (15 pages)



CORE COMPETENCIES

1. Communicate with a range of stakeholders and populations by using resources, techniques and technologies
2. Apply interpersonal skills in communication with public health colleagues, partners and the public
3. Influence individuals and communities by using media, community resources and social marketing techniques
4. Provide communication advice to public health leadership
5. Demonstrate proficiency in written communication



7 SKILLSETS

1. Media Relations
2. Social Media
3. Health Marketing
4. Cross-Cultural Communication
5. Risk/Crisis/Emergency Communication
6. Communications Research and Evaluation
7. Integrated Skills



CROSS-WALK EXAMPLE

Skillsset	Expertise (2) or Working Knowledge (3)	Work Products
1 Media Relations	Working Knowledge	3
2 Social Media	Working Knowledge	3
3 Health Marketing	Expertise	5
4 Cross Cultural	Working Knowledge	3
5 CERC	Expertise	5
6 Research & Eval	Working Knowledge	3
7 Integrated Skills	Working Knowledge	3

Create this table for yourself and add a fourth column where you list which work products you might use as evidence. Google Drive is a helpful tool to collect/see/select from all your potential work products.

3 LETTERS OF RECOMMENDATION

Select people who will lend credibility to your application (e.g. other PIOs, other CCPHs, supervisors, people in PH leadership)

Send job analysis PDF and reviewer scoresheet so they know how you are being scored.

Ask to address specific areas where you need support/reinforcement or examples. You can point to these as evidence in your paper.



FINAL PACKAGE UPLOAD



- Organize your work into folders in advance:
- Portfolio Introduction (Letter to Review Committee, Letter of Attestation, Job Analysis Narrative, Resume, CV)
 - Recommendations (3)
 - Work Products with 7 subfolders:
 - 1 folder for each skillset
 - 2 Areas of Expertise will have 5 items each
 - 5 Working Knowledge Areas will have 3 each
 - Label example: Skillsset 1 Media Relations WP 1, 2, 3, etc.
 - If you use website links as evidence then you will not have those in the folder



NOTIFICATION OF CCPH DESIGNATION

It usually takes 1 month to receive notification of whether you've been awarded the CCPH designation.

Once you do, add CCPH after your name in your signature block:

- Name, Degree(s), CCPH
- You can become a reviewer for future candidates



LEARNING OBJECTIVES

1. Be reminded that health communications is a serious profession with core competencies and skillsets, that when met, can help to ensure public health messages are appropriately delivered and optimally received during routine and emergency conditions.
2. Be able to use the CCPH job analysis to evaluate their own experience, knowledge and skills and identify strengths or gaps to determine whether they are eligible for certification.
3. Learn how to become a CCPH (application fees, deadlines, portfolio submission requirements and tips).
4. Learn about NPHIC, NPHIC membership and opportunities for professional development, mentoring, leadership, networking and sharing resources.

CONTACT INFORMATION

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- NPHIC Member
- NPHIC Credentialing Committee
- NPHIC Newsletter Committee

