

# The CHES Bulletin

Volume 20, No. 2

Spring 2009

## HEALTH EDUCATOR JOB ANALYSIS

### Project Update – February 2009

*Eva Doyle, PhD, MEd, CHES, Chair, Health Educator Job Analysis Task Force*

*Beverly Mahoney, RN, MS, PhD, CHES, 2008 Coordinator, NCHEC Division Board for Certification of Health Education Specialists*



*The Job Analysis Task Force convened on January 30th-31st at the AAHE headquarters in Reston, VA to work on the Job Analysis project.*

Progress continues in the national Health Educator Job Analysis, a project designed to meet recommendations from the National Organization for Competency Assurance (NOCA) for periodic analysis. The purpose of the analysis is to validate the contemporary practice of entry-level and experienced health educators. Job analysis experts from the Professional Examination Service (PES) are guiding the analysis using procedures based on credentialing standards and best practices established by the American Educational Research Association, American Psychological Association, and National Council on Measurement in Education. The PES experts are working closely with a five-member steering committee of leaders from the American Association for Health Education (AAHE), National Commission for Health Education Credentialing, Inc. (NCHEC), and Society for Public Health Education (SOPHE) to coordinate each stage of the project.

Since August of 2008, PES representatives and the steering committee have been working with 65 volunteer health educators to develop a survey instrument for use in the job analysis. The instrument was designed to obtain feedback from health educators about practices in their work settings. Structured interviews, focus groups, and a modified Delphi technique were used in various stages of this five-month process. Sources that served as the basis for instrument development included:

- The Competency Update Project (CUP) Model,
- Recommendations from the Coalition of National Health

Education Organizations (based on a study of health educator hiring practices and a “crosswalk analysis” of health education and public health Competencies),

- Results of the Galway Consensus Conference, and
- Definitions of health education terminology established by the Joint Terminology Committee

A stratified random sample of health educators will be selected from membership lists of organizations in the Coalition of National Health Education Organizations and other group lists that represent health education work settings. Strong response rates and representation across all work settings will be critical!

### *Watch for an Online Survey Opportunity!*

**You may be one of approximately 4500 health educators invited to participate in the online job analysis scheduled for March-April 2009.**

**Please watch for a possible e-mail invitation and participate if you are selected!**

**Your input will be used to validate the contemporary practice of entry-level and experienced health educators.**

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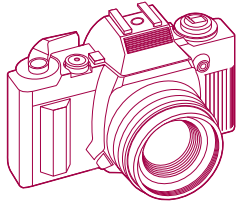
Check out the CHES Bulletin online: [www.nchec.org/news/news.htm](http://www.nchec.org/news/news.htm)

## Redesigned Web Site Launch



NCHEC is planning an early spring launch of our new redesigned Web site. Please check it out at [www.nchec.org](http://www.nchec.org) to see all the improvements we have made to make the site more user-friendly and informative.

## Say Cheese!



Submit a picture for the Web site. NCHEC is looking for pictures of CHES in action to display on our new Web site. If you have a picture of yourself on the job whether it be worksite, nonprofit, classroom, or government, send it to NCHEC. For more information, please visit NCHEC's newpage online.

## Help NCHEC Go Green

In a world gone green, NCHEC is joining the "go green" movement. Not only is "greening" the office clearly good for the environment, it also saves NCHEC money which in turn keeps renewal/recertification fees down. Decreasing paper use is one way NCHEC is becoming more environmentally friendly. In 2009, NCHEC plans to decrease the size of their mailings to send only the renewal/recertification bill. CHES can support NCHEC's "going green movement" by simply logging onto the NCHEC Web site ([www.nchec.org](http://www.nchec.org)). On the Web site, CHES can review their CE transcript, pay renewal/recertification fees and update contact information. If CHES access and manage their accounts online it will eliminate printing and mailing forms and transcripts in the future. Please remember to provide NCHEC with your most up to date e-mail address. This will help NCHEC send electronic updates on voting, the advanced credential, and other NCHEC news.



## 2008 American Public Health Conference San Diego, CA

*NCHEC staff attended the conference as exhibitors. From L to R: Melissa Rehrig, Sandy Schaffer, and Janice Cole.*

## Next Exam Dates

Tell a colleague or student that the next CHES exam dates are **October 17, 2009** and **April 24, 2010**. For more information, visit the Web site at [www.nchec.org](http://www.nchec.org) or contact the exam coordinator at 888-624-3248, ext 12.

## Conference Schedule

Mark your calendars for opportunities to earn continuing education contact hours. For more information on the conferences, visit the organizations' Web sites.

Organization	Details	Dates	Location
SOPHE 2009 Midyear Scientific Conference	<a href="http://www.sophe.org">www.sophe.org</a>	May 7-9, 2009	New Orleans, Louisiana
ASHA 83rd Annual Conference	<a href="http://www.ashaweb.org">www.ashaweb.org</a>	October 28-31, 2009	Denver, Colorado
SOPHE 60th Annual Meeting	<a href="http://www.sophe.org">www.sophe.org</a>	November 5-7, 2009	Philadelphia, Pennsylvania
APHA 137th Annual Meeting and Exposition	<a href="http://www.apha.org/meetings/">www.apha.org/meetings/</a>	November 7-11, 2009	Philadelphia, Pennsylvania

### OCTOBER 2009

Sun	Mon	Tues	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
26	27	28	29	30		

### APRIL 2010

Sun	Mon	Tues	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

# Health Educators Comment About the Upcoming MCHES Credential

Dixie L. Dennis, PhD, CHES

Overwhelmingly, health educators who responded to the National Commission for Health Education Credentialing, Inc.'s (NCHEC's) call for comments regarding the upcoming Master Certified Health Education Specialist (MCHES) advanced credential were favorable (67%). Moreover, both of the two health education organizations who responded to this call, the American Association for Health Education (AAHE) and the Society for Public Health Education (SOPHE), affirmed that the time is right for implementation of an advanced credential. The NCHEC Board of Commissioners (BOC) agrees. NCHEC BOC past president, Dr. Mathew Adeyanju, said in April 2008 that "we [NCHEC] must provide an advanced credential opportunity" because, as determined through the Competencies Update Project (CUP), health educators practice at that level. And, according to Helen Cleary in her memoirs in 1995 about credentialing, NCHEC (originally the Task Force) is the appropriate body to develop a credentialing system for health educators at an advanced-level.

In a 2007 survey conducted by Hezel Associates, about 40% of employers, mostly from the community/public health workforce, indicated that they look for the CHES distinction when hiring a health educator. Although some health educators may believe that percentage should be higher, NCHEC believes it is of considerable positive significance, considering that for many years after the first CHES exam in 1990 the percent was zero. With implementation of an advanced credential, NCHEC believes that, with time, percentages of employers seeking entry-level health educators will increase and those seeking advanced-level health educators will begin. Both of which should advance the profession, in general, and give credibility to health educators specifically.

The timeline for implementation of the MCHES exam is October 2011. Implementation and an accompanying study guide depends, in part, on the current progress of the Health Education Job Analysis Task Force. The MCHES exam will be based on this scientific approach to verifying the existing health education advanced roles and responsibilities. NCHEC believes that, like the CHES exam, the MCHES is on track for accreditation by the National Commission for Certifying Agencies (NCCA), which attests to NCHEC's efforts to maintain the quality and integrity of the CHES examination program on behalf of the health education profession—an achievement obtained by no other health education certification body.

Both CHES and non-CHES who have five years of current consecutive years of health education experience may sit for the MCHES exam. An option, referred to as MCHES Experience Documentation Opportunity, will exist for a six-month period for active CHES who have at least five current and consecutive years of health education experience to become MCHES without taking the exam by demonstrating advanced level of health education practice.

At the next face-to-face spring 2009 meeting the NCHEC BOC will make final decisions regarding the MCHES specifics and the MCHES

Experience Documentation Opportunity. After that meeting, the criteria of both will be made known via health education professional conference presentations as well as through health education journal articles and the NCHEC Web site. The main substance of the MCHES deliberations and final decisions will be the recommendations of health educators who responded to the MCHES call for comments. One request to have a portfolio examination rather than an examination for MCHES applicants have been determined not to be feasible. Professional Examination Service (PES) personnel reported that portfolios are atypical for an advanced certification process as well as cost prohibitive to individuals. Also, issues around inter-rater reliability are typically insurmountable. The most often reported comments were those about the possible difficulty is getting two letters of recommendation from a current or past supervisor/manager to attest to the applicant's advanced-level of practice as a health educator.

In addition to re-thinking the recommendation letter issue, as well as engaging in already-planned discussions about marketing and a study guide, the BOC will address the following health educators' questions at the next face-to-face meeting:

- Will MCHES who are current CHES be given another certification number?
- How will the advanced credential affect Designated Providers for CHES and/or MCHES?
- If an individual earns MCHES but does not earn the requisite 30 hours of advanced-level CECH will his/her status revert back to CHES?
- Is documentation for at least four of the seven Areas of Responsibility too cumbersome and extensive?

After decisions about these issues are made, the BOC, with PES involvement, will begin preparations for the MCHES exam. The exam will create the expansion of the Division Board for Certified Health Education Specialists (DBCHEs) (who, with PES, construct the exam) and timelines for item-writing, exam construction, and pass point meetings. All of which are required DBCHEs meetings before implementation of the exam. As mentioned earlier, also finalized at the BOC face-to-face meeting will be decisions regarding the MCHES Experience Documentation Opportunity.

## Congratulations!!!

The NCHEC Board of Commissioners and three division boards congratulate Executive Director, Linda Lysoby, for earning the Certified Association Executive (CAE) credential from the American Society of Association Executives. Also effective November 19, 2008 Linda was elected to the National Organization of Competency Assurance (NOCA) board. The NCHEC boards applaud Linda on her latest professional accomplishments.

## ● NCHEC: Afoot with our Vision

Dixie L. Dennis, PhD, CHES, Chair of Board of Commissioners



Confusion exists among many people, including health educators, regarding the difference between vision and mission. A vision defines the big dream or, better stated, what an organization wants to “be.” NCHEC’s vision includes being a leader in improving the practice of health education and serving the public as well as the profession of health education. Our mission includes what we “do” to reach our vision. The mission of NCHEC involves 1) certifying health education specialists, 2) promoting professional development, and 3)

strengthening professional preparation and practice. NCHEC is continuously engaged in many activities to meet the mission statement which, in turn, is designed to meet the vision. All activities are documented in a frequently reviewed and updated five-year strategic plan. Among others, new activities in the strategic plan include the following two hot topics:

- **Health Education Job Analysis:** At the end of January, the Health Education Job Analysis Task Force members met for their second face-to-face meeting to update the health education Competencies and Sub-

Competencies from the 1998-2004 Competencies Update Project (CUP), which followed the original 1978-1981 Role Delineation Project. Following the January meetings, spring duties for Task Force members include completing and disseminating a survey to health educators across the nation to solicit their input regarding newly identified health education Competencies. After collecting the surveys, Task Force members will meet again in the late spring to review comments and complete the data analysis.

- **Planning for the implementation of MCHES—the advanced credential:** Some tasks for NCHEC Board of Commissioners (BOC) include making presentations at state, regional, and national conferences about the specifics of MCHES, which will be finalized at the BOC spring face-to-face meeting; realigning the duties of Division Board for Certification of Health Education Specialists (DBCHEs) to reflect added DBCHEs work, which is specific to implementing MCHES; and marketing the advanced credential.

Indeed, NCHEC sees a bright future for health educators as steps are taken to realize our vision. In other words, and like Walt Whitman wrote in the 1800s, NCHEC is “afoot with [its] vision.”

## CALL FOR CANDIDATES

NCHEC is searching for individuals to fill voluntary positions on our Board of Commissioners and Division Boards. The term of these positions will begin on January 1, 2010. NCHEC seeks individuals from a diversity of practice settings on all boards: school, medical care, business/industry, academia and community. Elections will be held in August 2009. Consider nominating yourself or encourage a peer to take this opportunity.

**Board of Commissioners (BOC):** One At-Large Commissioner: 5-year term. The Board of Commissioners is comprised of 11 individuals who govern and are accountable for all NCHEC activities. More specifically, the BOC defines the mission, participates in strategic planning, approves the annual budget and monitors financial statements, employs and evaluates the Executive Director, oversees and evaluates the credentialing program, establishes policies related to coordination and communication among the three Division Boards, and advocates for credentialing. Significant experience in health education, interest or familiarity with the functioning of non-profit boards, and knowledge and interest in health education credentialing is preferred.

**Division Board for Professional Development (DBPD):** One Director: 5-year term. The DBPD is comprised of seven individuals responsible for oversight of the recertification and annual renewal procedures. More specifically, the DBPD recommends policies and procedures related to the designation of continuing education providers, recertification and the annual renewal of CHES; recommends fees for recertification, annual renewal and provider designation; and assures that the processes are monitored and periodically evaluated. Interest or experience in the development or delivery of continuing education programs for health educators is currently preferred.

**Division Board for Certification of Health Education Specialists (DBCHEs):** Two Directors: 5-year terms.\* The DBCHEs is comprised of seven individuals responsible for the credentialing examination. More specifically, the DBCHEs assures a periodic review and evaluation of certification and examination processes; recommends policies and procedures for administering the CHES examination; participates in item-writing workshops; and ensures that NCHEC’s Competency testing meets acceptable standards.

Interest or experience in item-writing and exam construction is preferred. Five years experience as a health educator with the CHES credential required.

\*Due to the emerging advanced credential, the MCHES, DBCHEs is also seeking additional directors to assist in the creation of the MCHES examination. The specific number of positions and terms is pending BOC approval. It is anticipated that DBCHEs will meet face-to-face at least twice per year.

**Division Board for Professional Preparation and Practice (DBPPP):** Two directors: 5-year terms. The DBPPP is comprised of seven individuals responsible for promoting professional preparation. More specifically, the DBPPP works with colleges, universities and accrediting agencies to improve professional preparation programs and promote best practices in health education settings; and monitors and updates the certification application and eligibility review process. Interest or experience with the credentialing process and with professional preparation is preferred.

Requirements for all positions include:

- Maintaining CHES certification
- Participating in monthly conference calls
- Attending a once-a-year face-to-face meeting (room & travel is reimbursed) – typically this meeting spans a weekend
- Reading agendas, minutes and other information to stay informed
- Exercising independent judgment on decisions presented and maintaining confidentiality
- Advocating for credentialing
- Working on specific assignments/projects of the Board

If you are interested in becoming a candidate, please contact NCHEC at: 888-624-3248 or [nchec@nchec.org](mailto:nchec@nchec.org) or visit the Web site at [www.nchec.org](http://www.nchec.org).

**Nomination deadline is June 30, 2009.**

# 20 Years: "It's Still Here and Growing"

*An Interview with Helen P. Cleary, D.Sc., CHES*

Melissa Rehrig, MPH, CHES

It was Helen Cleary's vision, determination, energy, and skill that led to the creation of the National Commission for Health Education Credentialing Inc. (NCHEC), an idea that had long been discussed among health education professionals. Helen served as the chairperson for the National Task Force on Preparation and Practice of Health Educators that later became NCHEC. In celebration of the 20th anniversary of the credential, I interviewed the very first CHES to get her thoughts on this milestone.

"It was impossible to predict that it would have lasted and grown over 20 years. No one would have believed it, that CHES has lasted for 20 years and it is still growing."

***I asked Helen why she thinks the CHES credential has been a success.***

"It worked because we took the time to do it right. A credential is not developed in six months. You must survey the field more than once and test the results.

We did this many times. There was pressure to get it done, but we took our time to do it right."

"We can also thank the financial and professional assis-

tance from the Bureau of Associate Health Professions that helped us get off the ground. We followed their direction to pull it all together to make it work."

"The competent people on the Board of Commissioners (BOC) and the divisions boards have also been a huge asset."

***How can NCHEC work to keep it around for years to come?***

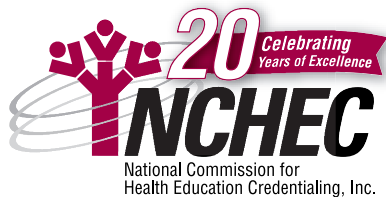
"Well, the exam has been built on fundamental principles and that is key. Continue to examine and update the process."

"We anticipated that the advanced credential, the MCHES, would be needed and this has grown in the right direction."

***Any advice to NCHEC for the future?***

"You can't rest on your laurels. Keep thinking about what the next steps are. NCHEC has performed miracles in 20 years. Keep looking and thinking."

"To quote the Virginia Slim ad "we've come a long way baby!" Congrats to NCHEC for all the hard work, built marvelously on a good foundation!"



Credentialing Excellence in Health Education

# CELEBRATING THE 20TH ANNIVERSARY



In celebrating the anniversary, we would like to congratulate the following individuals for maintaining their CHES credential for 20 years. Thank you all for your dedication to the Health Education profession.

*Included in this list are both active and retired CHES.*

## Credentialing Excellence in Health Education

Miriam Adams	William Brieger	Leesa DiBartola	Barbara Gaponoff-Berson
Anthony Adcock	Deborah Brown	Steven Dieleman	Kathie Garbe
Darlene Adonis	Margaret Brown Paviour	Patricia Dixon	Stephen Germeroth
Amos Aduroja	Rebecca Bruce	Gary Donnelly	Susan Giarratano Russell
Nancy Allen	Clint Bruess	Peter Doran	Irene Gibson
Ruth Ann Althaus	Cynthia Buchanan	Sharon Dorfman	Pamela Gibson
Evelyn Ames	Alvene Buckley	Dorothy Downey	Carol Gill
Barbara Anderson	Ragnhild S J Bundesmann	Brenda Dressler	Emily Glazer
Robert Anderson	Cheryl Bunting	Judy Drolet	David Gobble
William Andress	Margaret Burckes-Miller	Susan Dunlap	John Gobble
Shirley Angiulo	Linda Burhansstipanov	Jean DuRussel-Weston	Gina Goff
David Anspaugh	Doreen Burks-Weathers	Martha DuShaw	Karen Goldman
Yvonne Ast	Ana Cabrera	Susan Dusseau	Malcolm Goldsmith
Isabel Auerbach	Celeste Cafiero	Richard Eberst	Theresa Gonzalez
Mary Auld	Elizabeth Calamidas	Carol Ebert	Suzanne Gonzalez Beban
Joanne Auth	Donald Calitri	James Eddy	Fern Goodhart
Susan Balinsky	Anne Campbell	Marigold Edwards	June Gorski
Joseph Balog	Ellen Capwell	Kurt Eggebrecht	Audrey Gotsch
Linda Balog	Lynn Carson	Isabel Ellsworth	Gwendolyn Green
Lisa Battaglia	Lillian Carter	Jane Elphingstone	Mary Grenz Jalloh
Karen Bayles	Clifford Chang	Kathleen Emmett	Nancy Gross
G. Reza Behbehanian	Peggy Chehardy	Gary English	Rosemarie Guadagnini
Betty Sue Benison	W. William Chen	Sue Alice Erickson	Charlotte Guynes
Bernice Bennett	Gwendolyn Childs	Sharon Essling	Margarete Haas
Deborah Bennett	Karen Cipriani	Martha Estrella	Shirley Haberman
Glen Bennett	William Cissell	Dale Evans	Sunny Haberman
Lee Berk	Marilyn Clansy	Charlotte Fant	Don Hall
Beverly Berkin	Michael Cleary	David Fee	Beryl Halladay
Robert Bertera	Helen Cleary	Ellen Feiler	Marian Hamburg
Robin Bewley	Barbara Clements	Zenaida Fernandez	Lee Ann Hamilton
Janice Bigler	Karen Comer	Andrea Ferreira	Rebecca Hamm Knobloch
David Birch	Norma Compton	Carolyn Ferrell	Michael Hamrick
Lynn Black	Bryan E.M. Cooke	Joyce Fetro	Neil Hann
Richard Blonna	Myrtha Cooper	Jennice Fishburn	Mable Haralson
Flora Bloom	Jan Cortez	Cynthia Fisher	Lorna Hardin
Estelle Bogdonoff	Randall Cottrell	Lucy Forgione	Jean Hardinge-Ekvall
Michele Bonant	Peg Cronin	Mohammed Reza Forouzesh	Elizabeth Harmon
Corinne Coco Bopp	Charles Cychosz	Deborah Fortune	Albert Harvey
Galen Bosley	Julie Cyrulik	Linda Forys	M. Eileen Hawblitzel
Gordon Botting	Marianne Czerkawski-Edmo	Emogene Fox	Joanna Hayden
Gina Brandenburg	Gus Dalis	Bonnie French	Shirley Hazlett
Jeffrey Brandon	Janice Daly	Esther Friedman	Mary Heaton
Joyce Brannan	Adrienne Davis	Julie Friedman	Charlotte Hendricks
Fernando Bravo	Joyce Davis	Diana Frie-Willier	Fred Hernandez
Herbert Bravo	Carol DeLong Pyles	Douglas Frye	Kathleen Hillman
Rickie Brawer	Denise Depalma	Edward Fujimoto	Vance Hillman
		Lei -Chun Fung	Virginia Hogg
		Steven Furney	Joyce Hopp
		Carol Galper	Betty Hubbard
		Philip Gapinski	Frances Hudson

# CELEBRATING THE 20TH ANNIVERSARY

Nicholas Iammarino	Susan Lockhart	Melody Noland	Michal Schonbrun
Michele Jacknik	David Lohrmann	Ann Nolte	Janet Schulte
Ethel Jackson	Reuben Lorenson	Joyce Nussen	Ronald Schultz
Gordon James	Brian Lucas	Sonia Ocampo	Charlotte Scott
Mickey Jancewski	Judith Luebke	Susanne Ogaitis-Jones	John Seffrin
Dennis Jarvis	Katherine Magwene	Frances Ogasawara	Melissa Selbst
Jonathan Jenney	Sheila Maher Dworkin	Roberta Ogletree	Nancy Shanfeld
Annette Johnson	Cherie Wong Maier	Ansa Ojanlatva	Zalika Shani
Helen (Bonnie) Johnson	Patricia Mail	Symphony O'Keefe	Laurel Sharmer
Tonya Johnson	Carolyn Maller	Larry Olsen	Dennis Shepard
Beverley Johnson	Andrew Manthe	Donna O'Quin	Cherylee Sherry
Renee Johnson	Susan Massad	Thomas O'Rourke	Christine Shesler
Ellen Jones	Dyann Matson-Koffman	Carmen Ortiz	Earl Shive
J. Randy Jones	Nancy McCharen	Patricia Paddock	Rena Shpegel
Wanda Jubb	Susan McConnell	Charlene Padovani	Sandra Simmer
Niles Kaplan	James McDermott	Shirley Palmer	Rob Simmons
Freya Kaufman	Judith McDonough	Kathy Paras	Betsy Simon
Charles Kegley	Katalina McGlone	Kathleen Parker	Emma Simon
Cathy Kennerson	Denise McGoldrick	Zoe Parker	Ann Slater
Jonathan Kermiet	Patricia McGovern-Gorchov	Nancy Parsons	Helene Sloan
Dianne Kerr	Martha McKinney	Robert Patton	Becky Smith
Giok Khoe	Lynn McLain	Isabel Perez-Yanez	Bradley Smith
Nancy Kingston	Gerard McLane	Marilyn Peters	Brenda Smith
Diana Kirkpatrick	Sheila McNeil-Jacobs	Connie Peterson	Holly Smith
Cynthia Klug	Julie McQueen	Kathleen Phillips	Shelagh Smith
Kiyoka Koizumi	Janice Mead	Ellen Phillips-Angeles	Margaret Smith
Kathleen Koser	Donna Menecola	Cynthia Pike Blocksom	Virginia Smyly
Lorraine Kowalski	Annette Mercurio	Pamela Pine	Stanley Snegroff
Charles Kozel	Jeanette Merjianian	Binnie Polonsky-Leventhal	Jane Snider
Denny Krick	Carolyn Mesnak	Sarah Potter	Valorie Snyder-Pitts
Pamela Krochalk	Karen Metzler	Margaret Procaccino	Alan Sofalvi
Mary Ellen Kullman	Kathleen Middleton	Donna Proctor	Mary Kay Solera
Phyllis Kumpf	Ellen Millard Krajewski	Catherine Racalla-Jordan	Jacqueline Solomon
Alona Lackey	Deborah Miller	Sam Radelfinger	K. Ann Sondag
Susan Laing	Mark Minelli	Susan Radius	Sherman Sowby
Brick Lancaster	Kathleen Miner	Elizabeth Anne Rankin	Gail Sperling
Dawn Larsen	Normajeanne Mitchell	Marjorie Raymond	Michael Stauffer
Mary Ann Larson	Olive Moase	Kerry Redican	Lori Stegmier
Sally Lavery	Robin Mockenhaupt	Deborah Reff	Harold Sterker, Jr.
Joseph Leake	Naomi Modeste	Susan Resnik	Edith Sternberg
Margaret Leathers Sidener	Ruth Mohr	Marilyn Rice	Stephen Stewart
Lily Lee	Diana Monroe	Denise Richards	Elaine Stone
Sandra Lee	Tracy Moore	Richard Riggs	Elise Stone
Patricia Legos	Debra Morris	Marta Rivera-Rodriguez	John Stoner
Janice LeMaster	Gale Morrow	Abigail Roddie-Hamlin	Robert Stotz
Bonna Lesko	Marilyn Morrow	Brenda Rodgers	L. Nan Stout
Sharon Levan	Christine Mulligan	Mary Rogers	James Streater
Linda Leverenz	Lynn Murakami-Akatsuka	Elba Roman	Paula Swinford
Diane Levin Zamir	Angela Musella	Abby Rosenthal	Kenneth Szul
Lisa Lieberman	Kathleen Myrick	Robin Rosenzweig	Diane Tamburello
Phoebe Liebow	Ronald Nakamura	Carol Rubino	Michele Tartaglia
Garry Lindsay	Barbara Nehls-Lowe	Edwin Ruskjer	Alyson Taub
Billie Lindsey	William Neil	Beverly Rypinski	Susan Telljohann
Laura Linnan	Elizabeth Neilson Hahn	Rita Aime Saltiel-Berzin	Pamela Kaye Terry
E Louise Lipp	Christine Neish	Maria Del Carmen Santos Ortiz	Marjorie Tessner
Joan Liverpool	Leona Newman	Rita Scardaci	Rosa Thomas-Emory
Judith Livingston	Donna Nichols	Ramona Dawn Schaeffer	Amber Thornton

# CELEBRATING THE 20TH ANNIVERSARY

Rosalind Trieber  
Jane Trowbridge  
Rebecca Tucker  
Marianne Turnbull  
Emily Tyler  
Valerie Ubbes  
Bruce Uhrich  
Barry Ulloth  
Carol Vack  
Teresa Van Etten  
Patricia Van Tuinen  
Kathleen VanReusen  
Gloria Varley  
Nina Vassilian  
Belen Vega

Sally Vickers  
Donna Videto  
Sandra Villalaz-Dickson  
Louise Villejo  
Patricia Viscosi  
Elaine Vitello  
Donald Wagner  
Lynn Waishwell  
Susan Waite  
Robert Walker  
Maryann Walsh  
Joyce Walter  
Molly Wantz  
William Washington  
Mae Waters

Harriet Watkins  
Ann Watson  
Karen Webb  
Elsa Weber  
Valerie Welsh  
Deitra Elaine Wengert  
Marjorie Werito  
Maria Wessel  
Laura Lee Whisler  
Denise Dee Whisler  
Carolyn White  
Sharon Wilburn  
Caroline Williams  
DeWitt Williams  
Yolanda Williams

Katherine Wilson  
Cindy Wilson  
Ted N. C. Wilson  
Diann Winkcomplexk  
Cynthia Wolford Symons  
Susan Wooley  
Judy Wright  
Virginia Yarber  
Paula Zaccane  
Marcia Zanellato  
Kathleen Zavela Tyson  
Christine Zimmer  
Norine Zwiebel

## A DISTINGUISHED CHES

**Karen Levin, RN, MPH, CHES**

NCHEC would like to recognize Karen Levin for her commitment to the health education profession in domestic and international communities. In honor of this recognition, NCHEC asked Karen to report how her CHES credential benefits the health education profession.

### **How has the CHES credential been of value in your profession?**

“At the Arthur Ashe Institute for Urban Health my responsibility was to develop a culturally relevant training manual for hairstylists to take on a role as breast health messengers. The train-the-trainer manual, a key element in a behavioral-change breast health practices study, provided stylists with necessary breast health information and background information on breast cancer as well as the incidence and prevalence of breast cancer within the stylists’ geographic region. This project drew upon several CHES Responsibilities and Competencies, e.g., assessments, resources, and planning effective educational tools.

For the Centers for Disease Control and Prevention, I worked for the STOP (Stop Transmission of Polio) project. My assignment was as a surveillance and health education team leader with the World Health Organization, Afro-Region, Ethiopia, to provide ‘sensitizations’ trainings to health care workforce at all levels from hospitals to rural health posts to cave-dwelling community healers.

Lastly my work for the non-governmental organization Sanghamitra Service Society in India was similar to my role and functions in Ethiopia, where I developed health education materials, conducted community presentations—all culturally sensitive for marginalized



populations of lower castes, e.g., tribals, fisher folk and dalits (formerly known as ‘untouchables’).”

### **Specifically how has the CHES credential benefited your current position?**

“My current position as Director of the Center for Public Health Preparedness and Associate Director of Planning and Response with the National Center for Preparedness, Columbia University Mailman School of Public Health recognized the value of the CHES credential and posted the position with CHES as a preferred qualification. I oversee all the center’s support programs to health departments and their partners, and again, my CHES background supports my ability to design, implement, and evaluate emergency preparedness grant-deliverable activities. The CHES credential also provides confidence that I can participate in the research division of our center.”

### **How have you benefited from being CHES certified?**

“My career and work service has greatly benefited from my CHES credential and the background knowledge of health education Competencies. The continuing education resources have provided me with current research and application to developed health education materials in domestic and international communities.

The CHES credential simply opens up more opportunity-doors that I can confidently enter.”

Do you know someone like Karen who does an outstanding job of advancing the credential and the health education profession? If so, please contact the NCHEC office at [nchec@nchec.org](mailto:nchec@nchec.org).

## How Can I Earn CHES Credits??

*Kirsten Lupinski, EdD, CHES*

I recently had the arduous task (or what I thought was arduous) of trying to get enough credits to renew my CHES certification. After four years of living in Europe, during which I did nothing to earn CHES credits, I moved back to the United States. I thought there was nothing that I could do while I was living outside the country to ensure that my certification stayed current. Fortunately I was wrong, but unfortunately (for my sake) I did not realize this until I actually moved back and was made aware that I needed 60 hours in less than nine months in order to renew my certification. My first thought was oh well, I guess I will eventually have to retake the exam because there is no way I will be able to accumulate that many continuing education contact hours (CECH) in that short period of time.

I was wrong and that is the purpose of this article, to let you know there are numerous (and many free) ways to earn CHES credits. Of course I would have loved to attend conferences in order to earn credits. However, my limited budget did not allow for travel and expenses to attend conferences like ACHA, SOPHE, ASHA, APHA, and AAHE that all offer continuing education contact hours. The majority of these conferences offer 15-20 CECH per conference and more information can be found on their Web sites.

One inexpensive way to earn CHES credits is to read selected articles in peer-reviewed health education journals. After reading the article, you complete an activity, e.g., answer review questions, and send payment to the appropriate organization. The cost for the journal-reading activity can range from \$0 - \$50 depending on the organization and journal article. Below is a list of organizations' publications that offer CECH.

- American School Health Association (ASHA) [www.ashaweb.org](http://www.ashaweb.org) – Journal of School Health
- Society for Public Health Education (SOPHE) [www.sophe.org](http://www.sophe.org) – Journal of Health Education and Behavior

- American Association for Health Education (AAHE) [www.aapherd.org](http://www.aapherd.org) – Journal of Health Education
- American Journal of Health Studies [www.va-ajhs.com](http://www.va-ajhs.com)

Also there are numerous self-study courses that you can complete at your own pace for CECH. The following are examples of Web sites that offer self-study courses.

- Health Education Partners online Social Marketing course is offered for a fee of \$25 for 10.5 credit hours. [www.healthedpartners.org/ceu/sm](http://www.healthedpartners.org/ceu/sm)
- Education, Research, Training Associates (ETR) offers an extensive list of self-study courses that can be completed to earn CHES credits. [www.etr.org](http://www.etr.org)
- The Michigan Public Health Training Center offers free online courses where you can earn CHES credits. You can access the list of courses offered at the Web site <http://practice.sph.umich.edu/mphtc>
- The Centers for Disease Control and Prevention offers numerous Web-based courses (for free) that provide CHES credits. To access a listing of the courses offered, go to the Web site <http://www2a.cdc.gov/tceonline/>

All of the above options are available to obtain Category I CECH, but do not forget that you can obtain up to 30 credits (out of the 75 needed to renew your certification) from Category II activities. With all these options to obtain continuing education hours for CHES, there is no excuse to let your certification lapse. If you do not obtain the needed 75 hours every five years, you can request an extension. CHES may request an extension for a maximum of two years (approved in one-year increments) during any five-year certification cycle. If you exhausted your extension years and still do not have the needed 75 hours, you will have to retake the exam in order to become certified again. Not only do all of these options provide you with endless ways to earn credits, but they allow you to stay abreast and up-to-date on current issues in health education without having to leave your home/office.

## Katya Roytburd, MPH, CHES: High Scorer on the October 2008 Exam



Katya Roytburd, MPH, CHES has received the highest score in the nation on the fall 2008 administration of the Certified Health Education Specialist (CHES) exam. Roytburd, project manager of a colorectal cancer screening study at UNC Lineberger Comprehensive Cancer Center, received her master's degree in August 2007 from the Department of Health Behavior and Health Education at the University of North Carolina Chapel Hill.

Health Education] by Dr. Laura Linnan, who is now head of the HBHE master's program," Roytburd says. "I really respected her and her background in workplace wellness, and I thought if the CHES credential was something she valued, then it would be good for me to pursue it as well."

Roytburd believes that the health behavior and health education curriculum at the UNC Gillings School of Global Public Health prepared her well for the exam.

"I think that all HBHE graduates should consider pursuing the CHES credential," she says, "because it provides a uniform standard for all health educators, and it requires us to complete continuing education in order to maintain the certification. I love to learn and would take additional classes and attend conferences anyway, but it's really great to get credit for those activities."

"I was inspired to pursue the CHES certification during my first semester in HBHE [the Department of Health Behavior and

# NCHEC Welcomes New CHES - Fall 2008

The following is a list of those who earned the distinct title of Certified Health Education Specialist (CHES) in the October 2008 examination. NCHEC welcomes them to a class of more than 8,000 active CHES. Those who opted not be published are excluded from this listing.

Michell Abich	Laura Conway	James Ginda	Jillian Kiernan	Liliana Morales
Kimberly Adams	Anna Coronado	Cheryl Glass	Darla Kleiner	Vanessa Morgan Valdovinos
Tolulope Akinbo	Danene Coroneos-Shannon	Christina Goldpaint	Danielle Knutson	Chelsea Mounce
Lisa Alexander	Valerie Costello	Deukhee Gong	Jessica Koelsch	Linda Mueller
Fatimah Ali-Ferre	Carmel Cowart	Leigh Gordon	Gretchen Kolsky	Vanessa Murphy
Marie Allsopp	Kamilah Crawley	Anne Grayhek	Lynette Kooker	Whitney Nash
Ginell Ampey	Nicole Cummins	Tekeela Green	Deanna Krautner	Patricia Neus
Wendy Anderson	Vaibhav Damle	Kate Greenberg	Cara Krinke	Sovirny Norng
Romesh Anketell	Charley Daniel	Sharon Gregory	Joshua Laban	James Obert
Krystal Applewhite	Kimberly Davis	Michele Grim	Amy LaCount	Oluwamurewa Oguntimein
Ca-Tisha Ashlock	Sharon Davis	Meagan Guilfoyle	Stephanie Laird	Derek Olsen
Anna Au	Shereen Davy-Stubbs	Sabina Gyawali	Maureen Lally	Hilary Olsen
Adierah Augustine	Maria DeBorba-Silva	Teri Hale	Andrea Lapham-Cardenas	Amy O'Neil
Chelsey Austinson	Stephanie DeMars	Christine Hall	Denise LaRue	Kelly Owens
Joey Ayala	Alyssa Mattechek	Mary Hamilton	Wyeth Lawson	Jessica Pantoja
Angela Ayukachale	Juli Dennis	Tamala Hamilton-Sharpely	Michael Leibow	Ebonie Parris
Mehra Bahremand	Rebecca Dietrich	Christoph Hanssmann	Nancy Leisy	Amy Paul
Leslie Ballard	Natalie Dougherty	Brandy Harkins	Tameka Lewis-Baker	Cassidy Penn
Nicole Banner	Lauren Dreyer	Walter Hart	Lillian Lioeanjie	Stephanie Pereira da Silva
Susana Banson	Heather Driscoll	Pamella Hatch	Rose Liu	Susan Pettigrew
Maureen Barte	Emily Dunnivant	Virginia Hayes	Kyle Long	Victoria Phan
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Shana Bean	William Eckler	Marisa Hebda	Ashley Lowery	Jessica Piezzo
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James Bednez	Alissa Eischens	Sara Heilman	Diane Lucas	Pamela Reichel
Ashley Berberich	Jennifer Eskridge	Jill Heine	Emily Maillet	Heather Reid
Brittney Blankenship	Sherrilyn Eudoxie	Paula Hendricks	Amanda Malaski	Harumi Reis-Reilly
Cortney Bloomer	April Evangelista	Pedro-Arturo Herrera	Patrice Marchica	Lee Renfroe
Kathryn Rose Bobseine	Dorothy Evans	Rachel Hess	Sarah Marshall	Jennifer Reynolds
Elizabeth Bokermann	Ilene Ewing	Amy Hilley	Kelli Martin	Daren Richards
Richard Bonet	Pegah Faed	Charla Hodges	Maurice Martin	Amy Robb
Karen Bonilla-Ochoa	Maureen Farrell	Emily Holman	Tamika Martin	Angela Roberson
Barbara Boone	Summer Felcyn-Ghenco	Eric Howard	Mary Martinasek	Kate Robertson
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# NCHEC Welcomes New CHES - Fall 2008

Janine Shreve  
Amy Sibbel  
Tiffany Simpson  
Suzanne Singer  
Erin Smiley  
Mary Therese Smith  
Lisa Spitzner  
Stephanie Springer  
Amanda Stamper  
Sabrina Stanley  
Alicia Stark  
Lacey Starkey  
Magda Stayton  
Melissa Steiner

Kasey Stevens  
Lauren Stewart  
Tisha Stockton  
Anne Stoddard  
Coral Stohel  
Vonne Strobbe  
Janice Swartz  
Catherine Sweeney  
Vanessa Sweeney  
Emily Swisshelm  
Brandi Tague  
Colby Takacs  
Coleman Tanner

Ebony Thomas  
Jana Thomas  
Kia Thomas  
Lauren Thompson  
Traci Thompson  
Rebecca Toland  
Heather Tommey  
Sierra Toney  
Randy Tyer  
Jennifer Vandevelde  
Debra Vasquez  
Jennifer Velasco  
Francisco Velazquez

Dorian Venable  
Janelle Vicknair  
Leopoldo Virgen  
Christy Vogt  
Anne Marie Vollero  
Emily Vollmer  
Trisha Vorachek  
Ashley Walker  
Unandi Ward  
Rainy Warf  
Sarah Weaver  
Kelly Welsh  
Kimberly Wetherholt

Dana Whelan  
Danielle Whitmer  
Leroy Williams  
Sara Williams  
Tami Williams  
Stephanie Wood  
Amy Works  
Pamela Wrenn  
Tammy Wyatt  
Diana Yager  
Jeffrey Yancey  
Melody Young  
Heather Zimmerman

## CHES is a Preferred Credential in Guidelines for Hiring Health Promotion Professionals in Higher Education

*Michael McNeal, MS, CHES, American College Health Association (ACHA), Health Promotion Section*

The benefits of having qualified health promotion professionals, capable of doing what is described in the job descriptions, are essential for health promotion programs on college campuses. For example, training in community needs assessment can set measurable program objectives. The ability to use theories and models of health promotion, can assist to implement evidence-based programs. The knowledge to monitor and evaluate programs for student learning outcomes, and health status and behavior changes also is valuable.

It is important to note that the Accreditation Association for Ambulatory Health Care (AAAHC), the Council for the Advancement of Standards in Higher Education (CAS), the Core Competencies from the National Commission for Health Education Credentialing, Inc. (NCHEC), and the Standards of Practice for Health Promotion in Higher Education (SPHPHE) indicate that professionals working in the area of health promotion must be appropriately credentialed, trained and qualified for these positions. In the past, many job descriptions posted for health promotion positions at institutions of higher education did not adequately reflect these standards.

Beginning with a needs assessment in 2005, and following repeated electronic mailing list inquiries from administrators and non-health promotion professionals requesting job descriptions for health promotion positions, the Health Promotion Section of the American College Health Association (ACHA) formed a working group to develop guidelines. Over a three-year extensive development process, these volunteer leaders in the field reviewed hundreds of existing position descriptions, interviewed key informants, searched the literature, and ultimately developed the document that we have today.

Approved by the ACHA Board of Directors in July 2008 and subsequently released to the field, the Guidelines are organized as follows:

- ❖ Purpose
- ❖ Introduction
  - Health Promotion Defined
  - Benefits of Hiring Qualified Health Promotion Professionals

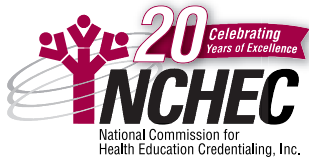
- ❖ Types of Positions
  - Director of Health Promotion
  - Health Promotion Staff (Specialist, Coordinator, Health Educator)
- ❖ Attracting Well Qualified Candidates
  - Academic Degrees, Training, and Preparation
  - What to exclude in Health Promotion position announcements
  - Salary
- ❖ Position Description Recommendations
  - Director level checklist and interview question categories
  - Staff level checklist and interview question categories
- ❖ References
- ❖ Appendix A – Sample Interview Questions
- ❖ Appendix B – Potential Advertising Options
- ❖ Appendix C – Further Reading and Resources
- ❖ Appendix D – List of Acronyms

This resource has been used by professionals across higher education to create and update position descriptions, to advertise and attract the best candidates, to select the most useful interview questions, and even to consider the content of academic preparation programs. ACHA is proud to make this tool available to the field at no cost. Access the document online at [www.acha.org/info\\_resources/ACHA\\_HP\\_HiringGuidelines\\_072108.pdf](http://www.acha.org/info_resources/ACHA_HP_HiringGuidelines_072108.pdf)

We invite you to review the document, share it with key decision-makers in your organization, and send us feedback. Please contact me by email at [mm3117@columbia.edu](mailto:mm3117@columbia.edu) if you will be attending the ACHA Annual Meeting in 2009 and would like to share how you have used these guidelines. We wish you success in the many efforts you take daily to make our communities healthier places in which to live, work, and learn.

Employers and Job Seekers can post and view jobs at [nchec.org](http://nchec.org).

# The CHES Bulletin



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## Writers Welcome

If you are interested in writing an article for an upcoming CHES Bulletin, please contact Melissa Rehrig at [mrehrig@nchec.org](mailto:mrehrig@nchec.org) to get more information. We encourage CHES to submit articles to be published. You can even earn Category II CECHs.

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