

# The CHES Bulletin

Volume 21, No. 1

Winter 2010

## The Long Awaited Advanced Credential, MCHES

## Don't Miss Out

Written by  
Melissa Rehrig, MPH, CHES



In the fall 2009 *CHES Bulletin*, NCHEC reported that the Board of Commissioners (BOC) passed a policy statement regarding the advanced level credential, MCHES. Things are moving very quickly in terms of implementation of the MCHES designation. The Experience Documentation Opportunity (EDO) will open on October 15, 2010 for those CHES that have held active status for five or more years. Those individuals will need to supply NCHEC with documentation verifying their advanced-level practice and leadership in four advanced health education activities. Each activity must be linked to one advanced Competency in the corresponding Area of Responsibility. Applicants must also submit two references attesting to their advanced level of experience and a Resume/CV. The EDO is a one time opportunity that will be open on October 15, 2010 and close on April 16, 2011. Forms and more information on the EDO can be found on the NCHEC Web site [www.nchec.org](http://www.nchec.org) in early 2010 to allow ample time for candidates to gather required documentation. The first MCHES designation will be awarded in April 2011. Please see the table below for fees and deadlines.

The first MCHES examination will be offered in October 2011 and will be based on the advanced-level competencies as outlined in the Health Educator Job Analysis project. Work has already begun in preparing questions for the exam. The MCHES exam eligibility will have a combination of academic plus an experience requirement. Both CHES and non-CHES health educators will be eligible to sit for the exam.

- CHES who have active status for five continuous years immediately prior to submitting an exam application will be eligible with no additional documentation. Five year CHES with bachelor's degree are eligible for the MCHES exam.
- Non-CHES or CHES with less than five years active status will be required to have a minimum of a master's degree with either a specific health education major or 25 credits specific to the Health Education Areas of Responsibility. To substantiate the experience component, applicants must submit a Resume/CV and two letters of recommendation.

The expected MCHES exam rates are listed below. Please continue to visit the NCHEC Web site for updates on the MCHES credential.

| Opens<br>October 15, 2010                        | 1st<br>deadline<br>12/1/2010 | 2nd<br>deadline<br>1/15/2011 | 3rd<br>deadline<br>3/1/2011 | Final<br>deadline<br>4/16/2011 |
|--|------------------------------|------------------------------|-----------------------------|--------------------------------|
| MCHES Experience Documentation Opportunity (EDO) | \$200                        | \$210                        | \$240                       | \$290                          |
| CHES >5 years                                    |                              |                              |                             |                                |

| Opens<br>June 1, 2011 | 1st<br>deadline | 2nd<br>deadline | 3rd<br>deadline | Final<br>deadline |
|-----------------------|-----------------|-----------------|-----------------|-------------------|
| Exam (CHES)           | \$250           | \$260           | \$290           | \$340             |
| Exam (non-CHES)       | \$300           | \$310           | \$340           | \$390             |

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

**As NCHEC began to implement the advanced-level credential, we asked individuals to identify why they were interested in the MCHES. These are the top 10 reasons that were given...**

1. It differentiates you from entry-level health education specialists
2. Becoming an MCHES provides validation that you are skilled in advanced-level Responsibilities and Competencies for a health education specialist
3. The MCHES credentialing process provides advanced-level continuing education opportunities, in order for health education specialists to stay abreast of the latest research and practice in the field
4. Increases professional confidence because you have validated your knowledge and application of the core MCHES responsibilities
5. Sets you apart from others when applying for new professional opportunities
6. Results in greater respect from the organization(s) in which you work
7. Recognition of experience and expertise in your chosen field
8. Demonstrates mastery of advanced skills in your profession
9. Provides opportunity to achieve advanced level training and experience
10. Reward for achieving advanced level training and experience

**NEED CHES CREDITS??**

Visit the NCHEC Web site [www.nchec.org](http://www.nchec.org) to find Continuing Education Credit Activities

Go to the **CE Credit Activities** Quick Link and search for Upcoming Events and Self-Studies



**NCHEC BOARD SERVICE**

*Congratulations* to the following Board of Commissioners and Division Board Directors that were elected or appointed for service beginning in 2010: Deborah Fortune, Callie Spears, David Brown, Laura Talbott, Sharon Thompson, Denise Seabert, Betty Hubbard, Julie Luht, Ellen Edmonds, and Michael McNeil. We would also like to thank Dixie Dennis, Mal Goldsmith, Jiunn-Jue Sheu, Kelly Wilson, and Sean Kaufman as they completed their terms in 2009. A sincere thank you to all of you for all the hard work and dedication on the NCHEC boards.

**Conference Schedule**

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

| Organization   | Details  | Dates                | Location                  |
|--|--|----------------------|---------------------------|
| AAHPERD – Southern District Association 88th Annual Convention | <a href="http://www.aahperd.org/districts/eda/">www.aahperd.org/districts/eda/</a> | February 10-14, 2010 | Myrtle Beach, S. Carolina |
| AAHE/AAHPERD – 125th National Convention and Exposition        | <a href="http://www.aahperd.org/convention/">www.aahperd.org/convention/</a>       | March 16-20, 2010    | Indianapolis, Indiana     |
| SOPHE 2010 Midyear & CDC Prevention Research Center            | <a href="http://www.sophe.org">www.sophe.org</a>                                   | April 7-9, 2010      | Atlanta, Georgia          |
| SOPHE 61st Annual Meeting                                      | <a href="http://www.sophe.org">www.sophe.org</a>                                   | November 5-7, 2010   | Denver, Colorado          |
| APHA 138th Annual Meeting and Exposition                       | <a href="http://www.apha.org/meetings/">www.apha.org/meetings/</a>                 | November 6-10, 2010  | Denver, Colorado          |

**Next Exam Dates**

Tell a colleague or student that the next CHES exam dates are **April 24, 2010** and **October 16, 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.

**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  |     |

**OCTOBER 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<br>31 | 25  | 26   | 27  | 28  | 29  | 30  |

## IT HAPPENED

*Written by: Dixie Dennis, PhD, CHES,  
Chair of Board of Commissioners*



From the days of my upbringing, “doing the right thing” was revealed to me as important. When I began working on my doctorate at Southern Illinois University in 1997, wise faculty told me to become CHES—that it was important to “do the right thing” for the profession. Three years after becoming CHES, I have been fortunate to serve NCHEC and the health education profession as:

- Chair, Board of Commissioners (BOC), 2009
- Member, Board of Commissioners, 2005-2010
- Vice-Chair, Board of Commissioners, 2005-2006, 2008
- Chair, Nominating Committee, 2005-06, 2008
- Chair, Competencies Update Project (CUP) Implementation Sub-Committee, 2005-2009
- Chair, Division Board for Certification of Health Education Specialists (DBCHES), 2005-2006
- Director, Division Board for Certification of Health Education Specialists, 2000-2003

Although this list is inclusive of my service, it does not reveal

how many talented and bright people with whom I worked and from whom I learned. First among them is Linda Lysoby, Executive Director of NCHEC.

Linda Lysoby is bright and dedicated, and she has a sense of humor that inspires all people who work with her. Her work ethic is unparalleled! Through her leadership, NCHEC staff and volunteers have worked tirelessly on many credentialing, professional development, practice, and marketing issues, including the current endeavor to implement the MCHES exam as a reward opportunity for advanced health education specialists. This project has progressed through many intense discussions among people who love their profession. In short, it was, in the final analysis, fun as we worked together to do the impossible.

My term as BOC chair ended in December 2009. I will serve as immediate past chair for one more year ending in 2010. A few months after my service to NCHEC ends in 2010, the first MCHES exam will have been given. Many of us championed the cause, and I will miss working with these conscientious and giving people who worked because it was the right thing to do. But, as Theodor Seuss Geisel (i.e., Dr. Seuss), American writer and cartoonist in the 1900s, remarked, “Don’t cry because it is over; smile because it happened.” I am.

## Message from the Executive Director

*Linda Lysoby, MS, CHES, CAE*



Recently I have returned from a very productive trip to Korea. I was an invited speaker at the International Conference for Health Promotion and Education (ICHPE) organized by the Korean Society for Health Education and Promotion. The conference was held on Friday October 30, 2009, in Seoul, Korea. I presented about the job market and quality assurance for the health education specialists

in the U.S. Also, I participated with other presenters, including Jackie Green from the U.K., Kathleen Lux, Ph.D., CHES, and representatives of other certifications from Korea.

It was exciting to realize that Korea is establishing a certification for health education specialists that will be mandated by the government starting in 2010. Korea has identified similar areas of responsibility for health educators and looks to the United States for

models of what health education specialists can bring to promoting the health of individuals and community. It was a truly uplifting experience to share with health educators from other countries and to recognize the strides that health educators are making across the globe.



*Linda Lysoby, NCHEC Executive Director, Kathleen Lux, Ph.D, CHES, and other speakers pictured with the planning committee of the 2009 International Conference on Health Promotion and Education in Seoul, Korea.*

### Project Update – November 2009

*Written by Eva Doyle, PhD, MEd, CHES,  
Chair of the Health Educator  
Job Analysis Task Force*



## DBCCHES update

*Written by:  
Roberta Ogletree, HSD, CHES  
Director of DBCCHES*

**T**o meet the additional responsibilities that will come with the Master Certified Health Education Specialist (MCHES) credential, the Division Board for Certification of Health Education Specialists (DBCCHES) has expanded from 7 to 13 directors. The Board of Commissioners (BOC) approved this expansion at their July, 2009 meeting. Current DBCCHES responsibilities consist of periodic review and evaluation of certification and examination processes, recommendations of policies and procedures for administering the CHES exam, participation in exam construction and item-writing, and ensuring that NCHEC's competency testing meets acceptable standards. With the emergence of the new MCHES credential, the responsibilities will now apply to the MCHES exam as well. DBCCHES has developed a timeline of tasks to accomplish in preparation for the October, 2011 administration of the first MCHES exam.

The BOC approved the following measures to increase the number of DBCCHES directors. Three new directors, David Brown, Caile Spear, and Laura Talbott were elected in the 2009 election. Three additional directors, Sharon Thompson, Denise Seabert, and Betty Hubbard were appointed by the BOC. Then, due to staggered terms, three current directors, Jacquie Rainey, Beverly Mahoney, and James McKenzie agreed to one- or two- year extensions to their five-year terms. With thirteen directors, DBCCHES is ready to take on the responsibilities of the CHES and MCHES examinations.

The work of the task force of the national *Health Educator Job Analysis (HEJA)* is completed and will soon be released. The 16-month HEJA project under the direction of American Association of Health Educators (AAHE), the Society for Public Health Education (SOPHE), and the National Commission for Health Education Credentialing, Inc (NCHEC), began in August of 2008 to validate and update the Health Education Competencies and Sub-competencies. As reported in a previous update, 1022 practicing health educators rated 246 Sub-competencies in terms of practice frequency and importance and 115 knowledge items in terms of cognitive levels of application.

The preliminary findings of the Health Educator Job Analysis indicate seven Areas of Responsibility, 39 Competencies and 223 Sub-competencies of which 162 are entry-level and 61 are advanced-level. The results of this analysis verified the Competencies Update Project (CUP) findings, using a hierarchical model in which the advanced-level builds on entry-level Competencies and Sub-competencies. Two differences in these findings from previous work are that ethics are incorporated within several of the Areas of Responsibility rather than one Sub-competency. Also, this study, for the first time, verified knowledge items in addition to the Competencies.

The next step in the project is for the leadership of the three sponsoring organizations, NCHEC, SOPHE and AAHE, to accept the final report. Once accepted by the sponsoring boards, the report will be officially released and information will be disseminated via newsletter, Web sites, and at professional meetings. The revised framework will be released in the spring of 2010 and the CHES exam will include revisions based on the newly verified Competencies and Sub-competencies for the first time in April 2011. The MCHES exam based on these findings will begin in October 2011.

# A Distinguished CHES

Lisa M. Battaglia, M.S. Ed., CHES



NCHEC would like to recognize Lisa Battaglia for her commitment to the health education profession as a Wellness and Employee Assistance Programs Consultant. Lisa has spent the past 18 years managing, designing, consulting and providing overall direction to all the Wellness and Employee Assistance Programs offered to health and workers' compensation insurance pool participants for the North Carolina League of Municipalities in Raleigh, NC, serving all towns, cities and villages and affiliate groups in North Carolina.

What motivated you to earn your CHES credential?

### What motivated you to earn your CHES credential?

What motivated me to earn my CHES credential was the recognition that the health education specialist certification provided me a clear and meaningful way to demonstrate my professional credibility. I was drawn to the fact that the National Commission for Health Education Credentialing required those credentialed to maintain very high professional standards and ethics. I realized early on that earning and maintaining the CHES designation throughout a career meant a significant achievement in the pursuit of excellence.

### How has being certified helped you professionally?

The CHES credential has encouraged me to maintain strong ongoing professional development practices since ongoing learning is required to maintain an active certification. My CHES designation encouraged me throughout the years to keep earning ongoing continuing education credits in a wide array of key health education professional responsibility areas.

### What have you gained from being certified?

Those varied key areas of health education responsibility have greatly strengthened my health education practitioner skills throughout my career, each serves as the backbone of what I do. These key strengths provide me with added opportunities and motivation to professionally stretch and grow.

### How has the organization in which you work benefited from you being a CHES?

The organization for which I work has greatly benefited from my earning the CHES distinction. The main benefit has been the level of expertise I bring to my daily work. Our organization lists staff member professional designations in annual reports and other publications, but the main value to my organization has been my ability to impart the current knowledge, resources and skills I have developed through my affiliation with CHES to share with the members I serve in towns, cities and villages throughout North Carolina.

### Are you interested in pursuing the MCHES designation?

The Master CHES designation will not only further enrich the health education profession by acknowledging a higher level of expertise and advanced knowledge to potential employers, colleagues and others, but also, provide another "gold standard" to offer the public in evaluating a potential candidate in any area of health education service. I am very proud to be one of the very early pioneers of the CHES designation. I hope to earn the exciting Master CHES designation when it becomes available!

Do you know someone like Lisa who has done an outstanding job in the health education profession? If so, please contact the NCHEC office at [www.nchec.org](http://www.nchec.org).

## Presentations at the National Conference

Dr. James McKenzie presents at the 60th Annual SOPHE conference in Philadelphia regarding the National Health Educator Job Analysis project.



# CHES and Tobacco: A Connection Worth Exploring

Submitted by Joel Urdang, MPH, CHES, TTS

As a public health educator with over 20 years experience in both tobacco use prevention and tobacco dependence treatment, I recently decided to increase my clinical skills. After a bit of research, I determined that I was going to complete the Tobacco Treatment Specialist (TTS) certificate training at the Mayo Clinic-Nicotine Dependence Center in Rochester, MN.

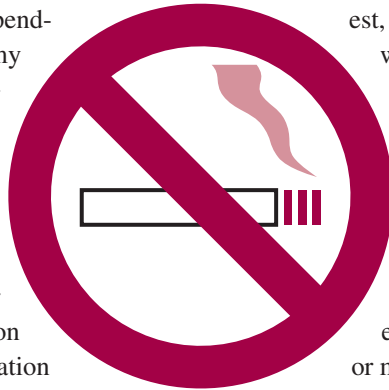
I'd like to encourage every CHES to consider their relationship with tobacco and the connection that tobacco has with their role as a health education specialist and to explore developing a commitment to reducing the overall negative impact caused by tobacco use on our families.

Along with the National Commission for Health Education Credentialing, as CHES, we have the ideal opportunity to truly make a difference. We are an organization of approximately 8,550 certified health educators. Combined we have a large, powerful voice and perhaps even an obligation to address the toll that tobacco use has on the overall health and well-being of our neighbors, friends and family members.

Tobacco use is undeniably the most avoidable cause of morbidity and mortality in our country. According to the U.S. Department of Health and Human Services, Public Health Services - Clinical Practice Guideline (2008 Update) - Treating Tobacco Use and Dependence, tobacco is responsible for over 435,000 deaths each year in the United States. This same document reminds us that tobacco use is a pediatric disease. Each day, about 4,000 youth ages 12-17 years smoke their first cigarette and about 1,200 children and adolescents become daily smokers.

With the Transtheoretical Model in mind, we know that current tobacco users, regardless of their health status, could be in any one of several stages of change at any given time in their life. What if someone is ready to change and as a CHES we are not prepared? Perhaps we missed the "moment" to provide just the encouragement and support they needed to improve their overall health by living a tobacco free lifestyle!

I believe that as a CHES, a public health professional, I have an ethical obligation to continue to prevent tobacco use and motivate tobacco users to change their habits, address their possible nicotine addiction and help them prepare to live tobacco-free.



Although we each have our own areas of expertise and interest, if you are like me, you have a true passion for your work. I'm not asking that you stop doing what you love, only that you explore expanding your area of interest and add to your responsibilities - addressing tobacco use prevention and/or tobacco dependence treatment as part of your existing work.

In order to get you thinking about your possible role, I have included a short list of options for you to consider. At this time, I am challenging everyone to choose one or more of these to add to your "to do" list:

- (1) Expand your knowledge and understanding of the myriad of factors related to the prevention of tobacco use and/or the treatment of tobacco dependence.
- (2) Become more aware of the national, state and local resources available to assist with the prevention of tobacco use and/or the treatment of tobacco dependence.
- (3) Get actively involved in your community to support smoke-free ordinances. If there is nothing going on yet, start something.
- (4) Educate smokers about the dangers of secondhand smoke and encourage all smokers (even those not ready to quit) not to smoke in their homes or personal vehicles at any time, especially when children are present.
- (5) Write a letter to the editor of a newspaper addressing a tobacco-related issue. Personalize it and include a health education message; don't forget to ask for action in a specific area.
- (6) If you currently use tobacco (smoke, dip or chew) consider quitting. Be honest with yourself and check into which stage of change you are in at this time. Now explore the resources available to guide you to the next stage until you are ready for ACTION.

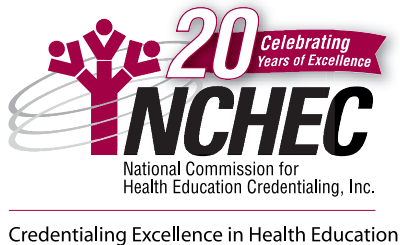
I encourage everyone to review the Responsibilities and Competencies of Health Educators on the NCHCEC web site. I believe that my challenge is closely related to several of our responsibilities. Take a look for yourself- isn't this what we are all about?

## NCHEC Welcomes New CHES – Spring 2009

The following is an additional list of those who earned the distinct title of Certified Health Education Specialist (CHES) in the April 2009 examination. NCHEC congratulates those who took the exam within 90-days of graduation and have now submitted proof of their completion. Those who opted not to be published are excluded from this listing

|                            |                     |                         |                    |
|----------------------------|---------------------|-------------------------|--------------------|
| Meghan Ahearn              | Layla Fitzhugh      | Summerhaze Lee          | Carmen Retrum      |
| Stephanie Allsup           | Destiny Florence    | Tara Littwin            | Remington Richards |
| Maria Anastario            | Rebecca Frelick     | Megan Locher            | Roberta Richardson |
| Kellie Anderson            | Trisha Lee Garcia   | Jessica McDaniel        | Monica Ritchie     |
| Keri Antonelli             | Stacy Gibbons       | Samantha Meek           | Greta Roberts      |
| Kristie Archer             | Catherine Gieseler  | Dulce Mendoza           | Natalie Robertson  |
| Lindsay Bailey             | Sarah Guin          | Emily Mettler           | Ruben Rodriguez    |
| Angelica Barrera-Ng        | Laura Gundy         | Matthew Meyers          | Lisa Rosenberger   |
| Theresa Bessette           | Rachel Hardy        | Kassie Miller           | Katelyn Schifano   |
| Morgan Bishop              | Meribeth Harlow     | Caitlin Miller          | Carlie Schofield   |
| Ayomide Bomide             | Mary Amanda Haskins | Creagh Miller           | Jennifer Sedgwick  |
| Kimberly Boxley Rightmeyer | Christina Hawkins   | Suzanne Millward        | Erika Smith        |
| Patricia Bready            | Lila Haynes         | Donald Mitchell         | Scarlett Smith     |
| Kristy Brim                | David Haywood       | Alexandra Moore         | Catherine Smock    |
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| Christopher Cannon         | Lauren Henschen     | Hillary Morris          | Kaitlin Steiner    |
| Monica Carmont             | Stephanie Hodgson   | Jennifer Mosley         | Katie Tang         |
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| Kristin Charnetzky         | Susan Huynh         | Jayme Murray            | Alissa Thebarga    |
| Kyo Seok Chu               | Kristin Innes       | Nwanzu Ndika            | Vickie Tuttle      |
| Alexandra Crosson          | Lindsay Johnston    | Rashidat Olayokun-Beyah | Jessica Vincent    |
| Caroline Crum              | Amy Jones           | Candice Osu             | Gauri Wadhwa       |
| Lani Culley                | Julienne Jones      | Shital Pandya           | Amanda Weatherford |
| Bronwyn Currie             | Yvonne Kariuki      | James Plurad            | Emily Weston       |
| Ebony Davis                | Jessica Kirby       | Melissa Poillot-Micca   | Ericka Williams    |
| Jessica Dempsey            | Kelsey Kleindl      | Amanda Pottorff         | Brandie Yancy      |
| Emily Eschmeyer            | John Koshuta        | Breonna Preston         | Amanda Youngman    |
| Michelle Esteves           | Amanda Larson       | Kyla Raynor             | Jessica A Zibell   |
| Katherine Fagan            | Anna Carmela Laygo  |                         |                    |

### *Celebrating the 20th Anniversary at APHA*



*Fred Hernandez proudly points to his name listed on NCHEC's 20th Anniversary display at the APHA conference in Philadelphia in November 2009.*

# The CHES Bulletin



Credentiaing Excellence in Health Education

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**Attention CHES** – Does your current employer use CHES as a requisite when hiring? If yes, please contact the NCHEC office. Email Melissa Rehrig, Communications Coordinator at [mrehrig@nchec.org](mailto:mrehrig@nchec.org).

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