

Job Class Profile: **Community Health Educator**

Pay Level: **CG-39** **Point Band:** **882-915**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	6	6	3	3	6	6	5	2	2	
Points	280	100	19	14	180	130	103	43	21	890

JOB SUMMARY

The Community Health Educator performs professional health education work in assessing, planning, developing, co-ordinating, implementing and evaluating a variety of health promotion services, initiatives and programs for a region of the province. Provides regional leadership and acts as a consultant to staff and community partners on the processes of health education and health promotion. Work includes providing co-ordination, consultation and expertise to community boards, agencies and health partners; consulting and participating in provincial programs; participating in decision-making and policy development; evaluating existing services and recommending resources to address service requirements.

Key and Periodic Activities

- Leadership - Acts in a leadership role by providing expert advice on health education and promotion services, programs and initiatives; identifies trends and issues in health education and promotion through current research analysis, health information and community needs assessments; prepares proposals and plans for program development; coordinates the distribution and promotion of national and provincial resources to health professionals and community groups in a region; participates in a variety of committees to provide expert advice on services and programs; provides support to community groups receiving funds or grants for health education and promotional services and facilitates in-service education and professional development for staff and community partners.
- Planning – Coordinates health promotion services by assessing, planning, implementing and evaluating related regional programs and initiatives; collaborates with Regional Health Authorities and Department of Health regarding programs and initiatives for the province; collaborates with community groups and agencies to meet identified needs; develops and monitors program indicators to improve accountability and plans related community events.
- Policy – Advocates for healthy public policy; contributes to the development and implementation of relevant policies and researches, writes, consults on and evaluates the development and implementation of organization wide policies and procedures (i.e. smoke-free environment policy).
- Consultation – Provides consultation and acts as a community resource on health promotion and education programs, services and initiatives to community organizations and the general public; interprets policies, legislation, standards and guidelines; provides guidance in the application of such and provides consultation, leadership and education regarding health

Key and Periodic Activities

- promotion principles and provides input into the development of programs, strategies and guidelines.
- Education/Professional Development – Designs, develops and facilitates workshops, training sessions and presentations on health promotion and education topics; assesses learning needs and plans, implements and evaluates professional development activities based on the identified needs; provides orientation and training to community leaders.
- Resources – Reviews identified regional needs in health promotion and education resources; assesses and recommends educational resources for acquisition; develops or revises health education resources; organizes and oversees the functions of Regional Resource Centres; develops and maintains a listing of public health education resources (i.e. print, audiovisual and teaching aids).
- Attends professional development and continuing education sessions to keep current on best practices.
- Conducts research related to health promotion and education.
- Plans special events.
- Writes proposals on behalf of community agencies and partners.

SKILL

Knowledge

General and Specific Knowledge:

- Health Promotion strategies, trends and issues
- Community capacity building
- Adult learning
- Strategic Planning
- Program Planning, Development and Evaluation
- Policy Development
- Partnership Development

Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree in Health Education, Education, Social Sciences or a Health related discipline.

Years of Experience:

- Minimum: 2 – 3 years of experience.

Competencies:

- Computer skills
- Research skills
- Presentation skills
- Analytical skills
- Report and proposal writing skills
- Facilitation skills

Interpersonal Skills

- A range of interpersonal skills are utilized including listening to information from others related to health promotion and education services, initiatives and programs; asking questions to gather information regarding health promotional needs on a variety of levels; providing routine information and direction to others; promoting health education and related services, initiatives and programs; facilitating meetings, workshops and training sessions; gaining the co-operation of others to complete work tasks and providing expert advice regarding health promotion.
- Interactions occur with employees within the immediate work area, department and within the organization; supervisors and managers; municipal and community representatives; the general public and departmental executive staff.
- The most significant contacts are employees and peers within the department to coordinate and plan for the delivery of services; other government employees for advice, consultation, resource development and information sharing and representatives from community agencies and groups.

EFFORT

Physical Effort

- Work demands occasionally result in fatigue, requiring periods of rest.
- Physically handling, lifting and moving of boxes of resource materials (i.e. audiovisual equipment, display boards, flip charts and workshop materials) weighing between 10 – 25 lbs. occurs occasionally.
- Sitting occurs regularly while driving and to perform computer work while standing and walking are required occasionally to participate in workshops and training sessions.
- Fine finger or precision work is required to operate a computer.

Concentration

- **Visual** concentration is required to read and proof-read text and perform computer work including data entry and compiling statistical reports.
- **Auditory** concentration is required for routine verbal communications.
- **Repetition requiring alertness** is evident while driving throughout a region of the province to attend meeting, conferences, workshops and training sessions related to health promotion and education.
- **Time pressures and deadlines** exist to have annual reports completed by fiscal year end; to respond to proposal funding requests; to fulfill work plan activities and to provide supports and resources to community members and groups with short notice provided. Interruptions typically are in the form of email and telephone inquiries.
- **Lack of control over work pace** occurs as a result of the community involvement regarding meetings and committee work as the scheduling of health promotion activities may not be the responsibility of this class.
- **Higher than normal levels of attentiveness or alertness for the health and safety of others** is evident while driving and facilitating workshops, conferences and training sessions.
- **Eye/hand coordination** is required to type on a computer, prepare PowerPoint presentations

and reports, and to drive throughout a region.

Complexity

- Typical challenges may involve developing, modifying and evaluating health promotion initiatives to meet the needs of age specific community groups since pre-determined procedures are not available to work with specific populations; obtaining the necessary human resources to deliver health promotion services/activities to the organization and community; to bring community partners together to facilitate the community capacity building process. Overall, the main challenge would be to ensure the delivery of an optimal health promotion service for a region with consideration to the challenges presented by geography and distance.
- Provides expert advice on health education and promotion services, programs and initiatives; identifies trends and issues in health education and promotion through current research analysis, health information and community needs assessments and prepares proposals and plans for program development.
- Co-ordinates health promotion services by assessing, planning, implementing and evaluating related regional programs and initiatives.
- References available to address typical challenges include the Health Promotion Framework; Health Canada, World Health Organization; various acts and legislation related to specific health promotion initiatives; professional journals; Best Practice resources; colleagues, managers and directors.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks and activities are somewhat prescribed or controlled; however work is performed with considerable independent judgment and initiative.
- Independent decisions are made regarding the scheduling of working group meetings, activities and events; responding to inquiries; resource and work plan development; daily project governance including service delivery of health promotion activities and service contract monitoring.
- Supervisory approval is required for purchasing resources; annual and educational leave; extensive travel; to participate in new committees and projects; annual work plans; funding various proposals and any changes to service agreements.
- Some discretion is exercised within predetermined limits regarding the scheduling of working group meetings, activities and events; responding to inquiries; resource and work plan development; daily project governance including service delivery of health promotion activities.
- Discretion and judgment are exercised to answer inquiries related to health education and promotional activities, services and programs; to revise programs to meet identified needs and in overall project governance.
- High degree of independent discretion and judgment is required in the assessment, planning, development, coordination, implementation and evaluation of health education and health promotion services and programs.

Impact

- Work tasks and activities are somewhat prescribed or controlled through strategic work plans based on identified needs however work is performed with considerable independent judgment and initiative.
- Results of work tasks and activities are directly felt within the immediate work area, department, within and outside the organization (i.e. community groups); on other health professionals at various regional facilities and the general public.
- Results of work tasks and activities directly impact on information related to health promotion activities and programs; finances related to resources and grants provided by the Community Grant Program; material resources in terms of promotional items; health and safety in terms of promoting health and health services; human resources in terms of staff attending training sessions as well as presenting information to the public and corporate image in terms of the organization supporting healthy living initiatives, activities and programs to the general public.
- Consequences of mistakes or errors are directly felt within the immediate work area, department, within and outside the organization (i.e. community groups); on other health professionals at various regional facilities and the general public.
- Consequences of mistakes or errors impact information being provided through health promotion activities, initiatives and programs which can impact the general public or intended audience; finances being wasted; material resources in terms of relevancy to the specific health promotion, health and safety and corporate image. Generally, mistakes or errors would impact program delivery of health education and promotion activities, initiatives and programs.
- Typical time frame to identify and resolve consequences of mistakes or errors is within a 24 hour time period in order to minimize any potential impacts on community agencies, partners and the public.

Development and Leadership of Others

- Not responsible for the supervision of staff.
- Development and leadership responsibilities include providing orientation to new staff members; providing advice, guidance, direction and feedback to summer students hired to work on specific projects and leading project teams.
- Acts in a project leader role in assessing, planning, developing, co-ordinating, implementing and evaluating health promotion programs, services and initiatives/projects in a region (i.e. Tobacco Control, Physical Activity and Injury Prevention, Family Resource, Early Learning and Child Care, Women's Health and Wellness).

WORKING CONDITIONS

Environmental Working Conditions

- No special precautions or safety equipment are required.
- Limited likelihood of minor cuts, bruises, abrasions, minor illnesses, fractures, injury or occupational illness resulting in partial or total disability.
- Required to travel and, therefore, is exposed to adverse weather conditions.