

The Evolving Role of Health Education: The Role of the Public Health Department Health Educator

Amy Buch, M.A.
Orange County Health Care Agency
Public Health Services
Health Promotion Division







National Commission for Health Education Credentialing, Inc.
Credentialing Excellence in Health Education

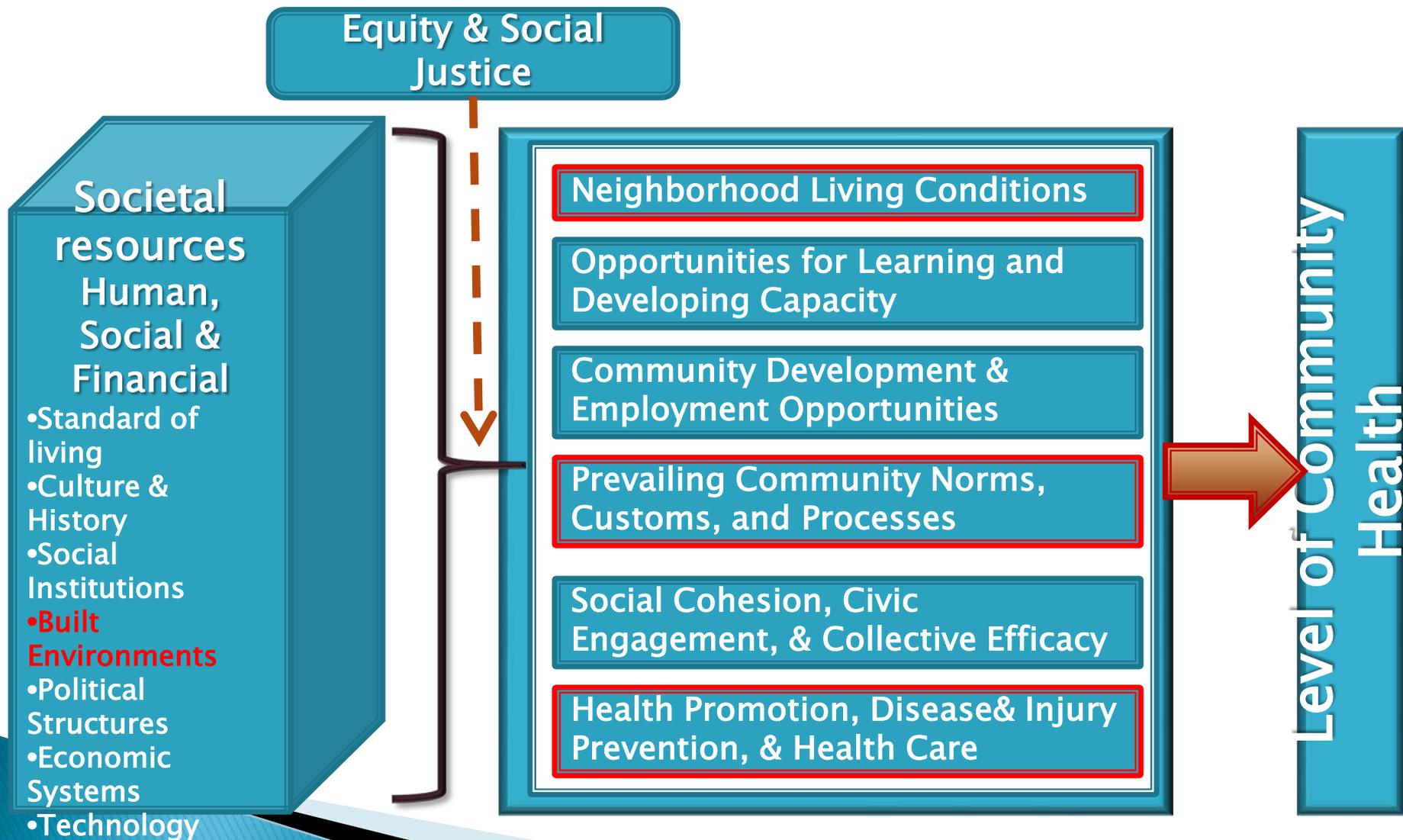


- ▶ Needs assessments
- ▶ Planning, implementing, evaluating and administering programs
- ▶ Serving as a resource
- ▶ Communicating and advocating for health education

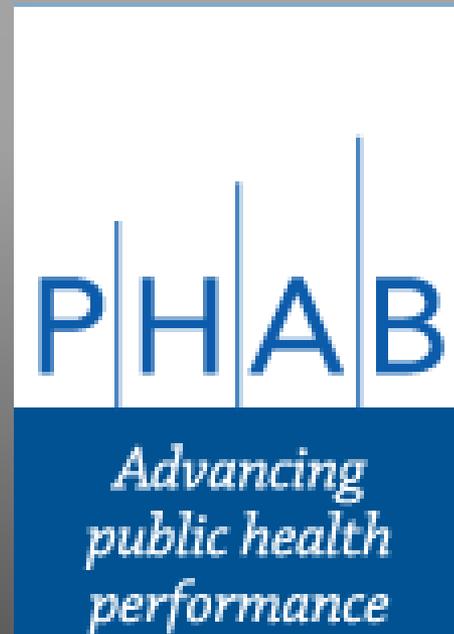
Evolution of Skills



Needs Assessments and the Social Determinants of Health



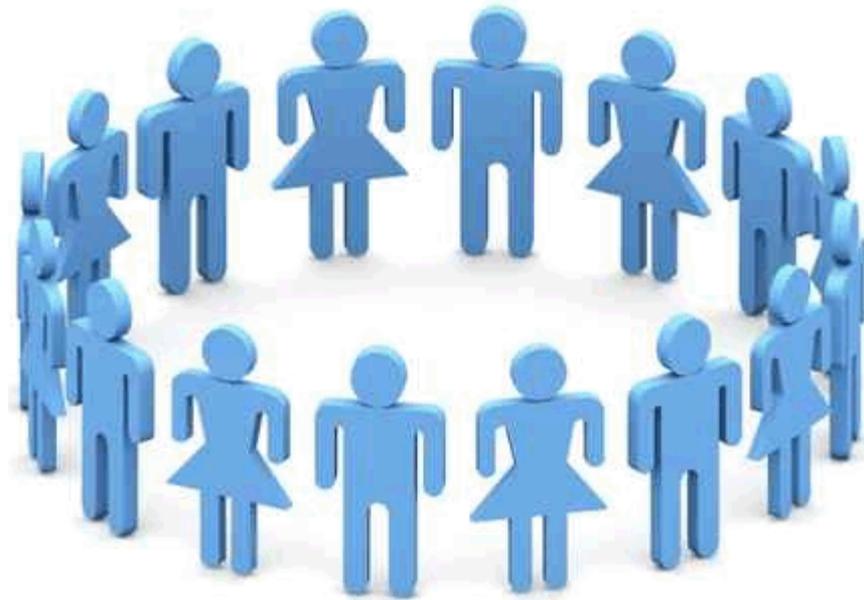
The Evolution of the Ways in Which These Skills are Used Needs Assessments



Planning, implementing, evaluating and administering programs

http://www.youtube.com/watch?v=ziOG_GHNVq0

Serving as a resource



Communicating and advocating for health education



What's Next?



Social Media for Health Educators



515 million registered users



175 million registered users



24 hours of footage is uploaded every hour

Why Social Media

- ▶ 83% of online users are active in social media
 - ▶ 79% of moms with kids under 18 are active in social media
 - ▶ Latina bloggers are the fastest growing segment in the blogosphere
 - ▶ For individuals aged 74 and older, social networking has quadrupled from 4% to 16% in 2008.
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Media

- ▶ Opportunities for health educators
 - Just like any other outreach, we can find people where they are most likely to gather
 - Available 24/7/365
 - Tailor info for audiences
 - Don't have to hope people find us on the web

Media

- ▶ Challenges for health educators
 - Staffing
 - Government
 - Still want to practice effective health education strategies

CDC's Top Lessons Learned from Using Social Media

- ▶ Make strategic choices and understand level of effort
 - ▶ Go where the people are
 - ▶ Adopt low risk tools first
 - ▶ Make sure your messages are science based
 - ▶ Create portable content
 - ▶ Facilitate viral information sharing
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CDC's Top Lessons Learned from Using Social Media

- ▶ Encourage participation
 - ▶ Leverage existing networks
 - ▶ Provide multiple formats
 - ▶ Consider mobile phones
 - ▶ Set realistic goals
 - ▶ Evaluate your efforts
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The Future of Health Education According to... *Me!*

- ▶ Utilitarian players
 - ▶ Stay visible
 - ▶ Know what works and what doesn't work
 - ▶ Find opportunities to get involved with emerging priorities
 - ▶ Continue to evaluate and show results
 - ▶ My three stories
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Contact Information

- Amy Buch, MA
abuch@ochca.com, (714) 834-5728
- Orange County Health Care Agency
www.ochealthinfo.com
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