HEALTH PROMOTION – COMMUNITY HEALTH
What can I do with this degree?

“A Bachelor of Science in Health Promotion-Community Health (HPCH) will give you an introduction to the main ideas and theories of the profession but the really nice bit (and the thing that makes the major a little special) is that it gives you real hands-on experience. You learn skills in community organizing and mobilization research and grant writing. You learn how to design health communication material such as pamphlets/posters and websites” (Winona State University Community Health Promotion Department, 2009).

The National Association of Colleges and Employers (2011) reports that hiring for the Class of 2011 (all majors) nationally is up 5.9% with an average salary offer of $50,462. Hiring for the Midwest region is reported by The Collegiate Employment Research Institute (2010) as also increasing by 10% for Bachelor graduates with an average salary of $36,866, which is down from the past two years. The Midwest Colleges and Employers Association (2010) reports regional (12 state Midwest region) hiring is increasing by 9% with an average starting salary of $35,453 for all Bachelor degree recipients.

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<th>AREAS</th>
<th>RESPONSIBILITIES</th>
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| COMMUNITY            | • Educate community regarding symptoms and prevention of one or more diseases, illnesses or addictions  
                      | • Develop promotional materials such as pamphlets, brochures or websites  
                      | • Teach classes or give lectures  
                      | • Organize health screenings and guest speakers  
                      | • Provide training to employees or students to lead their own programs or classes  
                      | • Extensive knowledge of community resources | ❖ Complete Bachelor’s degree  
                      | ❖ Obtain a public health related internship  
                      | ❖ Obtain public health related volunteer experience  
                      | ❖ Improve verbal and written communication skills  
                      | ❖ Develop competencies in computer applications such as MS Office as well as design applications such as Photoshop  
                      | ❖ Gain experiences working with diverse populations (cultural, socio-economic, age, disability etc.)  
                      | ❖ May want to obtain a Health Education Specialist certification by the National Commission of Health Education Credentialing, Inc. to enhance marketability  
                      | ❖ Consider attending graduate school as many employers seek Master’s degrees. |
| BUSINESS             | • Create health education programs for employees  
                      | • Arrange guest speakers, lectures and health screenings  
                      | • Curriculum may be fine-tuned to fit the specific needs of the employer |   |
| MEDICAL              | • Provided counsel to patients and their families in one-on-one and groups settings  
                      | • Discuss strategies for alternating or making adjustments to lifestyles to improve health  
                      | • Collaborate with physicians and nurses in developing health curriculum for various departments within the hospital setting |   |
| GOVERNMENT           | • Collaborate in large groups as members of statewide and national health committees  
                      | • Advocate for Non-Profit Agencies through grant writing and requests  
                      | • Inform various professionals regarding changes in health policy  
                      | • Organize educational events such as health screenings and guest speakers |   |

Winona State University, Career Services, Winona, MN 55987  
Phone: 507-457-5340  Web: www.winona.edu/career  Email: career@winona.edu
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| **EDUCATION**  
• K-12 School Systems (primarily secondary) | • Teach health classes  
• Develop lesson plans on topics such as sexually transmitted diseases, drugs and alcohol  
• May develop health curriculum for entire school or district  
• May be asked to teach other classes outside of health  
• Attend professional development courses or seminars to maintain certification | |

## LINKS

- Academic Employment Network
- Administration for Children & Families
- Agency for Toxic Substances & Disease Registry
- Association of Schools of Public Health
- Centers for Disease Control and Prevention
- Eli Lilly and Company
- Health Career Guide
- Health Career Web
- Health Educators from the Occupational Outlook Handbook
- Lawrence Berkeley National Laboratory
- Medical and Health Services Managers from the Occupational Outlook Handbook
- MedWeb Community
- Merck Careers
- National Center on Minority Health and Health Disparities
- National Institutes of Health
- Proctor and Gamble Career Center
- Public Health Jobs Worldwide
- U.S. Department of Health & Human Services
- What is Public Health

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (2003)
HEALTH PROMOTION – COMMUNITY HEALTH

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The following is a representative sample of types of job positions in community health (not all possible options are listed):

Community Health Promoter
This field is growing at a rate of +1.8% annually (Economic Research Institute, 2010). Nationally, there are 63,300 employed positions with an annual national salary averaging $61,500 per year (United States Department of Labor, 2009). In Minnesota, there are 1,030 employed positions with an annual state salary averaging $65,000 per year (United States Department of Labor). The starting salary for a community health promoter is $50,500 per year on the national level and $53,000 per year in Minnesota. A Graduate degree is the recommended education requirement (DISCOVER, n.d.).

Health Educator
The field of Health Education is projected to grow at a rate of +1.8% annually (Economic Research Institute, 2010). Nationally, there are 63,300 employed positions with an annual national salary averaging $61,500 per year (United States Department of Labor, 2009). In Minnesota, there are 1,030 employed positions with an annual state salary averaging $65,000 per year (United States Department of Labor). Starting salaries for health educators are $50,500 per year on the national level and $53,000 per year in Minnesota. A Bachelor’s degree in Public Health, Health Education, Health Promotion, Community Health, or Preventative Medicine is the minimum education requirement (DISCOVER, n.d.).

For additional information please follow the provided links below:

- Career One Stop: http://www.careeronestop.org/
- O*Net Online: http://www.onetonline.org/