

Beyond the Degree: Certifications

Public Health AmeriCorps Career Development Series



National Network
of Public Health Institutes

Agenda

- ❖ Welcome and Ice Breaker Question
- ❖ What Are Certifications and What Is Their Value?
- ❖ Most Common In Demand Certifications: CPH, CHES, CHW, PMP
- ❖ Other Certifications Options:
Data Analysis, Healthcare, Environmental Health, and more!
- ❖ Guest Panel on Professional Certification Experience



Objectives and Learning Goals

Objective:

Understand landscape of high demand certifications in public health and options to attain them based on skillsets and industry focus.

Goals:

- 1. Gain insight into professional certifications, their application, and what steps to take to take to attain them.*
- 2. Hear about specific experiences with professional certification.*
- 3. Reflect on personal readiness and considerations to attain certifications to further your career in public health.*

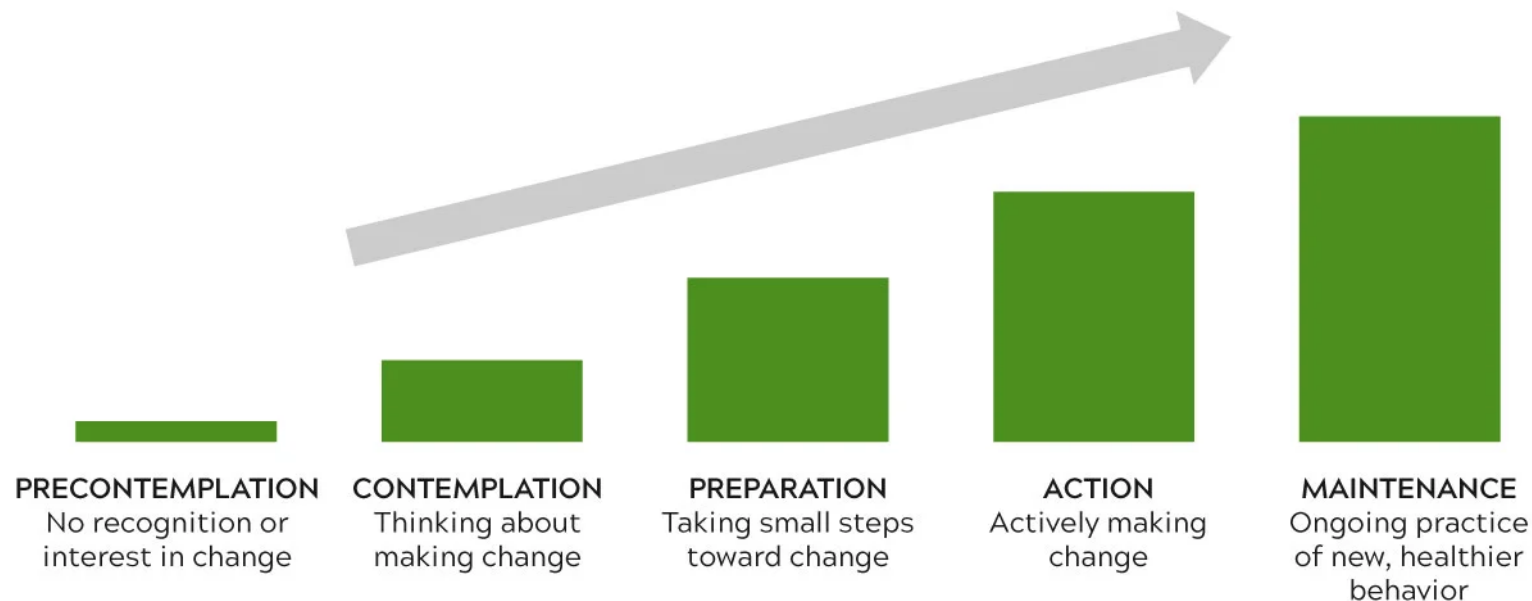


Icebreaker Poll: Stage of Readiness

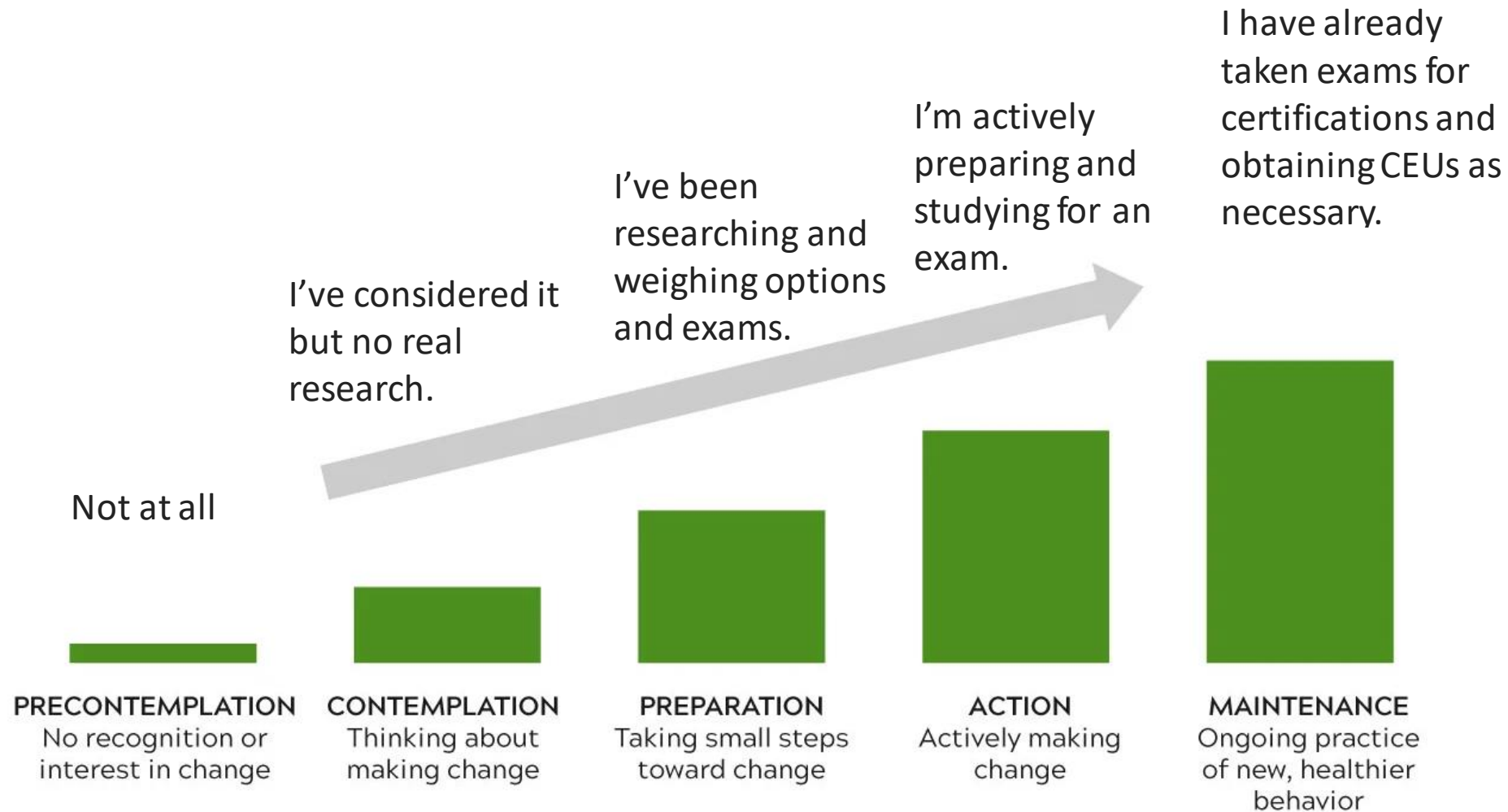
“Are you considering getting a professional certification?”

TRANSTHEORETICAL MODEL

Stages of Change



Are You Considering Getting a Professional Certification?



Public Health: A Lifetime of Learning



Professional development opportunities within public health, including certifications and trainings, provide a variety of options for an exciting lifetime of learning including:

- ✓ Continued growth in skillsets or focus areas
- ✓ Potential to pivot to other public health focus areas
- ✓ Ability to stay competitive in the workplace and job market

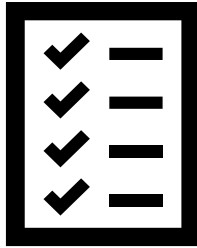
Remember: many employers are willing to support and may cover costs!



***What is the value of
getting certified?***



Phases of Certification



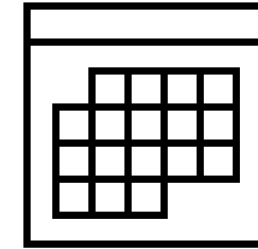
Eligibility and Preparation

- ✓ Ensure you have obtained the required level of degree to meet requirements.
- ✓ Accrue contact hours if required.
- ✓ Prepare for exam, attend study groups if possible.
- ✓ Apply for exam when required.



Certification Exam

- ✓ Select an exam date that works for you and allows for ample preparation. Exams vary in length but may last hours.
- ✓ Attend exam in-person or with a virtual proctor.



Renewals

- ✓ Maintain certification with Continuing Education Units (CEUs).
- ✓ Identify CEU opportunities throughout the year.
- ✓ Submit proof of CEUs credits to commission or board, as required.



5 In-Demand Certifications to Consider:



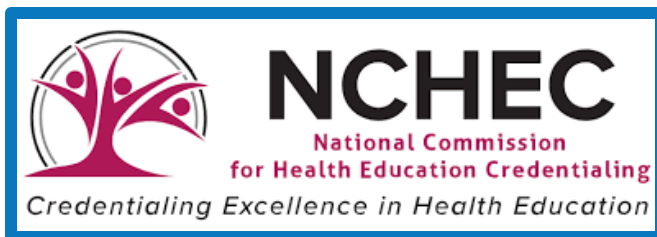
Certified in Public Health (CPH)



- Administered by the National Board of Public Health Examiners.
- Ideal for individuals with Masters or Doctorate degrees.
- Recommended for recent graduates, working professionals and faculty.
- 2 testing options: live online proctoring or computer-based testing center.
- Required to earn up to 30 CEUs every two years to maintain certification, which includes a \$95 fee.



Certified Health Education Specialist (CHES)



- Administered by the National Commission for Health Education Credentialing.
- Only available to individuals with a degree or major that is explicitly in the "Health Education" field.
- Exams are held regularly during April and October each year.
- Must apply to sit for exam.

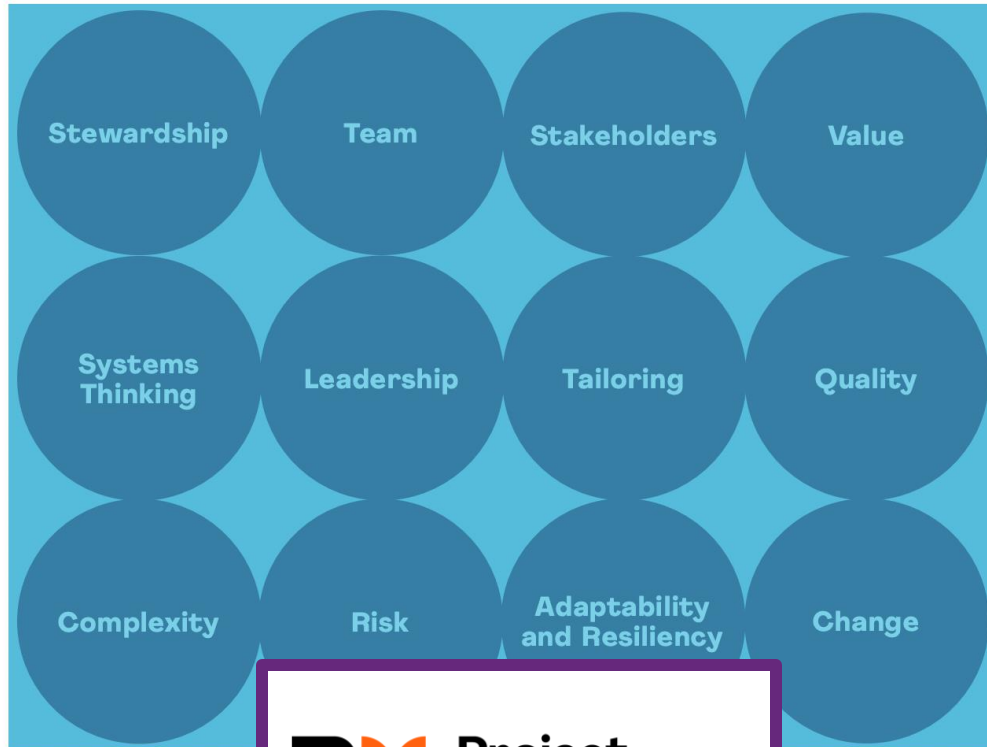


Community Health Worker (CHW)

- No centralized commission for exams but the National Association of Community Health Workers provides resources.
- Exam and requirements range widely based on company providing the exam.
- Can find specialized CHW programs for languages, disease management, and geography.
- Topics include:
 - Heart Health
 - Diabetes
 - Emotional Wellness
 - Reproductive Health
 - Benefits Enrollment



Certified Project Management Professional (PMP or CPMP)



- Most popular PMP curriculum: Project Management Institute curriculum, which includes 12 principles (see left)
- Preferable for working professionals or individuals that already have some work experience related to project management.
- Many schools offer Project Management Courses, which are different from the PMP certification exam, but may be useful.



Statistical Package for Social Sciences (SPSS)



- **Certification not required**, experience and hands-on training is more important.
- Used for **biostatics, epidemiology, and research, and healthcare.**
- IBM statistical software package widely used to look at analysis of data.
- Courses and trainings are offered at universities, online programs, and bootcamps or summer institutes.



Summary of Requirements, Fees, Renewals

Exam	Requirements	Fees	Renewals
Certified in Public Health (CPH)	<ul style="list-style-type: none"> Administered by National Board of Public Health Examiners 4 hour, 200 item exam 	<p>\$385 application</p> <p>\$95 renewal every 2 years</p>	<p>Every 2 years</p> <p>earn up to 30 CEUs to maintain certification with \$95 processing fee</p>
Certified Health Education Specialist (CHES)	<ul style="list-style-type: none"> Administered by the National Commission for Health Education Credentialing Must have degree in health education or relevant concentration Exams only available in April and October 165 exam questions 	<p>\$100 to apply for exam</p> <p>\$230 - \$400 for exam</p> <p>\$70 renewal every 5 years</p>	<p>Every 5 years</p> <p>earn up total 75 CEUs for recertification with annual \$70 renewal fee</p>



Requirements, Fees, Renewals (cont.)

Exam	Requirements	Fees	Renewals
Community Health Worker (CHW)	<ul style="list-style-type: none"> No centralized board or commission for exams No standard curriculum 	Varies	Varies
Project Mgmt Professional (PMP)	<ul style="list-style-type: none"> PMI and PMI affiliate partners offer certification services 35 contact hours required Standard curriculum includes change management, systems thinking, quality, teams, and more skills 	Ranges \$300-\$3,000 for both prep and exam	Every 3 years 60 continued certification requirements (CCR)
Statistical Package for Social Sciences (SPSS)	<ul style="list-style-type: none"> Trainings and courses offered through universities, bootcamps, and online programs 	Varies	None, no certification required



Additional Certifications to Consider for Public Health Careers

Data Analysis & Biostatistics

- Python – used by data scientists, engineers, and data analysts
- R – offered by universities; completion-based programming for data visualization
- SAS – offered by Statistical Analysis Software
- SPSS (Statistical Package for Social Sciences)– offered by IBM
- STATA (Statistics and Data) – offered by STATA

Community & Population Health

Community Education

- CHES: Certified Health Education Specialist
- Community Health Worker (CHW); varies state by state
- Wellness Coach

Family & Maternal Health

- Certified Family Peer Specialist (CFPH)
- Certified Lactation Counselor/Consultant (IBCLC)

Mental & Behavioral Health

- Certified Tobacco Treatment Specialist (NCTTP)
- Peer Recovery Specialist (PR)
- Peer Support Specialist
- Prevention Specialist (PS)

Epidemiology

- Certification in Infection Control (CIC)
- Certified Case Manager (CCM)
- Clinical Laboratory Scientists (CLS)
- Disease Intervention Specialist (DIS)



More Certifications to Consider for Public Health Careers

Environmental Health

- [Certified Industrial Hygienist \(CIH\)](#)
- [FEMA Institute](#)
- [Registered Environmental Health Specialist \(REHS/RS\)](#)
- [Worksite Wellness or Corporate Wellness Specialists \(CCWS\)](#)

Health Policy & Management

- [Certified Nonprofit Leadership and Management \(CNP\)](#)
- [Certified Performance Technologist \(CPT\)](#)
- [Certified Professional in Training Management \(CPTM™\)](#)
- [CPH: Certified in Public Health](#)
- [HR Certification \(PHR®\)](#)

Global Health

- [Certified Medical Interpreter \(CMI\)](#)
- [Certified Nutrition Coach](#)
- [Humanitarian Health Certificate Programs](#)



What are CEUs?

Continuing Education Units or Credits

Continuing Education is defined as educational experiences that assist in the development or enhancement of the knowledge and skills directly related to the individual's professional occupation.

Continuing education experiences may include:

Seminars * Conferences * Workshops * Academic courses * Satellite instruction * Training programs

For example: NCHEC encourages CHES® and MCHES® to pursue continuing education in the [Areas of Responsibility and Competencies for Health Education Specialists \(pdf\)](#).



- To maintain certification, a CHES® and an MCHES® must accumulate a minimum of 75 Continuing Education Contact Hours (CECH) over the five-year certification period.
- CHES®/MCHES® are encouraged to accumulate a minimum of 15 CECH per year and to complete all continuing education requirements at least **90 days** prior to recertification.



Let's Hear from Working Professionals!

“Do you think a certification is necessary to attain a job in public health?”

“How did you know you wanted to get your certification or specialized training?”

“How do you use or apply your certification in your job?”

“What other trainings or certifications do you plan to seek? How do you continue to learn?”





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she/her), MPH

Project Management
Professional (PMP)



Bryan-Tyler Orr (he/him)

Community Health Worker
(CHW)



Jeanita Moore (she/her),
MPH

Certified Health Education
Specialist (CHES)

Poll: Let's Hear from You!

**“After hearing about all of the options,
I’m most curious about the _____ certification.”**

CPH

CHES

CHW

PMP

SPSS

Other



Checklist: Next Steps to Pursue a Certification

Prepare:

- Review requirements for applications, fees, and schedules for exams.
- Identify if you're eligible to sit for exam based on degree and experience or contact hours (if required).
- Connect with colleagues online or from your networking that have any of these certifications or designations and ask them:
 - *How do you use your certification in your daily job?*
 - *Do you think a certification was necessary for your job or can you do it without a certification?*

Map Your Resources:

- Does my company offer reimbursement for tuition, trainings, or certificates?
- Does my company offer internal trainings for any of the exams or certifications?
- Are there local programs at nonprofits, local county or city agencies, state government, or federal government that provide seasonal trainings for any of these certifications or designations?

Make it Happen!

- Apply for exam if required.
- Sign up for exam.
- Join or start a study group.
- Find and complete prep exams.
- Interview colleagues with certifications to gain deeper insight.
- Explore jobs that cite the certification to get familiar with skillsets they require.
- Take the exam.
- Plan for and stay on top of renewals.



THANK YOU



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