

**RESOLUTION  
ROCK COUNTY BOARD OF SUPERVISORS**

Board of Health  
INITIATED BY



Amy Spoden, Human Resource Manager  
DRAFTED BY

County Board Staff Committee  
SUBMITTED BY

December 1, 2015  
DATE DRAFTED

**TO CREATE THE POSITION OF COMMUNITY HEALTH EDUCATION COORDINATOR,  
CREATE A CLASS DESCRIPTION, ESTABLISH A PAY RANGE, AND AMEND THE 2016  
BUDGET**

- 1 **WHEREAS**, the Rock County Health Department requests that a 1.0 FTE Public Health Nurse position be
- 2 deleted and a 1.0 FTE Community Health Education Coordinator position be created; and,
- 3
- 4 **WHEREAS**, this change will help the Rock County Health Department promote community health initiatives;
- 5 and,
- 6
- 7 **WHEREAS**, by promoting these initiatives, the Rock County Health Department can improve the level of
- 8 health knowledge and health behaviors of the community; and,
- 9
- 10 **NOW THEREFORE, BE IT RESOLVED**, that the Rock County Board of Supervisors assembled this 28<sup>th</sup>
- 11 day of January, 2016 hereby approves the deletion of 1.0 FTE Public Health Nurse, create the
- 12 position of a 1.0 Community Health Education Coordinator (Unilateral C), create the class description, and
- 13 establish Pay Range 22 (\$55,770.48-\$67,839.12) effective January 1, 2016.

Respectfully Submitted,

BOARD OF HEALTH

Sandra Kraft  
Sandra Kraft, Chair

Louis Peer  
Louis Peer, Vice Chair

Richard Bostwick  
Richard Bostwick

ABSENT  
Greg Addie

Dean Peterson DVM  
Dr. Dean Peterson, DVM

ABSENT  
Dr. Keith Konkol

Eric Gresens RPh  
Eric Gresens, RPh

ABSENT  
Judith Wade

Connie Winters DDS  
Connie Winters, DDS

COUNTY BOARD STAFF COMMITTEE

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J. Russell Podzilni, Chair

Sandra Kraft  
Sandra Kraft, Vice Chair

ABSENT  
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Henry Brill

Betty Jo Bussie  
Betty Jo Bussie

Mary Mawhinney  
Mary Mawhinney

Louis Peer  
Louis Peer

Alan Sweeney  
Alan Sweeney

Terry Thomas  
Terry Thomas

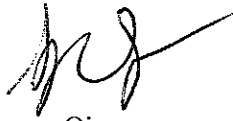
16-1A-446

TO CREATE THE CLASSIFICATION OF COMMUNITY HEALTH EDUCATION COORDINATOR

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FISCAL NOTE:

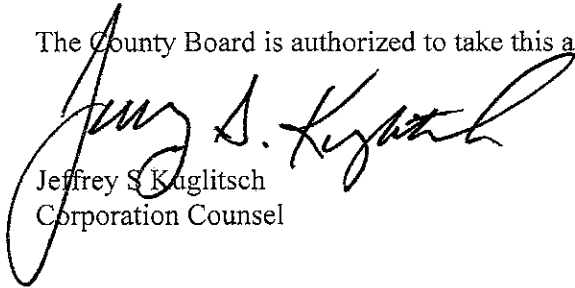
Sufficient funds are available in Health Department 2016 budget for the cost of this position.



Sherry Oja  
Finance Director

LEGAL NOTE:

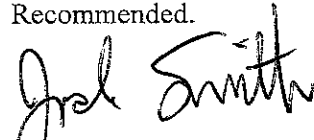
The County Board is authorized to take this action pursuant to sec. 59.22 ( 2 ), Wis. Stats.



Jeffrey S Kuglitsch  
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended.



Josh Smith  
County Administrator

## **Community Health Education Coordinator Position Executive Summary**

Reducing the leading causes of preventable death and disability, with special emphasis on underserved populations and health disparities – this mission is the perpetual “North Star” for local health departments (LHD). How LHDs achieve this mission has changed significantly over the past decade. Local Health Department focus has moved toward the reduction of providing personal health services and increased focus on emergency preparedness, epidemiology and surveillance, and primary prevention through education. Additionally, there is an increase in collaboration with other agencies and community partners. This new focus characterizes a new role for health departments as the “chief strategists” for a community. Health departments as chief strategists will lead communities’ health promotion efforts by catalyzing, conducting, supporting, and sustaining health protection and promotion activities in partnership with health care clinicians and leaders in widely diverse sectors, including social services, education, transportation, public safety, and community development.

These changing and expanding LHD roles require new and different skills among members of the LHD workforce. Local public health departments serve as the unique and essential component of an integrated health system that looks out for the population as a whole rather than focusing on the health outcomes of the individual alone. In response to the new challenges and opportunities, we must assume greater accountability for the design and development of the overall strategic plan for improving health in Rock County. To do this, we must identify, coordinate, implement and evaluate cost-beneficial prevention programs and activities that do not use public health budgets to provide services that can be provided through health care providers and facilities. We must also ensure a workforce that meets modern demands.

The goal of community-based public health is to increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life. Health educators play a strong role in helping advance this goal. Health educators offer knowledge, skills, and training that complement others whose work impacts human health. Training in core competencies of public health allows health educators to be an asset to the growth and future work for community-based public health workforces. All efforts of a health educator are geared toward examining and influencing the health outcomes of groups of individuals. Health educators advocate for policy that promotes health equity, access to health care, and the ability to make healthy choices. They use skills that help promote population health and positively impact the health outcomes of all community members.

For local public health practice, the scope and content of work to be performed as well as strategies for addressing public health issues are continuously evolving. The Rock County Public Health Department has been undergoing a strategic planning process to inform and guide the department in organizing and structuring the programs and services offered in Rock County. Additionally, the strategic planning process will serve to identify staffing gaps and serve as a template for performance improvement and more effective workforce development. A vacant public health nurse position has presented the opportunity to address the changing public health environment and scope of work as well as align with strategic planning by converting this position to a community health education coordinator position. This proposed change will be cost neutral in the 2016 budget.

Our current staff, including the nurses, feel that health educators should be an essential part of our team, bringing new skill sets to the agency that will enhance our efforts in population-based health. Many LHDs in Wisconsin employ between one and five health educators. Outagamie and Winnebago counties, as well as the City of Milwaukee currently have open Health Education Coordinator positions. Wood, Pierce, and Oneida counties recently filled similar positions.

<b>POSITION DESCRIPTION</b>		1. Position Control # <b>644</b>	2. Department, Division and Unit (if applicable) <b>Public Health</b>
3. Name of Employee		4. Unit, Work Address	
5. Classification Title of Position <b>Community Health Education Coordinator</b>		7. Name and Class of Former Incumbent	
6. Class Title Option (to be filled out by Human Resources)			
8. Department Working Title of Position		9. Name and Class of Employees Performing Similar Duties <b>New</b>	
10. Name and Class of First-Line Supervisor <b>Health Officer</b>		11. From Approximately What Date Has The Employee Performed the Work Described Below?	
12. Does This Position Supervise Subordinate Employees in Permanent Positions?		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
13. Position Summary - Please Describe Below the Major Goals of This Position <b>This is professional work in the field of public health education. The purpose of this position is to promote population health by leading community health promotion initiatives. The work involves providing specialized support to specific public health programs by developing health education materials, systematic approaches for their delivery, and evaluations of their effectiveness. It also includes developing and implementing community health assessments and planning in collaboration with other department staff, other County Departments, community stakeholders, elected officials, and community members. This position seeks out revenue sources and conducts frequent and ongoing grant applications. Supervises Community Health Education programming and staff.</b> <b>Work is typically focused on specific program objectives directed by improving the level of health knowledge thereby improving health behaviors and improving local public health services.</b>			
14. Describe the Goals and Worker Activities of this Position - Goals: Describe the major achievements, outputs or results of this position. Prioritize and list them in descending order of importance (A, B, C, D, etc.) Estimate the percentage of time spent on each goal. - Worker Activities: Under each goal, list the worker activities performed to meet that goal (1., 2., 3., etc.)			
Time %	Priority	Goals / Worker Activities	
<b>35%</b>	<b>A</b>	<b>Lead Community health promotion initiatives</b>  1. Use community health planning expertise to successfully complete the community assessment and planning process, set community health improvement goals/objectives/strategies, identify public policy and action options, develop programs based on evidence, and create monitoring and evaluation plans.  2. Lead the design and application of community health improvement strategies with community partners, members, and stakeholders.  3. Perform data analysis and present findings to community groups, stakeholders, and other professionals.  4. Conduct comprehensive reviews of evidence-related community health assessment and planning, and develop and maintain resources related to new and emerging methods.	

Time %	Priority	Goals / Worker Activities
35%	B	<p><b>Assist in developing and/or designing of materials and programs to support specific public health program goals and objectives</b></p> <ol style="list-style-type: none"> <li>1. Develop public health educational materials, systemic approaches for their delivery, and evaluation of their effectiveness.</li> <li>2. Provide support in the development, implementation, and evaluation of specific educational programs and materials to meet identified needs in the community.</li> <li>2. Develop and deliver targeted, culturally appropriate health promotion and disease prevention materials, curriculum, and awareness campaigns.</li> <li>4. Identify "Community Champions" and develop and foster working relationships.</li> <li>5. Lead the development and preparation of proposals for funding from external sources for health promotion and disease prevention initiatives and programs.</li> </ol>
15%	C	<p><b>Public health communications.</b></p> <ol style="list-style-type: none"> <li>1. Prepare and assist in preparation of department's communication and publications including media interviews, press releases, reports, website content, and updates.</li> <li>2. Assist in the preparation of annual and other reports.</li> </ol>
10%	D	<p><b>Supervise Community Health Education Programming and staff</b></p> <ol style="list-style-type: none"> <li>1. Coordinate, guide, and supervise Community Health Education work assignments and ensure all projects are completed in a timely manner.</li> <li>2. Conduct train-the-trainer sessions and identify/provide learning opportunities for other Departmental staff.</li> <li>3. Conduct ongoing and annual health education staff evaluations.</li> </ol>
5%	E	<p><b>Performs other duties as assigned</b></p>

15. Knowledge, Skills and Abilities (KSAs)

**4. KNOWLEDGE, SKILLS, AND ABILITIES:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Proficiency in Microsoft programs including Microsoft Outlook, Word, Excel, etc.
- Working knowledge of public health theory, human psychology, social sciences, behavior change theory social marketing theory, and principals of health education and promotion, including adult education methodology
- Working knowledge of community health planning
- Knowledge of community organization and resources
- Excellent oral and written communication skills
- Excellent creative and technical writing skills
- Ability to exercise leadership
- Ability to work independently and interdependently
- Ability to collect, organize and analyze data, as well as to identify significance of findings and effectively report findings and recommendations
- Ability to conduct effective meetings and facilitate group process
- Ability to plan, conduct and evaluate effective education, training and marketing programs
- Ability to plan, organize, prioritize, implement and evaluate work
- Ability to work effectively with multidisciplinary personnel, health agencies, community organizations and coalitions, communities, families and individuals
- Ability to use the computer and a variety of software programs effectively
- Ability to work effectively with people of different ages, cultures, readiness to learn, and learning styles

#### 16. Job Requirements

##### **EDUCATION AND EXPERIENCE REQUIREMENTS:**

- Bachelors degree in health education or a closely related field from an accredited college or university. Masters in Public Health preferred
- Three years work experience in community health preferred.
- Experience in analyzing and assessing community health needs and data.
- Valid driver's license
- Motor vehicle in working order
- Community Health Education Specialist certification preferred.
- Bi-lingual (Spanish) preferred.
- Maintain prompt and regular attendance.

#### 17. Essential Job Functions (physical elements, equipment use and working conditions)

##### **5. PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Work involves walking, sitting, standing, bending, twisting, turning, carrying, pushing, pulling, grasping, reaching and driving.
- Lifting and carrying up to 25 pounds is not uncommon.
- Work hours may include some evenings and/or weekends to accommodate community events
- Work related to public health emergencies may require availability 24 hours a day, seven days a week.
- Working conditions may vary in relation to cold, heat, fatigue, etc.

## 18. Supervisory Section - To Be Completed By the First-Line Supervisor of this Position

a. The supervision, direction and review of the work of this position by the supervisor is  close  general  minimal

b. The statements and time estimates above and on attachments accurately describe the work assigned to the positions.

Signature of First-Line Supervisor \_\_\_\_\_ Date \_\_\_\_\_

## 19. Employee Section - To Be Completed By the Incumbent of this Position

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position. (Please initial and date attachments.)

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_

20. Signature of Human Resources Manager \_\_\_\_\_ Date \_\_\_\_\_

## 21. Distribute Copies of Signed Form to:

Human Resources Personnel File       Employee       Department File