



WINNEBAGO COUNTY HEALTH DEPARTMENT
JOB DESCRIPTION

Job Title:	Health Promotion and Wellness Prevention Specialist: ATOD Prevention
Center:	HPW
Reports to:	Director of Health Promotion and Wellness
FLSA Status:	Non-Exempt
Grade Level:	14
Date Created/last reviewed:	August 11, 2017

POSITION SUMMARY

ESSENTIAL FUNCTIONS:

The Health Promotion and Wellness (HPW) Prevention Specialist promotes individual and population health and wellness programs through assessment, assurance, and policy development and collaboration with community partners. The HPW Prevention Specialist will provide evidence-based awareness programs and skills development in youth prevention education models, developing and implementing communication campaigns for specific substance use disorders, developing youth advisory programming, developing substance use disorder programming with community partners and stakeholders, and implementing local and regional policies to address prevention of substance use disorders.

Leadership and Systems Thinking

- Incorporates ethical standards of practice into all interactions with individuals, organizations, and communities.
- Describes public health as part of a larger inter-related system of organizations that influence the health of populations at local, national, and global levels.
- Collaborates with individuals and organizations/coalitions within the community to develop a shared vision of a healthy community with the inclusion of disease prevention, healthy equity, continuous quality improvement, evidence-based practice, and innovative programming.
- Can identify and determine health promotion and disease prevention factors incorporated into the 10 Essential Public Health Services for healthy communities.
- Describes need for professional development (e.g., training, mentoring, peer advising, coaching)
- Contributes to a work environment where continuous quality improvements in service and professional practice are pursued.
- Participates in professional development opportunities and can identify ways to improve individual and program performance evaluation.

Public Health Sciences

- Understands and can describe important Public Health and Health Education theories and apply to development and implementation of Health Promotion programming.
- Utilizes current evidence for research to develop programming and documentation for reporting of program outcomes to leadership and community members that will assist in decision making for program objectives.
- Understands and can retrieve information from reliable sources of Health Promotion and Wellness electronic resources to assist in goal setting for programming.
- Establishes relationships and provides community partners with current evidence based research on specific health issues to assist community partners in the decision making process for developing and implementing programs for target population that promote health and wellness and decrease adverse outcomes to health.
- Utilizes current methods of evaluation to analyze results of programs and grant deliverables.
- Maintains confidentiality of all records data and information as required by department or state regulation.
- Ensures compliance with relevant state practice guidelines, community standards of care, and Federal and State laws and regulations.

Community Dimensions of Practice

- Suggests community partners and relationships that may be needed to improve the health of the community.
- Establishes and maintains relationships with community partners to facilitate trust and to improve the health of a community and target population.
- Strives to ensure community input is used for developing, implementing, evaluating, and improving policies, programs, and services.
- Delivers health promotion programs to address health priorities identified by WCHD Illinois Plan for Local Assessment of Needs (IPLAN) and within funding expectations for grant deliverables.
- Develops materials for WCHD Public Information Officer to utilize on WCHD social media and news print under the direction of the Health Promotion Supervisor.
- Provides health information, interpretation, technical assistance and regulatory compliance advice to individuals, groups, and organizations from the general public, health and other agencies regarding health promotion, wellness programming and disease prevention.
- Provides orientation for other WCHD staff and public health education/technical assistance to students and human service professionals in the community regarding Health Promotion, Wellness trends and public health practices.

Analysis and Assessment

- Describes the social determinants of health and their impact on health of a community.
- Can identify valid and reliable quantitative and qualitative data and information that can be used when assessing the health of a community and target population.

- Describes assets and resources that can provide data to support goal and objectives for health promotion and wellness program activities.
- Contributes and supports to assessments of community health status and factors influencing positive and negative health behaviors.
- Participates in the IPLAN process.
- Demonstrates critical thinking skills throughout the assessment and analysis process.
- Understands and is proficient in accessing information through technology and can disseminate information to community partners.
- Understands the components of evidence based research and can describe what community health assets and resources are when building a healthier community.
- Can explain to community members risk factors associated with disease and factors that promote wellbeing of community members based on current national, regional and local data.

Policy Development and Program Planning

- Is proficient at using needs assessment data to develop appropriate goals and objectives with assistance from Health Promotion Supervisor to deliver grant expectations.
- Understands the process of Strategic Planning to assist community coalitions and partners with developing goals, objectives, and action plans based on strategic planning process.
- Understands and utilizes health education and behavior modification theories within program planning, implementation, and evaluation of grant deliverables.
- Participates and contributes time and expertise to the implementation of the WCHD Strategic Plan and CHIP. Evaluates and continuously improves procedures, processes, and interventions and maintaining mechanisms to monitor and evaluate effectiveness and quality of policy and programs.
- Assists with the development of local and regional policy for Substance Abuse prevention, Tobacco Control, or violence prevention based on needs of community health problems and grant objectives.

Communication and Cultural Competency

- Utilizes appropriate methods for interacting effectively and professionally with persons of all ages and from diverse cultural, socioeconomic, educational, racial, and ethnic, sexual orientations, lifestyles and physical abilities.
- Describes the expression of diversity within Winnebago County and the impact of diversity on policies, programs, services, and health of the community.
- Ensures that the literacy of populations served is reflected in the HPW policies, programs, and services.
- Utilizes appropriate messages understanding health literacy needs for social media tools to facilitate health and wellness information to target populations and community coalitions.
- Evaluates approaches for disseminating public health data and information regarding Health Promotion, Wellness, and disease prevention.

- Articulate and present targeted, culturally-appropriate information to help individuals and groups understand health promotion and disease prevention information, policies, regulations and local code.
- Adheres to ethical principles and Winnebago County and Winnebago County Health Departments' policy in the collection, maintenance, use, and dissemination of data and information.

Financial Planning and Management

- Contributes to the development and preparation of proposals for funding from external resources for health promotion and disease prevention initiatives and programs.
- Collaborates in activities such as time studies that contribute to the development of budgets and the efficient use of resources.
- Contributes to and uses performance management systems for individual, program, and organizational improvement.

Other

- Performs public health emergency response duties as assigned and consistent with training and job classification to respond to public health threats.
- Participates in Department and community emergency response training and drills in support of public health emergency and disaster preparedness consistent with job classification.
- Assumes responsibility for own professional growth and development by pursuing education, participating in professional committees and work groups and contributing to a work environment where continual improvements in practice are pursued.
- Performs other duties as assigned consistent with job classification.

BEHAVIOR EXPECTATIONS:

- Treats others with courtesy, respect and a caring manner in all interactions.
- Continually looks for, suggests and works on better ways to conduct work.
- Promotes client/program participant rights and ensures confidentiality and privacy at all times.
- Be open to new ideas and changes; encourages others to do the same.
- Willingly flexes to meet changing workload demands and priorities.
- Treats each employee as an equal and valued member of the team and works cooperatively with other employees to complete work.
- Regular attendance is required as need to accomplish job functions.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

Education, Licensure, Certifications, Experience

- Bachelor's Degree preferred in Public Health, Community Health Promotion, Health Education or other related field, and minimum of one (1) years' experience working with populations served by Public Health programming or similar populations.
- Preferred minimum 1 year experience working with federal or state grant deliverables, and working knowledge of program planning, implementation, and evaluation standard practices, and knowledge of evidence based models for Substance Abuse Prevention Programs.
- Preferred Experience in development of promotional media and development of current social marketing methods.
- Successful completion of WCHD HIPAA and Blood Borne Pathogens Trainings.
- Must participate in assigned trainings, including on-line training in the National Incident Management System (NIMS) offered through the Federal Emergency Management Agency to obtain the following certifications:
 - Within six (6) months of employment: ICS 100, ICS 200, ICS 700, and ICS 800
- Valid driver's license, current certificate of vehicle insurance, and access to reliable transportation to all assigned work locations.

Leadership and Systems Thinking Skills

- Knowledge of human relations, problem solving, conflict resolution, negotiation, decision making, critical, and analytical thinking skills.
- Incorporates systems thinking into public health practice through participation in team building, group facilitation, leadership, and development of trust and capacity within the center, across the Health Department, and among community partners.
- Knowledge of the principles of mentoring, peer advising, and coaching for public work force development.

Public Health Sciences Skills

- Demonstrated ability in relating data and quality initiatives to the core Public Health functions and essential services of Public Health.
- Demonstrated ability in the application of federal, Illinois state, and local governmental privacy and confidentiality including HIPAA regarding individual and population data.
- Knowledge of the core functions and essential services of public health
- Knowledge of national public health accreditation standards and Illinois requirements for certified local health departments.

Community Dimensions of Practice Skills

- Knowledge of the methods and information used to identify population health status in the use of methods and instruments for collecting valid qualitative and quantitative data.

- Understanding of the difference of the roles between the role of governmental and non-governmental organizations in the development of partnerships and the delivery of community health services through the participation of key stakeholders.

Analysis and Assessment Skills

- Knowledge of data management and quality improvement tools and application to health improvement initiatives at the population level.
- Demonstrated ability to adhere to and assure ethical principles in the collection, maintenance, use, and dissemination of data and information.
- Knowledge of quality improvement principles and their application to public health standards to population interventions.
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Policy Development and Program Planning Skills

- Knowledge of planning, implementation, and evaluation techniques used in public health.
- Understand the implications of policy options.
- Past experience working with leadership in community, business, or academic to develop and implement policies and procedures for health program planning and competency development.

Communication and Cultural Competency Skills

- Demonstrated ability to communicate effectively including in person, through print and electronic means.
- Knowledge that cultural, social, and behavioral factors play a significant role in the accessibility, availability, and delivery of public health.
- Knowledge of strategies for interactions with individuals and groups from diverse backgrounds.
- Demonstrated ability to apply teaching methods and techniques for presenting material and engaging a wide variety of audiences in learning experiences including but not limited to group process and facilitation; print and electronic educational materials; and formal presentations using a wide range of audio visual equipment.

Financial Planning and Management Skills

- Understanding the general financing of public health.
- Demonstrated ability in problem solving, decision making, critical and analytical thinking skills.
- Knowledge of and demonstrate ability to develop financial budgets related to grant objectives and outcomes.
- Track budget line items and provide input as to budget adjustment needs for grant deliverables.

Other

- Must successfully complete a pre-employment/post offer drug screen.
- Must successfully complete a pre-employment/post offer background check, which may include; criminal and civil claims, credit report, finger printing, etc.

- Proficiency in use of advanced computer skills: email, word processing, databases and spreadsheets, and internet searches.
- Proficiency in the Health Department/County's data systems including but not limited to DHA HUB and/or IDPH Tobacco Free Communities Reporting and/or SFIA complaint line and/or Electronic Medical Records with Patagonia as needed, within 3 months of hire.
- Ability to work longer shifts, nights, and weekends to meet operational needs as determined by management.
- Ability to meet the physical demands of the Essential Functions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
 - Engages in the following movements: Sitting, standing, walking, reaching and writing/typing frequently; climbing, balancing, stooping, kneeling, crouching, lifting, fingering, grasping, and feeling occasionally.
 - Must be able to lift and/or move up to 10 pounds frequently and 30 pounds occasionally.
 - Hearing ability sufficient enough to communicate with others effectively in person and over the phone
 - Visual ability must be sufficient enough to read documents, computer screen and drive a car.
 - Must be able to be fitted and wear NIOSH 95 mask, in conjunction with emergency preparedness.

TOOLS AND EQUIPMENT USED

Must be able to use multi-line telephone, mobile phone, fax machine, copy machine, calculator, computer, scanner and printer.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the employee works in a typical office environment. The employee is exposed to noise from close working conditions and significant work pace/pressures.