



PRESENTATION

## My Public Health Career: What's Next?

**NYSTEC**

YOUR INDEPENDENT TECHNOLOGY ADVISOR

Prepared For: PH Fellows

December 12 and December 13, 2023

- Introduction
  - Dayna, Kim and Fellows
- Public Health Jobs
- Job Searches
- Social Profiles

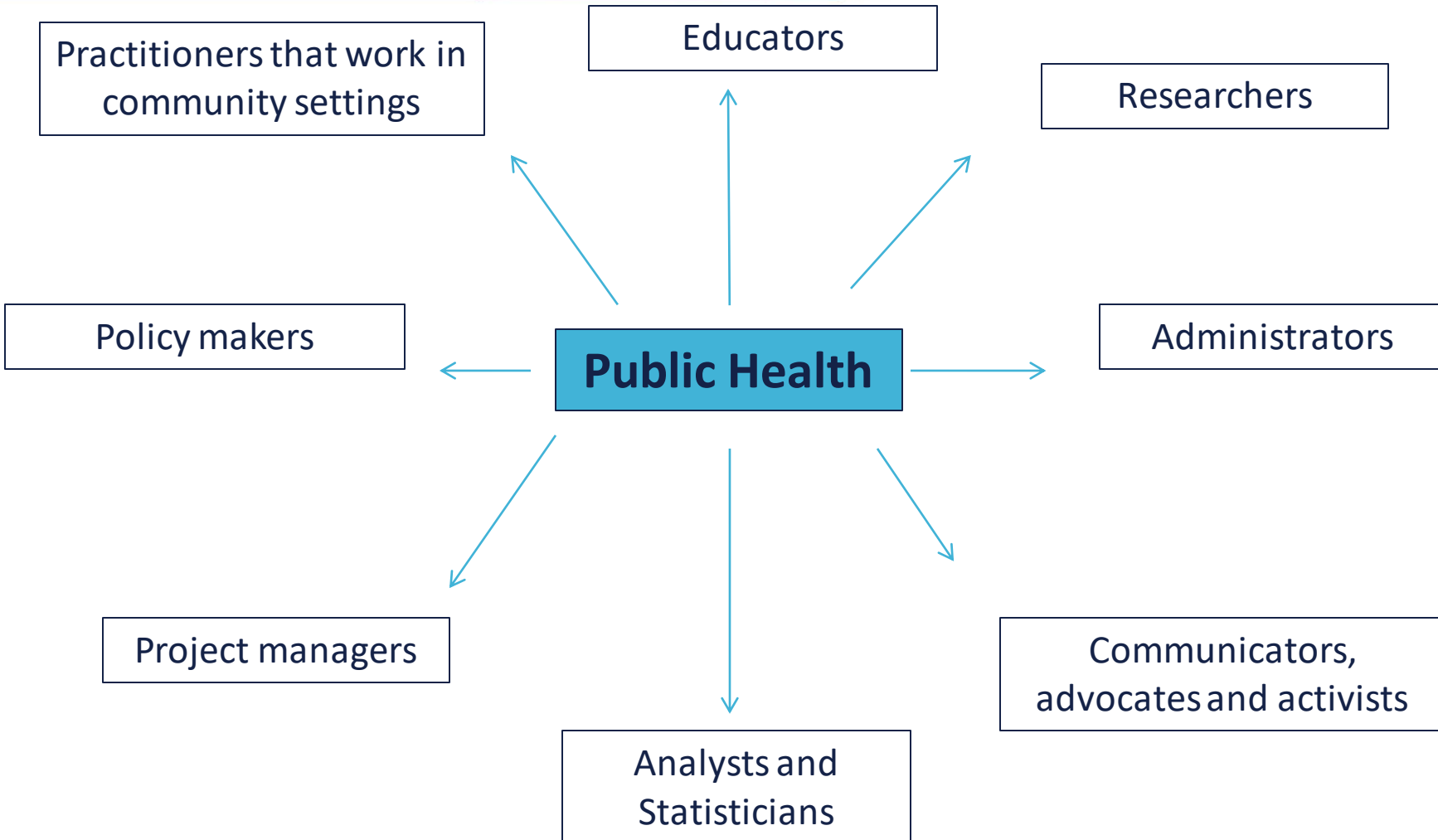
A little about us:

- Kim Fredericks, PhD
- Dayna Maniccia, DrPH

A little about you-

Name, Education level, field/background coming into Public Health, do you have an idea of what you want to do, what jobs if any have you applied for or graduate schools

# Career Branches of Public Health



If you can imagine it and relate it to health, it is a public health career option!

- Environmental Health Worker
- Program Evaluation Analyst
- Director of Clinical Trials
- Epidemiologist
- Biostatistician
- Health Educator
- Data analystist
- Research assistant
- Community outreach specialits

- Local, State and Federal Government
- Academia
- Environmental Health Agencies
- Health Facilities
- Industry
- School Districts
- Research Institutions
- Community based organization
- Health and human services organizations

- Having advanced degree or certificates
- Previous work experience
- Employer type (for profit vs nonprofit)

## ➤ Academic credentials

- Graduate certificates (e.g., maternal and child health, health disparities, global health)
- Masters degrees (MS, MPH)
- Doctoral degrees (DrPH, PhD)

## ➤ Certified in public health (CPH)

## ➤ Certified Health Education Specialist (CHES)

## ➤ Master Certified Health Education Specialist (M-CHES)
















## ➤ Certified Public Health Administrator (CPHA)



- Data Analytics and Assessment Skills
- Policy Development and Program Planning Skills
- Communication Skills
- Health Equity Skills
- Community Partnership Skills
- Public Health Sciences Skills
- Management and Finance Skills
- Leadership and Systems Thinking Skills

[2021 Core Competencies for Public Health Professionals \(phf.org\)](https://www.phf.org/2021-core-competencies)

Public health organizations use a variety of discipline-specific competency frameworks in addition to the Core Competencies. The list below is not exhaustive but includes many competency models that support and advance public health workforce efforts.

- [Core Competencies for Public Health Professionals](#)  Council on Linkages between Academia and Public Health Practice (Council on Linkages) (Latest edition: 2021)
- [Competencies for Performance Improvement Professionals in Public Health \(PI Competencies\)](#)  Council on Linkages (Latest edition: 2018)
- [Public Health Law Competency Model: Version 1.0](#)  [PDF – 1.406 KB] CDC’s Public Health Law Program (Latest edition: 2016)
- [Legal Epidemiology Competency Model Version 1.0](#) CDC’s Public Health Law Program (Latest edition: 2018)
- [Public Health Emergency Law Competency Model Version 1.0](#) CDC’s Center for Preparedness and Response and CDC’s Public Health Law Program (Latest edition: 2013)
- [Applied Epidemiology Competencies](#)   CDC and the Council of State and Territorial Epidemiologists (Latest edition: 2023)
- [Community/Public Health Nursing Competencies](#)  [PDF – 668 KB]  The Council of Public Health Nursing Organizations (Latest edition: 2018)
- [Competencies for Population Health Professionals](#)  Association for Community Health Improvement, Catholic Health Association, Council on Linkages, Association of American Medical Colleges, and Association of State and Territorial Health Officials (Latest edition: 2019)
- [Environmental Health Competencies](#)  The American Public Health Association with support from CDC’s National Center for Environmental Health (Latest edition: 2020)
- [Applied Public Health Informatics Competency Model](#)  [PDF – 399 KB]  The Informatics Academy at the Public Health Informatics Institute (Latest edition: 2016)
- [Immunization Information System \(IIS\) Core Competency Model](#)  Public Health Informatics Institute with support from CDC (Latest edition: 2021)
- [Including People with Disabilities: Public Health Workforce Competencies](#)  A national committee comprised of disability and public health experts with support from CDC (Latest edition: 2016)
- [Responsibilities and Competencies for Health Education Specialists](#)  The National Commission for Health Education Credentialing, Inc. (Latest edition: 2020)
- [Competency Guidelines for Public Health Laboratory Professionals](#)  CDC and the Association of Public Health Laboratories (Latest edition: 2015)
- [Public Health Associate Program \(PHAP\) Cohort Competencies](#) CDC’s Public Health Infrastructure Center (Latest edition: 2020)
- [Accreditation Criteria: Schools of Public Health & Public Health Programs – includes MPH and DrPH foundational competencies](#)  The Council on Education for Public Health (Latest edition: 2021)
- [Racial Justice Competencies for Public Health Professionals](#)  The Public Health Training Center Network in partnership with the National Network of Public Health Institutes (Latest edition: 2022)

[CDC - Competencies for Public Health Professionals - STLT Gateway](#)

- [Public Health Employment Connection \(Emory University\)](#)
- [Association of Programs and Schools of Public Health - Public Health Jobs](#)
- [Public Health Institute](#)
- [New York State Association of County Health Officials](#) – work in a local public health department
- [NYS Department of Health](#)
- [Chronicle of Higher Education](#)
- [Health Research Inc](#)
- [American Public Health Association \(APHA\), Public Health CareerMart | Find Your Career Here](#)
- [Research Foundation for Mental Hygiene](#)

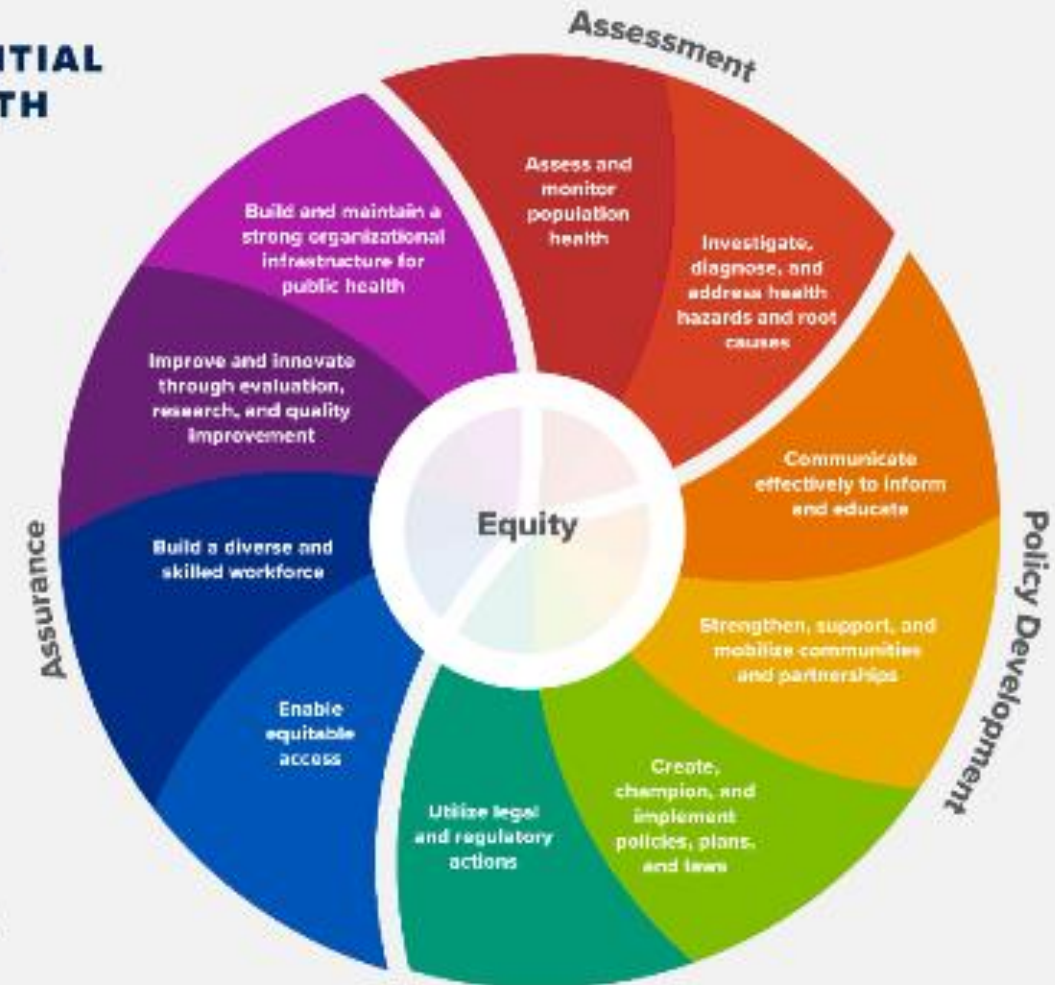
- Data analysis
- Data analysis software (e.g., SPSS, R, SAS)
- Laboratory experience
- Needs assessment
- Program planning
- Evaluation
- Logic models
- Presentation / public speaking
- Budgeting

- Think about the jobs you have had in the past (not just the Fellows opportunity)
- What **skills** do you have that are transferrable to public health
- What examples can you provide of how you have contributed to the work of your office/ can contribute to public health activities

## THE 10 ESSENTIAL PUBLIC HEALTH SERVICES

*To protect and promote the health of all people in all communities*

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve optimal health for all, the Essential Public Health Services actively promote policies, systems, and services that enable good health and seek to remove obstacles and systemic and structural barriers, such as poverty, racism, gender discrimination, and other forms of oppression, that have resulted in health inequities. Everyone should have a fair and just opportunity to achieve good health and well-being.



- Resume building is based on skills as much as it is job titles
  - What can you do to gain experience
  - What have you done that you can relate to the field
- Think about jobs you have held
- Think about volunteer positions you have had
- Think about roles in team projects
- Keep notes as you go about successes

- Software many larger employers use when receiving resumes through emails, online portals, or other digital media
- Categorizes resume into sections (i.e. work experience, skills, education)
- Software looks for specific key words for job you are applying for and company

- Make sure you use key words!!! Study the job Posting and research the company
- Integrate key words throughout resume, do not lump them together
- Save your resume in a text format to submit... some ATS software have trouble reading a pdf
- Limit Unique Formatting
- Use a standard template
- Avoid putting too much in a header or footer
- Avoid a lot of Jargon or Acronyms



- Networking
  - In person
  - Online
- Professional profiles

- 1. Professional Headshot
- 2. Create Clear Headline
- 3. Write Personal Summary Section
- 4. Add Expertise
- 5. Add skills
- 6. Join Appropriate Groups
- 7. Follow/Network- Use the Student card
- 8. Endorse others
- 9. Stay Active

## Bad Example



The screenshot shows a LinkedIn profile for a user named "College Student". The profile includes a profile picture of a young man, a headline "College Student", and a bio: "Outdoor enthusiast, lover of animals, movie fanatic, and die hard Broncos fan". The location is listed as "Fort Collins, Colorado" and the education as "Colorado State University". There is an "Edit Profile" button and a dropdown arrow. To the right, there is a large circular placeholder for a cover photo and a "Connections" section showing "0 connections". At the bottom, there is a URL: "www.linkedin.com/pub/college-student/82/b10/b60/" and a "Contact Info" button.

- No work experience listed
- Appears to have NO connections

Good Example

**John Crossman, CCIM, CRX**  
3rd • PREMIUM  
President, Crossman & Company  
Orlando, Florida Area | Commercial Real Estate

Current: Valencia College, ICSC, Florida Hospital  
Previous: NAIOP, ICSC, University of Florida David F. Miller Retail Education & Research Department  
Education: Florida State University - College of Business

500+ connections

Connect Send John InMail

Background

Specialties: Development, Leasing, Marketing, Management, Retail, Medical, Receivership, Dispositions, and Acquisitions.

**2014 FL ICSC Retail Report**

Experience

**Member of the Board of Trustees**  
Valencia College  
2014 – Present (1 year) | Orlando, Florida Area

Each trustee is appointed by the governor. Nine Orange and Osceola County citizens form the Valencia College District Board of Trustees. Meeting in regular sessions once each month, these civic-minded individuals contribute their time and talent to guiding the development of Valencia College so that it remains responsive to the educational needs of its local community.

**CRP/CSM Admissions and Governing Committee**  
ICSC  
2012 – Present (3 years) | New York

ICSC established the CSM (Certified Shopping Center Manager) credential in 1964 to advance high professional standards in shopping center management worldwide.

1 recommendation

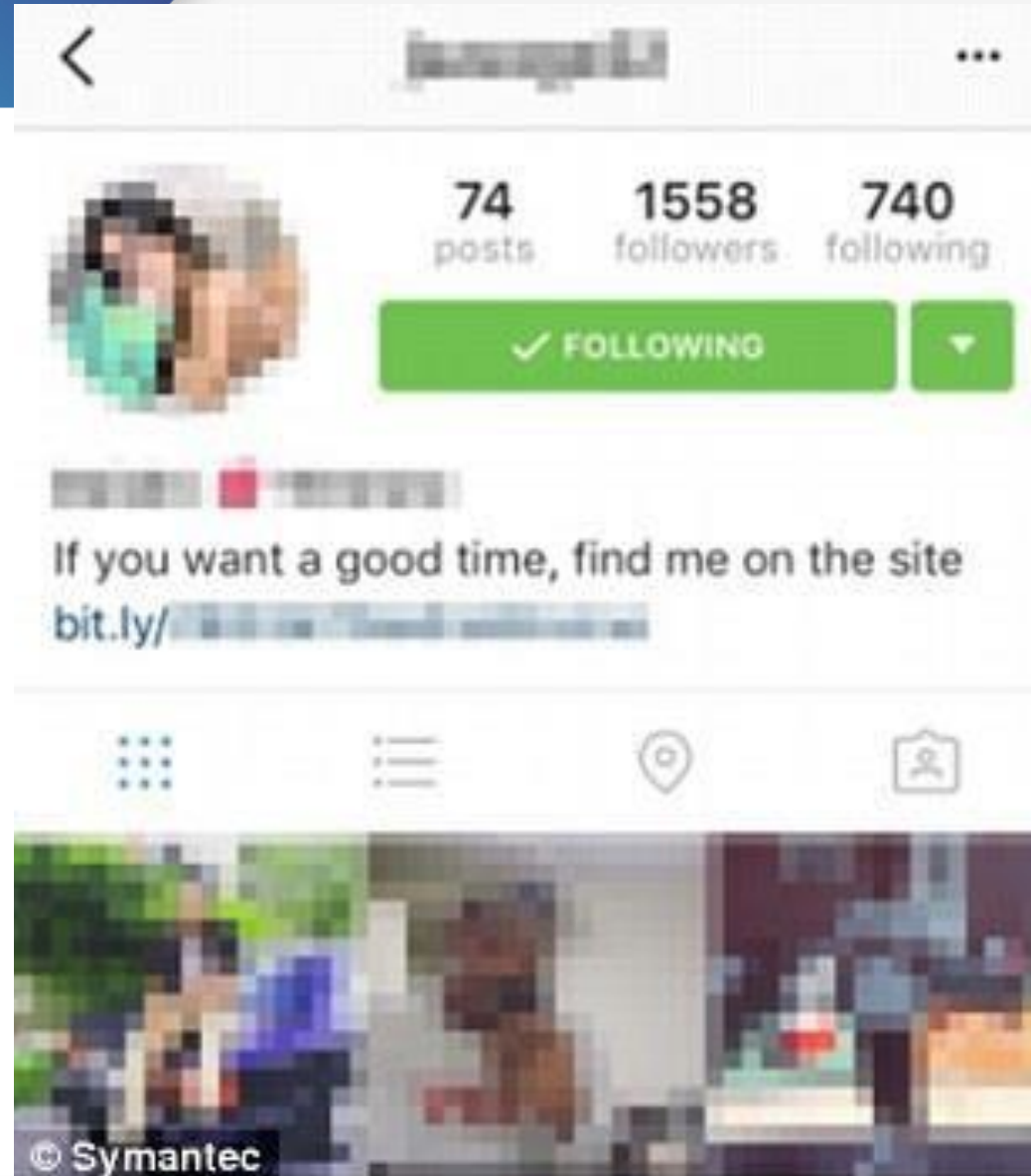
**Skip Greeby**  
President at The Greeby Companies, Inc.

As Chair of ICSC's Certified Retail Property Executive (CRX) Admissions and Governing Committee, John has been a contributing member of this professional designation committee for two years. His enthusiasm, coupled with professional insight, have... View ↓

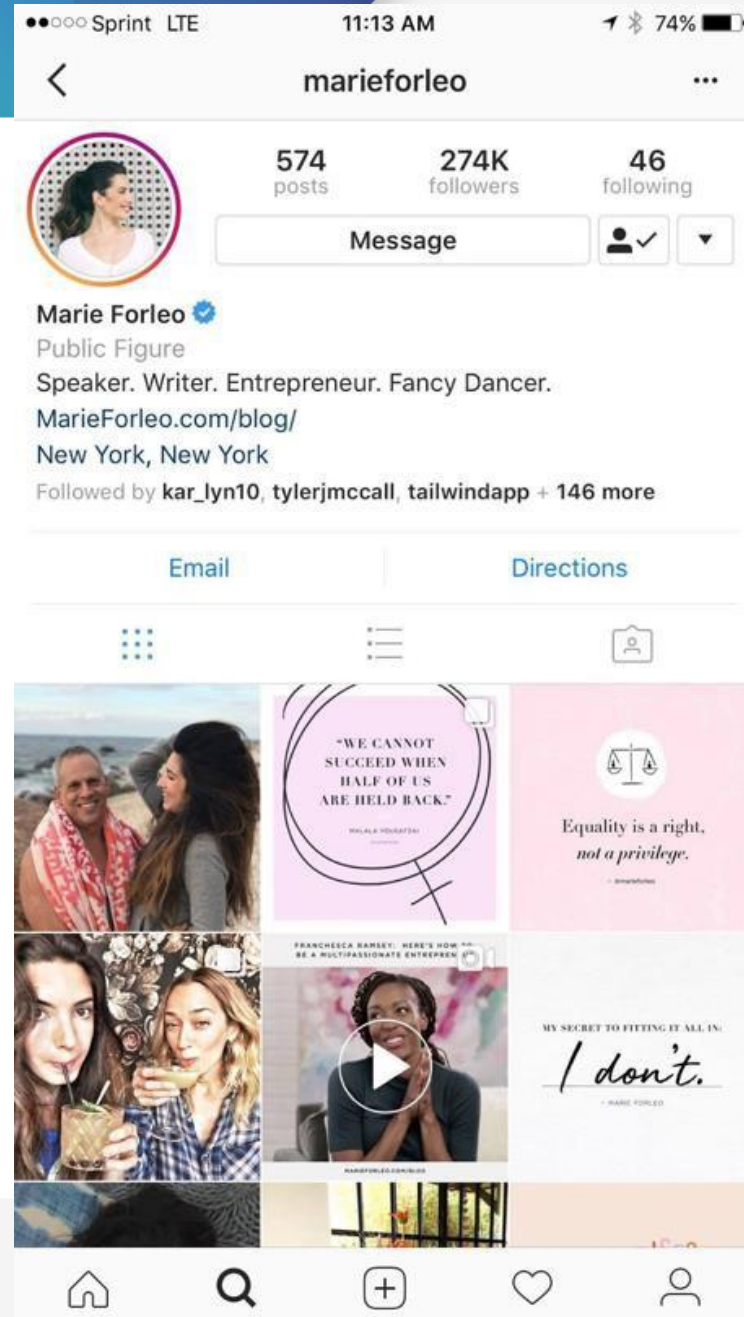
**Executive Board Member**  
University of Florida Bergstrom Center for Real Estate Studies



## Bad Example



Good Example



## Bad Example

The screenshot shows the homepage of **themomblogs.com**. At the top, there is a Cisco Webex banner for "go on, passtheball" with a "Free trial" button. Below this is a navigation bar with links: "Find a Moms Blog", "List Your Blog", "Get a Blog", "Free Blog Stuff", "Link to Us", "Our Blog", "Message Boards", and "Contact".

The main content area is divided into several sections:

- Left Sidebar:** Contains an advertisement for "TheMomBlogs.com" with a "Click Here" link, a "Moms Needed ASAP" notice about a survey, and a "Canadian Moms Needed" notice.
- Center:** Features a large illustration of a woman's face and the text "the mom blogs". To the right, there are smaller text elements: "kids", "home", "work", "marriage", and "life".
- Right Side:** Includes a "Small Business Stimulus Package" advertisement for VerticalResponse, offering "3 for Free" (Email, Surveys, Postcards) and a "FREE to Start" offer.
- Bottom:** Contains a "Webster's New Millennium" dictionary definition and usage of "blog", a "Submit your Blog" link to Liquida.com, and a "GO DIGITAL!" advertisement from digiscraping.net.

The footer of the page reads "TheMomBlogs.com Directory" and includes a small "mom" logo.

## Good Example



### ABOUT ME

ALLOW ME TO INTRODUCE MYSELF.

That's me →



I'm obsessed with making things and even more obsessed with making things better. I've been in the business of creating since I hung my first painting on the fridge when I was 3. After graduating from the University of Kentucky, I've been actively involved in the web design community for the last 5 years. I've designed websites for small businesses, corporations, nonprofits, churches, musicians and more. I also started a design blog, [Visual Spin](#), where I share inspiration, tutorials, and resources.

My specialty is front-end web design and development, making pixel magic in photoshop and turning it into beautiful, semantic HTML & CSS. My interests, however, extend beyond the web and I love helping people with branding, print design and marketing strategy. I even love making designs move by creating professional [motion graphics and video](#).

When I'm not designing, I'm probably hanging out with my wife, being entertained by our amazing 2 year old little girl, watching college basketball, playing golf or messing around on something inspired by Steve Jobs.

#### THINGS I LOVE



- Website is free of ads and popups
- Text is easy to read
- Minimal color and graphics

#### LOOK WHAT I CAN DO

+	Web Design	+	HTML/CSS
+	Wordpress	+	Joomla!
+	Branding & Identity	+	E-Commerce
+	Social Media	+	Motion Graphics
+	Professional Video	+	Search Engine Optimization





# Twitter (X) Profile

## Bad Example



A screenshot of a Twitter profile card for a user named Clark. The profile picture shows a man with a beard. The name 'Clark' is displayed in bold, with the handle '@Clark79538152' and the text 'FOLLOWS YOU' below it. To the right of the profile picture are a settings gear icon and a 'Follow' button.



A screenshot of a Twitter timeline feed. At the top, there are navigation tabs for 'Timeline', 'Favorites', 'Following', 'Followers', and 'Lists'. Below the tabs, a light blue bar indicates '1 new tweet'. The feed contains several tweets, each with a profile picture of a person with a blacked-out name. The tweets include:

- #Hawaii Oahu Honolulu and Out lying areas In Home Computer lessons <http://inhome tutoring hi, com/Computers> 14 minutes ago
- #InternetMarketing <http://www.gods business way, com/2010/09/20/easy-custom-web-pages-earn-while-you-learn/> 15 minutes ago
- #Hawaii <http://www.gods business way, com/2010/09/14/in-home-and-office-computer-virus-removal-for-honolulu/> 16 minutes ago
- #MarketingSoftware <http://tweetnsleep.com/automate-your-tweets-and-internet-marketing-with-tweetnsleep-twitter-automation-software/> 16 minutes ago ☆ Favorite □ Retweet ↻ Reply
- #FreeAdvertising <http://www.fiverr.com/users/hometutor/gigs/use-my-tweetnsleep-software-to-tweet-your-ad-twice-a-day-minimum-for-seven-days> 17 minutes ago
- #MarketingSoftware <http://TweetNSleep.com> Automatic Twitter Posting Software is NOW READY! Automate your tweets while you sleep! 18 minutes ago
- #PostYourAds <http://tweetnsleep.com/special-offer/> I'll post Twitter tweets for you twice a week for one week! 18 minutes ago
- #Tutorial <http://tweetnsleep.com/twitter-for-business-introduction-to-twitter-video/> Introduction to Twitter for Business 19 minutes ago

## Good Example

**Tweets** 127K   **Following** 326K   **Followers** 426K   **Likes** 340   **Lists** 14   **Moments** 0   [Edit profile](#)

**Bobby Umar** ✓  
@raehanbobby

4x @TEDx Speaker | Inc Mag Top 100 Heart-Leader, Networking, Personal Brand & Parenting. Author, @HuffingtonPost Writer, TV Host, Comedy Actor, GMAT pro & Daddy

📍 Toronto, Canada, US  
[raeallan.com](http://raeallan.com)  
🍷 326 Vine Loops  
📅 Joined November 2009  
🎂 Born on February 9, 1971  
📷 9,184 Photos and videos

**Tweets**   **Tweets & replies**   **Media**

📌 Pinned Tweet

**Bobby Umar** ✓ @raehanbobby · Aug 14  
Big highlight @DYPBTO was the All-Star Personal Brands panel! ❤️  
#DYPB17 #entrepreneur #SmallBusiness @superfan\_nav instagram.com /p/BXzKXACF2uU/

**Your Tweet activity**  
Your Tweets earned **56,365 impressions** over the last **24 hours**

5PM   5PM  
[View your top Tweets](#)

**Who to follow** · Refresh · View all

**EntrepreneursPro.Com ...** ×  
[Follow](#)

- Other profiles/websites are linked

- Prepare for the interview!
  - Research the company
  - Mock interviews
- Thank you notes/emails
- Follow-up with hiring manager
- Be patient and realistic



(888) 969-7832  
nystec@nystec.com  
[www.nystec.com](http://www.nystec.com)