PRESENTATION

My Public Health Career: What's Next?

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Prepared For: PH Fellows

December 12 and December 13, 2023

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Agenda

- Introduction

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

Presentation Team

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

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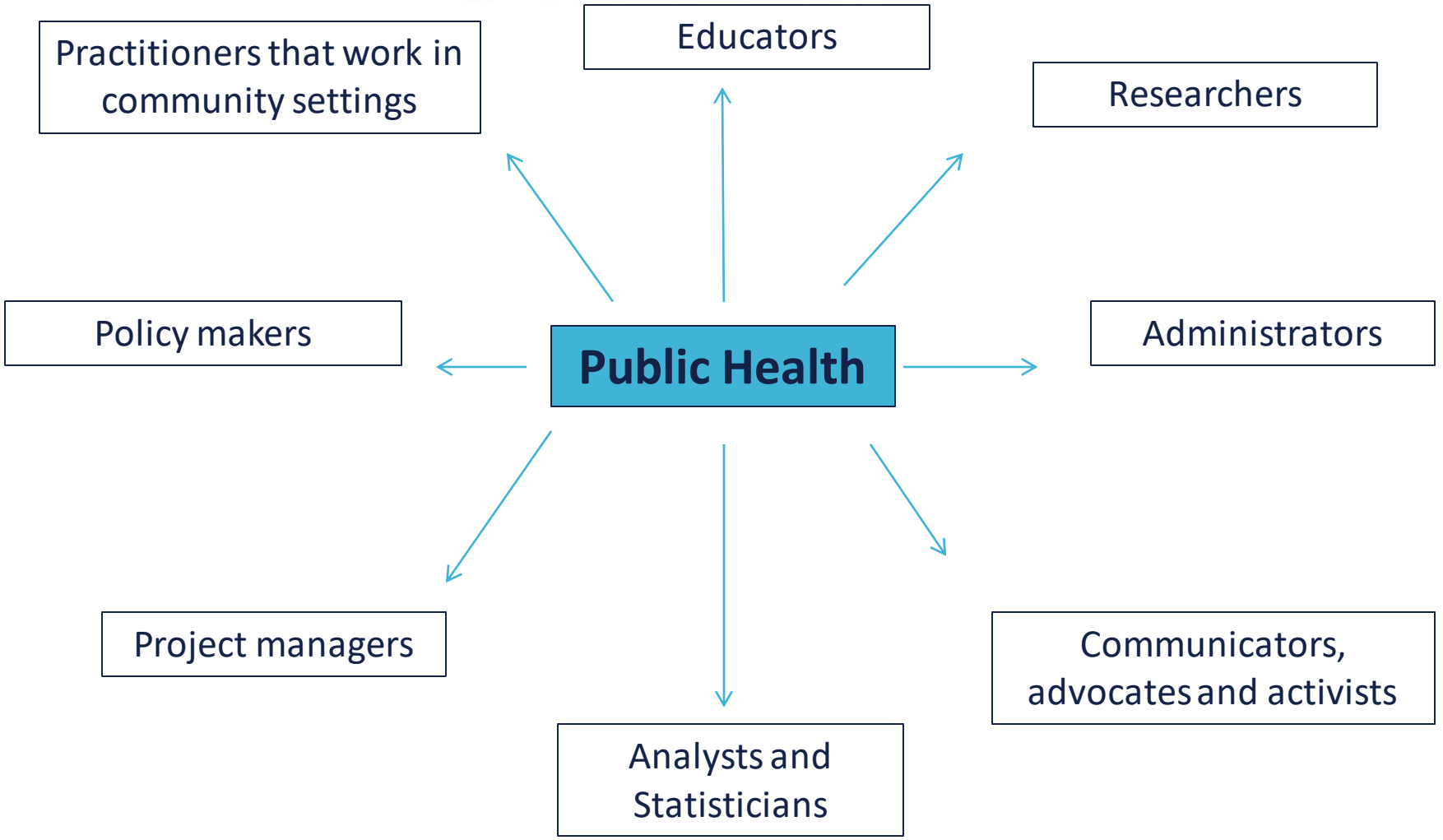
Career Branches of Public Health



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

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Sample Job Titles

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

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Employers

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

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Salary Considerations

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

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Stand out - Credentials

- 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)

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Stand out - competencies

- 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)

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CDC - Competencies for Public Health Professionals - STLT Gateway

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)

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Sources of Jobs

- 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

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Stand out - skills

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

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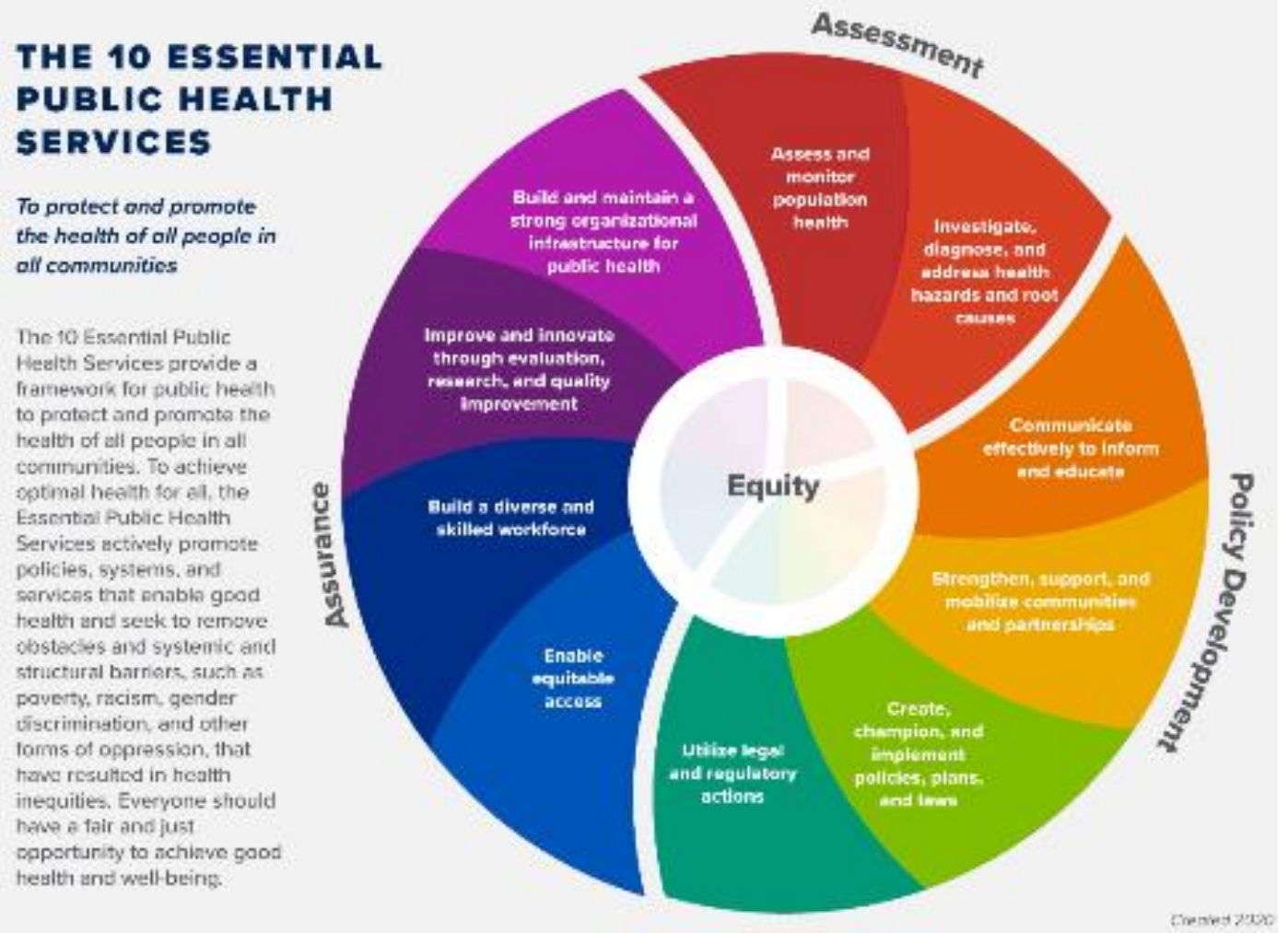
Activity

- 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



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Resume Building

- 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

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Automated Screening for Resumes (ATS)

- 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

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Constructing a Digital Resume

- 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

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Standout – job searching

- Networking
  - In person
  - Online
- Professional profiles

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LinkedIn Profile

- 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

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LinkedIn Profile

Bad Example

- No work experience listed
- Appears to have NO connections

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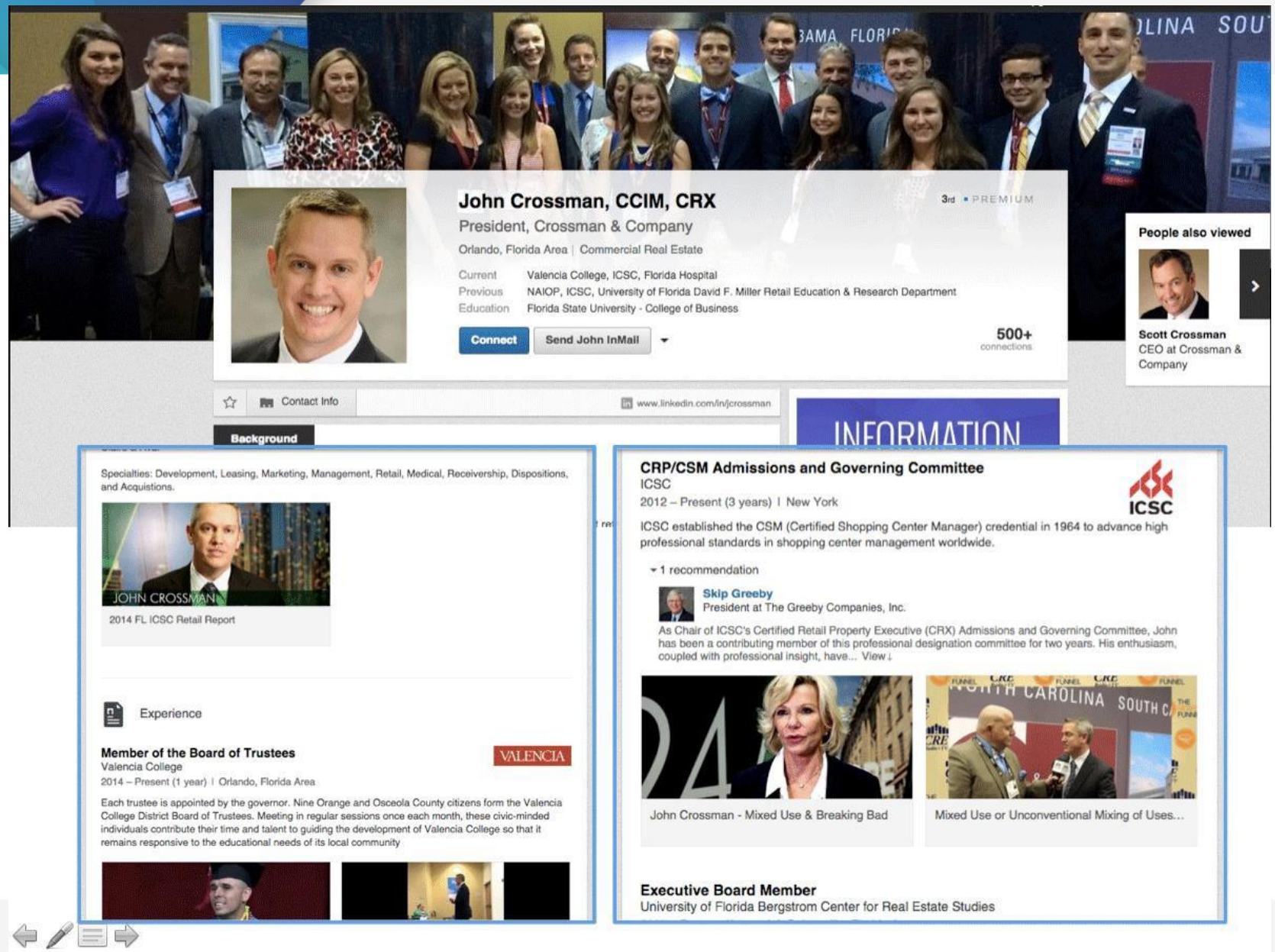
LinkedIn Profile

Good Example



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Instagram Profile

Bad Example

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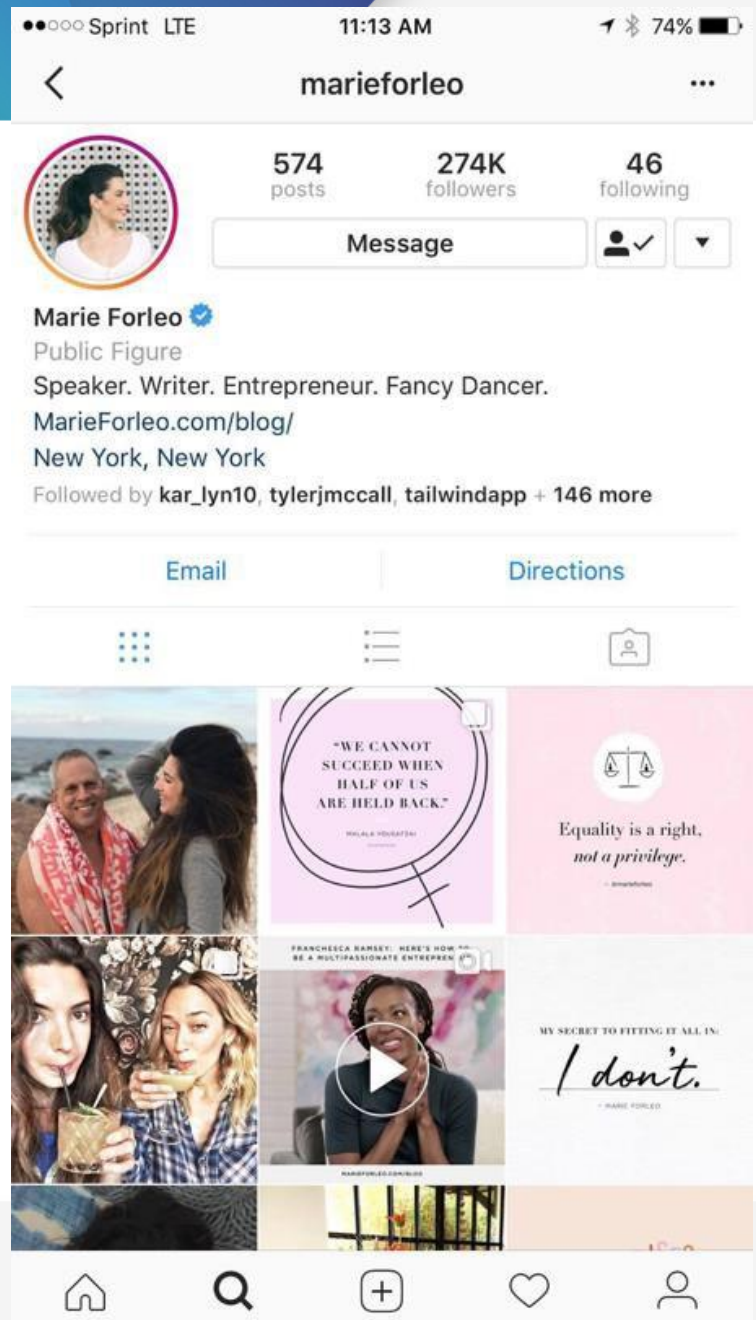
Instagram Profile

Good Example



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Personal Website

Bad Example

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Personal Website

Good Example

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

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Twitter (X) Profile

Bad Example

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Twitter (X) Profile

Good Example

- Other profiles/websites are linked

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Interview

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

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