

Continuing Education Needs of Health Education Staff: *Translating National Academic Literature into Local Health Education Practice*

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Presentation Overview

- Objectives
- LA County and Health Education Administration
- Literature Review
- Baseline Survey
- Preliminary Findings and Lessons Learned
- Translation of Academic Literature into Professional Practice

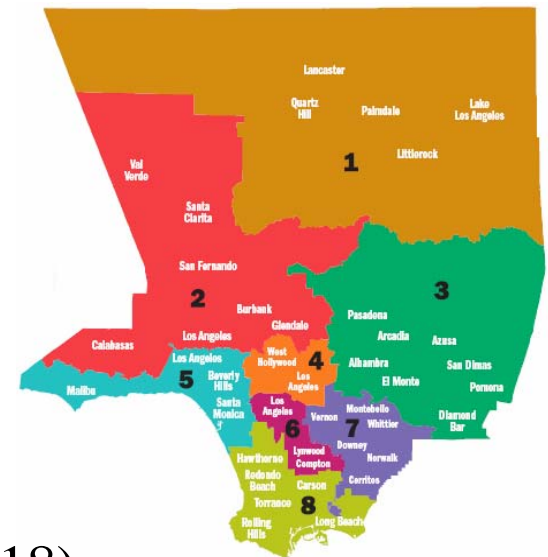
Presentation Objectives

1. Identify elements of Allegrante et.al.'s article that make it an eminent source regarding continuing education for health educators.
2. Describe the Baseline Survey development process.
3. Describe the Baseline Survey's strengths and weaknesses.
4. Summarize how Health Education Administration translated academic literature into professional practice.



Los Angeles County

- 4,300 square miles
- 88 cities, 100+ unincorporated areas, 2 islands
- 10.2 million residents (> 42 States)
- 46% Latino, 32% White, 13% Asian/Pacific Islander, 10% African American, 0.3% American Indian
- Over 100 languages spoken
- 15% living in poverty (14% of families & 24% <18)
- 22% of adults & 8% of children have no health insurance



Health Education Administration

- Program within the Los Angeles County Department of Public Health.
- Target population: L.A. County Health Education staff
 - Infrastructure development
 - Workforce support



Literature Review

- Competency Matrix
- *“Continuing-Education Needs of the Currently Employed Public Health Education Workforce,”* by Allegrante et.al
 - Health Education specific competencies
 - Competencies for currently employed workforce

Literature Review

- Allegrante et.al.'s Premise:
 - Providing meaningful professional development for health educators requires:
 - Addressing health education-specific competencies
 - Participant input
 - An organized and cooperative approach to training

Baseline Survey

- Development
 - The National Commission on Health Education Credentialing's "7 Areas of Responsibility."
 - Advisory Council
 - Pilot tested with LAC health education staff
 - 81 question web-based survey

Baseline Survey, contd.

28. Please respond to the following statements related to NCHEC's Area of Responsibility 4: Evaluating Effectiveness of Health Education Programs. (Check all that apply)

	I do this at my job	I don't do this at my job	I want training on this topic	Response Count
Develop plans to assess achievement of programs objectives.	74.3% (26)	25.7% (9)	5.7% (2)	35
Determine standards of performance to be applied as criteria of effectiveness.	68.6% (24)	28.6% (10)	17.1% (6)	35
Establish a realistic scope of evaluation efforts.	74.3% (26)	22.9% (8)	17.1% (6)	35
Develop an inventory of existing valid and reliable tests and instruments.	40.0% (14)	57.1% (20)	28.6% (10)	35
Select appropriate methods for evaluating program effectiveness.	68.6% (24)	31.4% (11)	22.9% (8)	35
Carry out evaluation plans.	68.6% (24)	34.3% (12)	14.3% (5)	35
Facilitate administration of the tests and activities specified in the evaluation plan.	71.4% (25)	28.6% (10)	8.6% (3)	35
Utilize data-collecting methods appropriate to the objectives.	77.1% (27)	17.1% (6)	17.1% (6)	35
Analyze resulting evaluation data.	62.9% (22)	31.4% (11)	25.7% (9)	35
Interpret results of program evaluation.	60.0% (21)	34.3% (12)	28.6% (10)	35
Apply criteria of effectiveness to obtained results of a program.	57.1% (20)	37.1% (13)	17.1% (6)	35

Baseline Survey

- Dissemination
 - Population
 - Frequency
 - Response Rate



Preliminary Findings and Lessons Learned

- Primary duties
- National level needs and staff interests not reflected in everyday work
- Survey strengths
- Survey weaknesses

Translation of Literature into Professional Practice

- Developing baseline to gather stakeholder input
 - LAC health education staff
 - Local public health schools/programs (Advisory Council)
- Application of findings
 - Health Education Network
 - PPHTC collaboration
 - CHES multiple event provider
 - PHN Admin collaboration



Resources

1. Allegrante JA, Moon RW, Auld ME, Gebbie KM. Continuing-Education Needs of the Currently Employed PH Education Workforce *Am J PH* August 2001; 91(8):1230-1234. Available at: <http://www.ajph.org/cgi/reprint/91/8/1230>
2. The National Commission on Health Education Credentialing. Seven Areas of Responsibility: A comprehensive set of Competencies and Sub-competencies. NCHCEC Inc. 2006. Available at: http://www.nchcec.org/forms/Revised_Areas_of_Responsibility.pdf
3. Health Education Administration Website. Health Education Network Meeting Archives. Available at: http://www.lapublichealth.org/hea/HEN_Meeting_Archives/HEN_Meeting_Archives.htm

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Thank You!