

DIRECTOR OF COMMUNITY HEALTH EDUCATION AND INFORMATION SERVICES

GENERAL STATEMENT OF DUTIES: Plans, directs and administers the Community Health Education Program for the department and the community of the Westchester County; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS: Under general direction, the incumbent of this class is responsible for the development, implementation and operation of the health education program and provides information to the public about the available health resources and current health issues. The incumbent has responsibility for the public relations of the Department and directly represents the Department in all matters relating to health education and information with other public and voluntary agencies. Has responsibility for the development of inservice training programs for the entire staff. Supervises appropriate Department Staff in the organization and implementation of the education component of many and varied health services.

EXAMPLES OF WORK: (Illustrative Only)

Plans, develops and administers the community health education program for the County;

Designs and directs production of promotional materials for community health education, including preparation of mechanical, art, charts and audio-visuals;

Develops and directs the production of materials for the media;

Develops and implements training programs in the community for detection of diseases and referral for services;

Develops training programs for Health Department staff relative to health programs and teaching techniques;

Exercises supervision over a number of personnel, determined by the nature of the individual project;

Represents the Department in matters relating to community health education and information with media, voluntary agencies, schools, and other government bodies;

Plans and directs citizen involvement in public health education programs;

Develops resource directories of educational materials on all aspects of public health;

Reviews public health information materials for the purpose of recommending approaches to service delivery and departmental policies on health education and information;

Represents the Department to the State and Federal level in contractual relationships relating to health education programs.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of principles, practices and techniques of communication and community relations in the area of health services delivery; good knowledge of the theory and practice of health service delivery and public health education and its administration; good knowledge of learning theory applicable to health education; good knowledge of public health programs and trends at national, state and community levels; good knowledge of principles and techniques of supervision; ability to speak and write effectively; ability to establish and maintain cooperative relations with staff members, other community agencies and the public; initiative and resourcefulness; tact; good judgment; neatness; physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Either (a) Bachelor's Degree* in public health, public health education, public administration, communications or public relations and five years experience in either public relations in a public or private organization, or health education in a health related organization; or (b) Bachelor's Degree* and six years experience as defined in (a) above.

SUBSTITUTION: A Master's Degree* in public health, public health education, public administration, communications, or public relations may be substituted on a year for year basis for the required experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post secondary degree granting institution.