Industry 101

COMMUNITY HEALTH

Community health professionals are frontline public health workers who have a close understanding of communities they serve. They work to build individual and community relationships by increasing health knowledge through a range of activities such as outreach, community education, informal counseling, social support and advocacy.

TRENDS & INDUSTRY INFO

Community health growth will be driven by efforts to improve health outcomes and to reduce healthcare costs by teaching people healthy habits and behaviors and explaining how to use available health care services. Health educators teach people about behaviors that promote wellness. They develop and implement strategies to improve the health of individuals and communities. Community health workers collect data and discuss health concerns with members of specific populations or communities. Some entry level jobs can be done with an undergraduate degree, but in public health a Master’s Degree is a common requirement.

The demand for value and an increasingly competitive environment are prompting health care organizations to find new and more effective ways to improve care delivery including telehealth, mHealth, electronic patient records, wearables, and social media – which are growing rapidly in use and influence and, thus, hold considerable implications for the healthcare sector. As health systems continue to face shrinking margins, tightening budgets, and evolving payment models, the combination of data and analytics is also being touted as a possible missing key to unlock new sources of value.

FACTS & STATS

The median annual wage for health educators and community health workers was $43,840 in May 2015. Employment of health educators and community health workers is projected to grow 13% from 2014 to 2024, faster than the average for all occupations.

Percent Change in Employment, 2014-24
Health Educators & Community Health Workers

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community health workers</td>
<td>15%</td>
</tr>
<tr>
<td>Health educators and community health workers</td>
<td>13%</td>
</tr>
<tr>
<td>Health educators</td>
<td>12%</td>
</tr>
<tr>
<td>Counselors, social workers, &amp; other community and social service specialists</td>
<td>12%</td>
</tr>
<tr>
<td>Total, all occupations</td>
<td>7%</td>
</tr>
</tbody>
</table>


WORK ENVIRONMENT

Although, Community health workers typically work in an office setting, they may spend much of their time in the field, communicating with community members, hosting events, and collecting data.
A Career in Community Health

Skills & Experience Needed

Resume
Reflect your passion using volunteer experiences and related work outside of the classroom. Add elements highlighting your ability to work well with people, such as languages spoken and involvement with specific populations.

Skills Required
• Effective oral and written communication
• Data and systems knowledge
• Passion for Industry
• Understanding of other cultures and settings
• Analytical and Problem Solving
• Technically Savvy
• Understanding of grants

Experience
Internships and volunteer experiences are extremely beneficial. Most internships are unpaid. Consider UMD student organizations focused on health, outreach, cultural diversity or advocacy and service. There are also a variety of local community health facilities to engage with and search for local community health facilities.

Hiring Process and Timelines
Full-time opportunities post as needs arise, with no set timeline. Various internships become available throughout the fall, spring, and summer semesters. Start searching early and check back often.

Hiring processes are fairly standard and include application submissions and behavioral based interviews (phone or in-person). Have specific examples to draw from for the common “Tell me about a time when…” questions.

Sample Job Titles
• Community Health Outreach Worker
• Community Health Educator
• Community Health Coordinator
• Family Support Worker
• Family Advocate
• Health Advocate
• Outreach Worker
• Outreach Educator
• Outreach Specialist
• Women’s Health Specialist
• Community Advocate
• Community Care Worker
• Care or Case Coordinator

UMD Campus Resources
• Maryland Public Health Association
• Students Engaged in Public Health
• University Health Center
• Terp Service

Other Resources
• Idealist
• Society for Public Health Education
• American Public Health Association
• Center for Disease Control

Where are UMD Alums?

[Images of various organizations and companies]