



# NCHEC NEWS

CREDENTIALING EXCELLENCE IN HEALTH EDUCATION

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Spring 2012

"I don't know why it took so long, but it was worth it"

Written by Regina Pulliam, MPH, MCHES

Just this December, I changed my email signature at the end of my outgoing messages to include my newly earned credentials: MCHES. Within two hours of my normal email chatter I received a short congratulatory response from a colleague that ended with a short question and emoticon: what took you so long? @

Let me explain.

Assuring that there is a well-trained public health workforce to serve as the foundation for the nation's public health prevention efforts has been and is a priority. For more than 10 years now, my Department of Public Health Education at The University of North Carolina - Greensboro has required our undergraduate students in the community health education track to register for the CHES exam. As a faculty unit, we decided to take a stand to support the professional development of our students and our profession through the NCHEC credentialing efforts.

I know, I've heard many of the objections to credentialing or other efforts to establish standards to guide our professional practice (and might have spoken sometime in that way in the past). I can hear the moans, groans, and questioning thoughts: 'Me? A veteran 14+ year professor taking a three-hour exam for what?' or 'Why do I need to pay for a credential since I already have a collection of expensive degrees and experience?' I don't have enough space or time to list all of the arguments for and against this somewhat still contentious issue, but I do have some anecdotal evidence that made the difference for me. My students are passing the exam and graduating with confidence

as they enter the tough employment market and announce to sometimes puzzled faces "I am nationally recognized as a certified health education specialist." Not only are they passing the exam, but our CHES Alumni are contributing to national and international prevention efforts, refreshing their skills through continuing education efforts and graduate-level education, and contributing to our body of evidence-based practice through their tireless prevention efforts.

So, if my students can, then what am I waiting for? I decided to be one of the first to take the MCHES exam.

It doesn't matter how old you are or how much experience you have gained when it comes to test anxiety, especially when your students are sitting right next to you struggling through the same three-hour exam! I was a tentative procrastinator at first and finally settled into a daily schedule to dig deeper into *The Health Education Specialist: A Companion Guide for Professional Excellence* study guide. I must admit that I enjoyed reviewing the principles and theories again and reconnecting in a new way. I spent the majority of my studying revisiting key points absolutely forgotten and discovering new knowledge and strategies required for our work in health education. As a professor, it has helped me identify the key concepts, principles and theories that my students will need to prepare for their future efforts in community health education.

My response to my email message was 'I don't know why it took so long but it was worth it.' So to my fellow colleagues in academia or in the field, what are you waiting for?

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## Calling All Credentialed Health Education Specialists—We Need Your Support!

Written by: Beth H. Chaney, PhD, MCHES  
 NCHEC Chair of Board of Commissioners



How many times have you been asked what the letters CHES or MCHES behind your name mean? Do you find yourself giving the “elevator speech” regarding the importance of your credential for your own professional growth and the profession? As Chair of the Board of Commissioners of NCHEC, I am asking you to tell your story before you are asked. We need your help to market both credentials, CHES and MCHES, to not only others in our

profession, but to your employers and coworkers who need to know the importance of the letters CHES and MCHES. Some key points to include in your marketing efforts include:

- ❖ *The Certified Health Education Specialist (CHES) or Master Certified Health Education Specialist (MCHES) credentials are an indication that the credentialed professional has verified through academic preparation, successfully passing a written exam, and continued professional development, that he/she is competent and has met national standards of practice for the field of health education;*
- ❖ *The CHES and MCHES credentials attest to the health education specialist’s knowledge and skill sets; and lastly,*
- ❖ *Both credentials promote the health education profession, enhance the field’s recognition and level of competence in the eyes of the public, and put us on the path to pursue direct third-party reimbursement for services.*

Bottom line, if we do not spread the word, who will? Encourage your health education colleagues who are not credentialed to visit [www.nchec.org](http://www.nchec.org) for information on how to enhance their individual professional development, while also contributing to the enhancement of the profession. Moreover, educate your employers on both the CHES and MCHES credentials; provide him/her with the CHES/MCHES Employer Video for a brief overview of what a credentialed health education specialist has to offer to his/her workplace. It is up to us to create a demand for hiring credentialed health education specialists in health education jobs; therefore, I strongly urge you to make a conscious effort over the next few weeks and months to reach out to those who need to hear **YOUR** story. As always, thank you for your support of NCHEC and our efforts.

## NCHEC’s Executive Director Report

Written by: Linda Lysoby, MS, CAE, MCHES

*Service which is rendered without joy helps neither the servant nor the served. But all other pleasures and possessions pale into nothingness before service which is rendered in a spirit of joy.*

Mahatma Gandhi



Where would NCHEC be without the dedicated service of health education professionals who give selflessly of their time and talents? NCHEC, founded in 1988, is the result of the vision and volunteer energy of many dedicated health education professionals who helped to shape the foundations and develop the structure that is the current NCHEC. Within the past year, the long anticipated advanced-level credential known as Master Cer-

tified Health Education Specialist (MCHES) became a reality: 819 were credentialed via the Experience Documentation Opportunity (EDO) and an additional 64 successfully passed the inaugural MCHES exam.

The MCHES certification would not be a reality without the tireless efforts of the NCHEC Board of Commissioners and Directors over the past 8 years as they explored the possibility, finalized policies and began to implement the advanced-level certification, MCHES. The spirit of commitment and enjoyment of our many volunteers is evident in the work they do and the excellent results they produce. (Please see the list of individuals participating in current NCHEC boards on page 10).

With the realization of the MCHES certification, the boards now return their attention to the areas outlined in NCHEC’s Strategic Plan. Watch for updates in the coming year on efforts to continue market to employers, engage university programs preparing our future health education specialists and to continue to improve awareness and availability of continuing education opportunities for current credential holders.

Also, please give consideration to joining the NCHEC volunteers. The call for nominations is included on page 3 of this issue. Even if serving on a board is not in your immediate future, please consider helping to spread the message of the importance of certification by encouraging your colleagues, students and new professionals to take either certification exam. Also showing your employer the value of your work and then encouraging the inclusion of certification in hiring decisions can be very powerful. While NCHEC continues to promote the value of certification, efforts by those holding the credential are essential for success.

# 2013 CALL FOR CANDIDATES

NCHEC is searching for individuals to fill voluntary positions on our Board of Commissioners and Division Boards. The terms of these positions will begin on January 1, 2013. NCHEC seeks individuals from a diversity of practice settings on all boards: school, medical care, business/industry, academia and community. Elections will be held in August 2012. Consider nominating yourself or encouraging a peer to take this opportunity.



Credentialing Excellence in Health Education

evaluation of certification and examination processes; recommends policies and procedures for administering the CHES and the MCHES examinations; participates in item-writing workshops and ongoing online item-writing assignments, and ensures that NCHEC's testing meets acceptable standards. Interest or experience in item-writing and exam construction is preferred. The MCHES credential is required.

**Board of Commissioners (BOC):** One At-Large Commissioner: 5-year term. The Board of Commissioners is comprised of 11 individuals who govern and are accountable for all NCHEC activities. More specifically, the BOC defines the mission, participates in strategic planning, approves the annual budget and monitors financial statements, employs and evaluates the Executive Director, oversees and evaluates the credentialing program, establishes policies related to coordination and communication among the three division boards, and advocates for credentialing. Significant experience in health education, interest or familiarity with the functioning of non-profit boards, and knowledge and interest in health education credentialing is preferred.

**Division Board for Professional Development (DBPD):** Two Directors: 5-year terms. The DBPD is comprised of seven individuals responsible for oversight of the recertification and annual renewal procedures. More specifically, the DBPD recommends policies and procedures related to the designation of continuing education providers, recertification and the annual renewal of CHES; recommends fees for recertification, annual renewal and provider designation; and assures that the processes are monitored and periodically evaluated. Interest or experience in the development or delivery of continuing education programs for health educators is preferred.

**Division Board for Certification of Health Education Specialists (DBCHEs):** Three Directors: 5-year terms. The DBCHEs is comprised of 13 individuals responsible for the credentialing examinations. More specifically, the DBCHEs assures a periodic review and

**Division Board for Professional Preparation and Practice (DBPPP):** One Director: 5-year term. The DBPPP is comprised of seven individuals responsible for promoting professional preparation. More specifically, the DBPPP works with colleges, universities and accrediting agencies to improve professional preparation programs and promote best practices in health education settings, and monitors and updates the certification application and eligibility review process. Interest or experience with the credentialing process and with professional preparation is preferred.

Requirements for all positions include:

- Maintaining CHES/MCHES certification
- Participating in monthly conference calls
- Attending a once a year face-to-face meeting (all expenses paid by NCHEC)—typically this meeting spans a weekend (Thursday night—Sunday noon). DBCHEs requires two face-to-face meetings per year.
- Reading agendas, minutes and other information to stay informed
- Exercising independent judgment on decisions presented and maintaining confidentiality
- Advocating for credentialing
- Working on specific assignments/projects of the Board

If you are interested in becoming a candidate, please contact NCHEC at: 888-624-3248 or [nchec@nchec.org](mailto:nchec@nchec.org) or visit the Web site at [www.nchec.org](http://www.nchec.org). **Nomination deadline is June 30, 2012.**

## Conference Schedule

Mark your calendars for opportunities to earn continuing education contact hours. For more information on the conferences, visit the organizations' Web site.

| Organization  | Details  | Dates                 | Location                  |
|---|--|-----------------------|---------------------------|
| SOPHE 2012 Midyear Scientific Conference              | <a href="http://www.sophe.org">www.sophe.org</a>                 | April 11-14, 2012     | Nashville, Tennessee      |
| American College Health Association (ACHA)            | <a href="http://www.acha.org">www.acha.org</a>                   | May 28 - June 1, 2012 | Chicago, Illinois         |
| 86th Annual American School Health Association (ASHA) | <a href="http://www.ashaweb.org">www.ashaweb.org</a>             | October 10-13, 2012   | San Antonio, Texas        |
| SOPHE 63rd Annual Meeting                             | <a href="http://www.sophe.org">www.sophe.org</a>                 | October 26-28, 2012   | San Francisco, California |
| APHA 140th Annual Meeting                             | <a href="http://www.apha.org/meetings">www.apha.org/meetings</a> | October 27-31, 2012   | San Francisco, California |

Tell a colleague or student that the **NEXT CHES AND MCHES EXAM DATES** are **October 13, 2012** and **April 27, 2013**.

| OCTOBER 2012 |     |      |     |     |     |     |
|--------------|-----|------|-----|-----|-----|-----|
| Sun          | Mon | Tues | Wed | Thu | Fri | Sat |
|              | 1   | 2    | 3   | 4   | 5   | 6   |
| 7            | 8   | 9    | 10  | 11  | 12  | 13  |
| 14           | 15  | 16   | 17  | 18  | 19  | 20  |
| 21           | 22  | 23   | 24  | 25  | 26  | 27  |
| 28           | 29  | 30   | 31  |     |     |     |

For more information, visit [www.nchec.org](http://www.nchec.org) or contact the exam coordinator at 888-624-3248, ext 12.

| APRIL 2013 |     |      |     |     |     |     |
|------------|-----|------|-----|-----|-----|-----|
| Sun        | Mon | Tues | Wed | Thu | Fri | Sat |
|            | 1   | 2    | 3   | 4   | 5   | 6   |
| 7          | 8   | 9    | 10  | 11  | 12  | 13  |
| 14         | 15  | 16   | 17  | 18  | 19  | 20  |
| 21         | 22  | 23   | 24  | 25  | 26  | 27  |
| 28         | 29  | 30   |     |     |     |     |



## We Hear You!

*Written by Erin Reiney, MPH, CHES –  
Director on NCHEC’s Division Board  
for Professional Development*

The Division Board for Professional Development sincerely THANKS each of the 2,718 credential holders who responded to our survey about the Continuing Education Contact Hours (CECH) process; this resulted in a 32% response rate. We are busy studying the results, and preparing to take action based on your responses. Here are a few things we’ve learned from you:

- Most respondents (64%) use the NCHEC Web site to locate continuing education opportunities.
- Email (87%) is the preferred mode for notifications about these opportunities.
- 23% of respondents indicated their employers pay 50% or more of their CECH expenses.
- More than 2/3 (69%) know how to track their CECH transcript using the NCHEC Web site.

You also provided rich comments addressing such topics as the economic challenges in sustaining professional development, suggestions for improving the navigation of the NCHEC Web site, and affirmations about the value you find in holding the CHES or MCHES credential. As a result, actions will be taken toward improving communication about CECH opportunities, outreach to designated providers for continuing education, and continued promotion of the value of the certification to employers and the public.

We appreciate your participation! Our Board’s work this year will be guided by your voices. We would like to congratulate the winners of the three \$50 gift cards to Barnes and Noble bookstore: Trisha Horace from Texas; Sondra O’Callaghan from Florida; and David Rodgers from California.

## County Health Department Hires CHES

*Written by: Stephanie Neff*

Linn County Public Health (LCPH), located in Cedar Rapids, Iowa, has nearly 50 years of experience providing a wide range of direct services, preventive services and health surveillance activities designed to prevent disease and injury, promote healthy behavior and protect the public and their environment. The agency currently serves as a regional resource in many areas of collaborative public health practice and boasts an onsite laboratory, local air quality program, and newly developed comprehensive healthy homes and healthy behaviors programs.



**Public Health**  
Prevent. Promote. Protect.

Linn County, Iowa

A recently established position of Health Education Specialist was created at Linn County Public Health to assist in achieving the agency’s mission relative to the essential public health services. The ability of the successful candidate to maintain CHES certification is important for two reasons: 1) the certification demonstrates a certain level of competency for administering health education programs; therefore, the requirement assures that the candidates have the necessary skill set to accomplish the position’s essential functions; and 2) the agency gains credibility by maintaining staff certified by a third party in their area of expertise.

By hiring and maintaining certified staff, the agency can successfully demonstrate the competency of its workforce – a valuable tool for evidence of meeting accreditation standards. In addition, through the continuing education requirement for the CHES, the agency can assure that the Health Education Specialist stays abreast of the most current innovative strategies for assessing and communicating health needs, planning, implementing and evaluating health education programs, serving as a resource, and advocating for health.

The position is responsible for the following functions, which align closely with the core competencies of a Certified Health Education Specialist:

- Planning and implementing the Community Health Needs Assessment process according to state and federal standards, best practices and agency policy;
- Facilitating community coalitions/workgroups to promote implementation of the Community Health Improvement Plan;
- Application of social marketing principles to communication strategies using a variety of methodologies including social media;
- Provision of technical assistance to community organizations implementing public health services; and,
- Enhancing delivery of education and services to the community to control and address public health issues and hazards in accordance with federal/state/local laws.

Current agency policy states that individuals who maintain a license or certification required by their job classification will receive paid time to attend workshops, conferences and trainings necessary to obtain continuing education credits; in addition, the agency will cover the cost of CECH as the budget allows.

## Testimonials from the Inaugural MCHES Exam

Here are a few testimonials from individuals who took the inaugural MCHES examination on October 15, 2011. A complete listing is published below.



**Daniel Kim, MPH, MCHES, CPH**  
Health Heart Disease and Stroke  
Prevention Project Manager,  
Virginia Department of Health

One reason I sat for the MCHES exam was to achieve the advanced accreditation in health education as an indicator of my Master's level knowledge and experience

since I received my MPH and CHES almost 15 years ago. Another reason was the opportunity to identify areas for improvement among the Responsibilities and Competencies. I knew I probably would not get a perfect score since I had very limited time to "study" before the exam, but the scores would show which Responsibilities and Competencies I excelled in and those that I needed to work on for the future. I was surprised that I felt quite comfortable about taking the exam somewhat "cold" and feeling confident in my responses to the exam questions, which indicates to me that my knowledge and experience served me well to allow me to pass successfully.

While the MCHES does not confer any additional benefits in my current position at my workplace, I know that it is acknowledged in my interactions with other health educators and public health professionals in the department and from other organizations statewide and nationally. They recognize my commitment to identify myself as a health education specialist no matter what title I may have at the time.



**David C. Wiley, PhD, MCHES**  
Professor of Health Education,  
Texas State University

I have always regretted not applying for the original CHES certification years ago when I could've been grandfathered in. I felt I had missed a great opportunity for the certification by not taking advantage of the original process. Over the years, I've considered sitting for the exam, but "never got around to it." Several years ago I started teaching an Ethics in Health Education graduate course at my university and there is a case example in the course where the question is asked, "Are health educators ethically bound to become CHES certified?" It was a consistent struggle for me to explain to my students why I wasn't CHES certified, but they were expected to sit for the exam. This past fall I decided to remedy that by completing all requirements for the MCHES certification. I can now state proudly that I am certified and that this increases my standing with my students and the ethical authority of our program to require them to sit for the exam as well.



**Felicia D. Taylor, PhD, MCHES**  
Project Leader, Delta Obesity Project

I sat for the inaugural MCHES exam because it was an advanced level certification and better reflected my educational and professional accomplishments at this point in my career. Health education is a diverse field; often-times your health education background, degrees earned, or health education job responsibilities are not easily recognizable when credentials are presented; therefore, the MCHES designation provides instant recognition and places name and face recognition to the field of health education and a professional's commitment to the field.

I encourage anyone at an advanced level to take advantage of the opportunity to sit for the MCHES exam. In my view, this special designation attests to the dedication to the profession, dedication to one's career, and it attests to an advanced level of accomplishment, an advanced level of decision-making, and an advanced level of responsibility to work on behalf of the constituents we serve. It is also nice to know that I am one of the first to take the inaugural exam and earn the designation.

## NCHEC WELCOMES NEW MCHES – FALL 2011

The following is a list of those who earned the distinct title of Master Certified Health Education Specialist (MCHES) in the October 2011 examination. NCHEC welcomes them to a class of more than 800 active MCHES. Those who opted not to be published are excluded from the list.

Leeanna E. Allen  
Martin A. Ayim  
Shannon Barrett Summers  
Christina L. Benjamin  
Jennifer S. Berna  
Jessica Bowen Bazyl  
Elissa R. Bradley  
Jenny D. Brice  
Carol A. Cahalane  
Carol Caldara  
Julie K. Crumly  
Alexis Deavenport  
John Decker

Rena P. Dixon  
Kristy L. Emerson  
Tamara Lou Gallant  
Allison George  
Mandy A. Golman  
Elaine R. Gordon  
Karen Y. Gregory-Mercado  
Cathlene H. Hansen  
Andrea L. Heyward  
Marissa Howat  
Maureen K. Johnson  
Sarah E. Johnson  
Charlotte D. Kabore

Heather Kearns  
Matthew W. Kiechle  
Daniel H. Kim Jr.  
Trina J. Long  
Patsy Malley  
Melissa Marinas Ikeda  
Lucy M. McLaughlin  
Tanya A. Montoya  
Jessica B. Moore  
Taryn Oestreich  
Marietta A. Orlowski  
Kathleen Passuth Bombery  
Polly C. Paulson

Lara E. Peck  
Yolanda L. Peele  
W. Alan Percy  
Patricia Pilpel Schwartz  
Jakeia Porter  
Regina M. Pulliam  
Estelle M. Raboni  
Melissa Rehrig  
Kirsten C. Rodgers  
Bridget E. Rogala  
Anna E. Shurtleff  
Joseph D. Smyser  
Erica Sosa

Scott Steffen  
Sarah A Stempski  
Felicia D Taylor  
Melissa K Thomas  
Jessica H Wagner  
Dona S Walcott  
Sarah S Wall  
Melissa A Watford  
Philip J Welch  
Nikole T West  
Cathy D Whaley  
David Wiley

# HIGH SCORERS ON OCTOBER 2011 MCHES EXAM

## Jessica Bowen Bazyl, MPH, MCHES



Jessica Bowen Bazyl is a Sexuality Education Consultant, currently working with Teen Talk Sexuality Education based in Redwood City, California. She developed a passion for working with adolescents during an internship with Planned Parenthood while completing her undergraduate degree at Northwestern University. After graduating, she continued to work in reproductive health care and research, as well as sexuality education.

After positions with the Youth Leadership Institute and University of California San Francisco, she earned her MPH in Community Health Education from San Francisco State University in 2005. "For me, getting my CHES certification immediately after my MPH was a no-brainer. It indicates that one takes the field of health education seriously and is dedicated to advancing one's career," she says.

In recent years she has worked with the American Lung Association, the Teen Pregnancy Coalition of San Mateo County, and San Francisco State University's Center for Research on Gender and Sexuality. In her current position as Consultant with Teen Talk Sexuality Education, she is designing a puberty curriculum and teaching comprehensive sexuality education in middle schools and high schools throughout San Mateo County, California. She sat for the first MCHES exam in October and received one of the two Top Scores for the inaugural exam. "Especially in the field of sexuality education, which is all-too-often seen as controversial, earning the MCHES credential was very important to me. It shows colleagues, school administrators, teachers and parents that I am qualified to teach health education, that I follow a strict code of ethics, and that I am a leader in my field. Those five letters, which I am very proud to have earned, help to set me apart."

## Philip Welch, PhD, MCHES



Phil Welch is currently a part-time instructor at the University of Toledo. He earned a PhD in Health Education from the University of Toledo in December of 2011. Before obtaining his PhD, Phil worked for 7 years at the University of Michigan Health System designing and implementing employee wellness programs. "I decided to take the MCHES exam because I believe strongly in continuing education. The

MCHES credential gives me a structured plan to keep myself current within the health education field. This credential also provides evidence of my competency in planning, implementing, and evaluating health education programs. I believe that as our field matures and more health education professionals become MCHES and CHES certified, these professional credentials will carry similar weight to the CPA licensure in the accounting field."

"Being a high scorer on the MCHES was something I did not expect and I am honored to be recognized. My success on the test is attributable to the great preparation I received during my doctoral program at the University of Toledo. I'd like to thank my wonderful professors and mentors there and share this distinction with them. I'd also like to thank my wife for being totally supportive during my pursuit of a doctoral degree and also my sons Max and Nolan for reminding me what is most important to me in life: family, education, and good health."

**Join more than 2,000 CHES/MCHES colleagues on the Official NCHES CHES/MCHES group on LinkedIn.**

**Learn about networking opportunities, job postings, and continuing education programs.**

**Also, like us on Facebook and watch the**



**CHES/MCHES video on YouTube.**





## NCHEC WELCOMES NEW CHES – FALL 2011

The following is a list of those who earned the distinct title of Certified Health Education Specialist (CHES) in the October 2011 examination. NCHEC welcomes them to a class of more than 9,400 active CHES.

Those who opted not to be published are excluded from the list.

|                         |                          |                                   |                      |
|-------------------------|--------------------------|-----------------------------------|----------------------|
| Kathryn D. Adams        | Rachel E. Bush           | Annette Echevarria                | Allison Harvey       |
| Erica L. Adamson        | LaTonya R. Bynum         | Nicole M. Eckelkamp               | Michaela J. Hayes    |
| Joy E. Ahern            | Jon Cabrera              | Eva M. Elders                     | Jessica J. Hecksell  |
| Pamela R. Alexander     | Alicia P. Cambron        | Amilya N. Ellis                   | Hayley C. Hegland    |
| Melissa K. Allen        | Kathryn M. Campbell      | Alyson M. Engle                   | Sara J. Henneberger  |
| Jeffrey T. Allerson     | Ruth L. Carpenter        | Charlotte Erickson                | Danielle M. Hewson   |
| Cassandra K. Amour      | Nathan Carroll           | Maribel Familia-Guzman            | Nicole B Hill        |
| Chimkosola Ananti       | Sierra D. Carroll        | Jamila U. Farouk                  | Darany Hoang         |
| Megan C. Aronson        | Nathan T. Carter         | Alejandra Fernandez               | Tara Hochstein       |
| Mandy Aycock            | Leticia Casillas Sanchez | Michael C. Ferrara                | Lauren R. Hoeks      |
| Ehiremen Azugbene       | Amelia Cave              | Elizabeth A Fettrow               | Melanie Hoffman      |
| Boubacar Bah            | Patricia F. Cepeda       | Kathleen E. Fitzpatrick Rosenbaum | Patricia A. Holman   |
| Ana E. Bales            | Lisa M. Ceron-Pepe       | Adair Flynt                       | Caitlin M. Hoxsey    |
| Kristen J. Barela       | Krystle Cespedes         | Kentya C. Ford                    | Miguel A. Huerta     |
| Gretchen J. Battle      | Rose B. Chan             | Heather Frampton                  | Jeannette L. Hughes  |
| Crystal Beck            | Susan J. Chauvin         | Allie L. Frear                    | Monya Hunter         |
| Amy C. Becker           | Hope H. Cherry           | Jessy J. Frey                     | Amy M. Hutchinson    |
| Bonnie L. Beezhold      | Robin S. Chipman         | Neila Fricks                      | Mary E. Ingle        |
| Jamie L. Belcher        | Courtney Chirido         | Santina Galbo                     | Geonee I. Inyang     |
| Tanisha D. Belton       | Dana E. Churchill        | Ollie T. Ganz                     | Lena J. Ismail       |
| Jessica N. Bender       | Denishia L Clark         | Tiffany Garber                    | Mary M. Jackson      |
| Ruth E. Bendersky       | Laura B. Coffey          | Analia Garcia Gutierrez           | Aimee Jacob          |
| Natalie R. Betts        | Julie A. Conley          | Lindsey E. Gardner                | Kristen E. Jacob     |
| Nirja Bhagat            | Casey L. Conrad          | Eric H. Geers                     | Molly M. Jansen      |
| Roshni Bhimani Devchand | Jeff Cook                | Michelle Gendrano                 | Danielle M. Jarmin   |
| Jamie E. Bialor         | Kim T. Cook              | Paulette A. Giambalvo             | Cassie Jeng          |
| Kristin Bianca          | Megan R. Cooper          | Silvia Gilliss                    | Amanda Jeppsen       |
| Samantha E. Bibeau      | Dawn E. Copper-Nieves    | Stacey L. Gleim                   | Delores B. Johnson   |
| Jacqueline D. Black     | Tabatha Cotto            | DeNita L. Glogowski               | Leah Johnson         |
| Maryola Blancas         | Elizabeth H. Cowgill     | Dana Gluyas                       | Charise Jones        |
| Danielle S. Blumer      | Manuella B. Crawley      | Camille L. Gonzalez               | Linda Y. Jones       |
| Katie E. Borchardt      | Kelly Cross              | Amanda A. Goodbrake               | Brooke R. Jordan     |
| Sarah M. Bowsman        | Geraldine I. Cummings    | Sarah Gordin                      | Anne Keillor         |
| Laquilla E. Boyce       | Angeline Danan           | Rexanne Greenstreet               | Emily A. Kelley      |
| Heather Braundmeier     | Gabrielle C. Darville    | Emily Grigg                       | Sara M Kennedy       |
| Denise L. Bredow        | Linda K. Davis           | Katie Gronsky                     | Taylor A. Kennedy    |
| Heidi Brill             | Takilya T. Davis         | Danielle L. Grospitch             | Tiffany J. King      |
| Jaclyn E. Brown         | Kayleigh Day             | Mallika Gupta                     | Allison M. Kinney    |
| RaeShundra T Brown      | Dominique Del Prete      | Lorena G. Guzman                  | Brynn R. Kline       |
| Kathleen R. Browning    | Thanh Mai T Dinh         | Jechelle L Hall                   | Valerie J. Kmiecik   |
| Juanita Brunson         | Hannah M. Dinoso         | Saunvah Hamidi                    | Adam P. Knowlden     |
| Hillary E. Bryan        | Dena M. Dixon            | Cassandra K. Hamilton             | Jodi S. Kobrinsky    |
| Emily A. Bugos          | Carmen Dockins           | Valerie P. Hamlin                 | Amanda Koch          |
| Emily M. Bullard        | Hillary A. Doerfler      | Daniel G. Handysides              | Emily M. Kogut       |
| Molly Bullington        | Alicia N. Donegan        | Ashwini Hardikar                  | Reecha Koirlala      |
| Natalie M. Burke        | Ahuby Donnelly           | Kristen J. Harjula                | Brittany L. Krein    |
| Erica L. Burkle         | Carlee N. Donnelly       | Iris A. Harley                    | Angela Kroeze Visser |
| Kelly M. Burlison       | Erin M. Dorman           | Andrew H Harper                   | Athila Lambino       |
| Monica D. Burnett       | Sarah M. Downs           | Courtney R Harrington             |                      |
| Nicole M. Burow         | Katie Dunham             | Kimberlee Hartwell                |                      |

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|                             |                        |                        |                                |
|-----------------------------|------------------------|------------------------|--------------------------------|
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| Ivy T. Lanier               | Nicolas J Mouawad      | Tyler D. Rogers        | Melissa M. Szekely             |
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## HIGH SCORER ON OCTOBER 2011 CHES EXAM



**Ruth Carpenter, MSN, CHES**

Ruth graduated from Texas A&M University in 1982 – prior to CHES certification development. She obtained a nursing degree after being unable to find a job in Community Health Education near the small town where her husband worked. As an RN, empowering individuals through health education remained her primary passion. When she learned about CHES certification this year, the decision to seek this credential was a ‘no-brainer’. *“The CHES credential defines and validates the value of a Health Education degree to potential employers. I don’t know why anyone in our profession would opt out of obtaining this distinction. I wish I would*

*have known about it earlier!”* Ruth recently obtained her MSN (nursing education) along with additional training in Intervention Mapping. She will serve as an Adjunct Instructor at Concordia University-Austin this spring. In her free time she wants to facilitate health promotion program development in rural communities.

For anyone wanting advice on preparing for the exam, she recommends using the published sample test in the companion guide to prioritize study time. The recommended study materials were excellent supplements.

### The Employer Webinar:

## “Why Should You Hire a Certified Health Education Specialist?” – Participant Perceptions

*Written by Audrey Shively, NCHES’s Marketing Committee and Melissa Rehrig, NCHES’s Communication Director*

As you learned in the last issue of the NCHES News, NCHES and the University of Florida’s (UF) College of Health & Human Performance hosted an Employer Webinar in November 2011. Titled “Why Should You Hire a Certified Health Education Specialist?”, it was designed to engage employers in a discussion on the value of hiring certified health education specialists, both CHES and MCHES. The Webinar addressed two major questions that would be valuable for other employees considering hiring a CHES/MCHES. Why does your company prefer to hire a CHES and/or MCHES and what is the importance of hiring a certified individual at your workplace?

To continue sharing information from this Webinar, this article will summarize and analyze the participant evaluation data collected during the Webinar. Of the 391 people registered for the Webinar, 204 logged in and participated that day. While the Webinar was considered a success, it should be pointed out that of the participants only 25% represented the intended target audience of those serving in the role of hiring health education specialists. Fortunately, of these participants, 93% indicated they were likely to hire a CHES/ MCHES.

Three panelists representing diverse sectors in which health education specialists are employed shared with the audience their perspectives on the skill sets CHES and MCHES contribute to

healthcare, school health, and non-profit health education settings. The overwhelming majority of the participants felt the expertise of the presenters was evident and that the panelists effectively used examples to explain concepts.

This reflected favorably on the design of the Webinar to actively engage the panelists in conversation about their experiences with employing CHES and MCHES. Because of the Webinar format, the majority of participants felt the information provided was useful and met their needs and indicated that the information presented was easy to understand. In addition, most agreed that the purpose of the Webinar was met.

In summary, participants commented favorably on the Webinar including its format, timing, and technology. They felt the most helpful information they gathered related to how the many facets of health and healthcare benefited by hiring CHES/MCHES professionals. Suggested topics for future Webinars included marketing yourself for employment, gaining professional experience, and how to find resources available for assistance with hiring CHES/MCHES.

The Webinar was recorded and the link is available on the NCHES Web site at [www.nchec.org](http://www.nchec.org).



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