

## Ways to Market Yourself as a CHES/MCHES

### What does being CHES/MCHES Say about YOU

1. CHES/MCHES have met specific academic qualifications in health education
2. CHES/MCHES show a commitment to the health education field by becoming certified
3. Credentialing distinguishes you as an expert
4. CHES/MCHES is an accredited certification that validates competency in the field
5. Certified individuals have a requirement/commitment of continuing education as maintenance of the certification
6. National accredited certification gives a competitive advantage

### Opening Doors/Networking/Searching for Positions

1. Include the CHES/MCHES certification on your resume and highlight as strength for recruitment process
2. Use a wide-range of search options. Jobs titles vary so look for positions that include qualifications, responsibilities and skill sets of CHES/MCHES. The positions might not necessarily include CHES/MCHES but they are looking for an individual with our skills sets.
3. When looking at a company/position, determine what the value of CHES/MCHES would be in that situation. Conduct a SWOT analysis.
4. Communicate and advocate for yourself and your credential.
5. Focus on the 4 P's (product, price, place, promotion)
6. Distinguish yourself as either an "expert" or a "generalist".
7. Get involved in your community, professional meetings, social media
8. Prepare a 60 second sound bite on yourself

### Interacting with Potential Employers

1. Highlight Seven Areas of Responsibility, Competencies, and Sub-competencies and focus on strengths and skills sets such as experience in assessment, program planning/development, health behavior change, program implementation, research and evaluation
2. Focus on what makes CHES/MCHES unique
3. Focus on your certification as a strength through the entire interviewing process.
4. Highlight the work you went through to get the certification as well as the qualifications required to maintain it.
5. Discuss how the certification enhances the work environment and assures quality outcomes for the employer (less training time, ensures quality assurance to consumers)
6. When interviewing, be prepared to describe one or two things you excel at and one or two things you are the weakest in terms of the credential/competencies.
7. Be prepared to answer: Why you? Why this? Why now?
8. Health Education is a new profession compared to nursing, social workers, etc. however, our profession has had a long history (since the 1980s) of a role delineation/job analysis process to update and validate competencies and practice which is the basis of the CHES/MCHES certification
7. Entry-level practitioner – needs assessment and program planning
8. Advanced-level practitioner – management, supervision, and implementation