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Certified Communicator in Public Health Job Analysis

CORE COMPETENCIES

1. Communicate with a range of stakeholders and populations by using resources, techniques and technologies
2. Apply interpersonal skills in communication with public health colleagues, partners and the public
3. Influence individuals and communities by using media, community resources and social marketing techniques
4. Provide communication advice to public health leadership
5. Demonstrate proficiency in written communication

I. MEDIA RELATIONS SKILLS

- A-1** Analyze media issues that have potential to affect public health or your organization
- A-2** Prioritize issues that need to be brought to the immediate attention of top-level public health management
- A-3** Advise top-level administration on media issues
- A-4** Maintain surveillance of the environment (e.g., stay abreast of current public health news trends and anticipate future ones)
- A-5** Prepare public health leadership and Subject Matter Experts for media interviews

- B-1** Understand data that can help you decide how to communicate public health issues to the media
- B-2** Present data in terms that the media will understand

- C-1** Develop a media plan
- C-2** Implement a media plan
- C-3** Strategically utilize messages, messengers and means

- D** Act as a spokesperson
 - D-1** Speak in a way that can be understood by the intended audience, avoiding jargon
 - D-2** Present the public health perspective to journalists (e.g., make the science understandable)
 - D-3** Determine when you should be the spokesperson for your organization
 - D-4** Determine when public health leadership or program representatives should speak for your organization instead of you

- E** Possess publicity skills
 - E-1** Demonstrate ability to write media releases, articles, brochures, speeches, testimony, scripts, etc. tailored to different audiences
 - E-2** Determine which media can help you to reach your intended audiences
 - E-3** Tailor a story to the medium or specific media that can help you reach your intended audiences
 - E-4** Distinguish between local and national news interests

II. SOCIAL MEDIA SKILLS

- A-1** Understand best practices for social media tools
- A-2** Use social media tools to benefit public health
- A-3** Have working knowledge of: buttons and badges, image sharing, content syndication, RSS feeds, Podcasts, online video sharing, widgets, eCards, Twitter, blogs, Facebook, and other social networking sites
- A-4** Help establish structure and policies to manage the organization's use of social media

- B-1** Use knowledge of social media technologies to segment online audiences
- B-2** Prioritize online audiences

- C-1** Design a social media strategy that will reach its intended audiences
- C-2** Implement a social media strategy that will reach its intended audiences
- C-3** Help optimize social media content by "listening" and evaluating

III. HEALTH MARKETING SKILLS

- A-1** Identify public health priorities
- A-2** Define problems in achieving public health priorities
- A-3** Recommend solutions to problems that prevent achievement of public health priorities

- B** Implement social marketing strategies
- B-1** Identify the health information needs of the community
- B-2** Meet the health information needs of the community
- B-3** Identify community partners to help you reach your intended audiences
- B-4** Recruit community partners to help you reach your intended audiences
- B-5** Implement community action strategies
- B-6** Implement health promotion programs

- C** Evaluate social marketing strategies

IV. CROSS-CULTURAL COMMUNICATION SKILLS

- A-1** Respect a wide range of differences among intended audiences
- A-2** Research cultural preferences of intended audiences
- A-3** Develop communication strategies that will reach diverse audiences
- A-4** Craft messages that will help achieve public health objectives specific to intended audiences
- A-5** Use health literacy best practices including reading grade level, word choice, graphics, and "messengers" to reach intended audiences

- B-1** Identify opinion leaders within intended audiences
- B-2** Recruit opinion leaders within intended audiences

- C-1** Develop a community engagement program to reach intended audiences
- C-2** Carry out a community engagement program to reach intended audiences

- D-1** Recognize the communication needs of individuals within the intended audiences who have special needs (e.g. physical, mental health, lack economic resources, etc.)
- D-2** Address the communication needs of individuals within the intended audiences who have special needs (e.g. physical, mental health, lack economic resources, etc.)

V. RISK/CRISIS/EMERGENCY COMMUNICATION SKILLS

- A-1** Understand the difference between risk communication, emergency (incident) communication, crisis communication (reputation management) and precaution advocacy (prevention messaging)
- A-2** Put risk communication theory into practice

- B-1** Communicate before a hostile audience
- B-2** Facilitate two-way communication when interacting with a hostile audience
- B-3** Know the difference between risk communication and public relations

- C** Advise leadership on crisis communication issues
 - C-1** Craft a crisis communication plan
 - C-2** Identify issues that have the potential to negatively reflect on the organization
 - C-3** Apprise public health leadership of potential pitfalls and planned communication strategies

- D** Advise leadership on emergency communication
 - D-1** Reflect Crisis and Emergency Risk Communication principles in all strategies
 - D-2** Identify primary and secondary/tertiary audience
 - D-3** Develop an emergency communication plan
 - D-4** Operationalize an emergency communication plan in real time

- E-1** Communicate in a manner that enhances the ability of affected public to receive, understand and act upon messages to promote health and safety
- E-2** Influence opinion leaders within both external and internal audiences

- F-1** Be familiar with Incident Command System, Incident Management System and JIC operations
- F-2** Develop a plan for media monitoring in public health emergencies
- F-3** Implement a plan for media monitoring in public health emergencies

VI. COMMUNICATIONS RESEARCH AND EVALUATION SKILLS

- A-1** Identify accurate public health information that meets the needs of intended audiences
- A-2** Determine whether data can help to meet the public health communication needs of intended audiences

- B-1** Be familiar with theory and research that should inform health communication planning
- B-2** Be familiar with fundamental social science research that affects communication practice such as cognitive dissonance, optimism bias, hindsight bias, anchoring, Trust Determination Theory, Mental Noise Theory, Risk Perception Theory, vicarious rehearsal
- B-3** Determine qualitative and quantitative research methods to meet the needs of intended audiences

- C-1** Implement both process and impact evaluations
- C-2** Apply theoretical and research-based findings to public health communication practice

VII. INTEGRATED SKILLS

- A-1** Have knowledge of public health (10 essential public health services, public health as a profession, Winnable Battles, accreditation, and Healthy People 2020) and public health law and ethics as they relate to public health communication
- A-2** Protect patient confidentiality and other issues relating to an individual's health privacy
- B-1** Have knowledge of public health legal issues, (e.g., laws regarding HIPPA, libel, disclosure, copy right, trademarks, fair use, First Amendment issues, slander, privacy, regulations on commercial speech, lobbying, and grassroots lobbying)
- B-2** Use laws regarding media access, due process, records access, to meet the needs of various publics
- B-3** Understand communicable disease reporting requirements
- C** Be honest and transparent in communicating to both internal and external audiences