

BACHELOR OF SCIENCE IN

# HEALTH EDUCATION AND PROMOTION



■ *Option in Exercise and Health* ■ *Option in Public Health*

## NATIONAL JOB OUTLOOK & WAGES

Employment of health educators and community health workers is projected to grow 21 percent from 2012 to 2022, faster than the average for all occupations.

Employment of fitness trainers and instructors is projected to grow 13 percent from 2012 to 2022, about as fast as the average for all occupations.

### Health Educator

Median wages (2014)  
\$24.24 hourly, \$50,430 annual

### Community Health Workers

Median wages (2014)  
\$16.76 hourly, \$34,870 annual

### Fitness Trainers and Instructors

Median wages (2014)  
\$16.82 hourly, \$34,980 annual

## OKLAHOMA MEDIAN WAGES

### Health Educators

2014 \$48,800 annual

### Community Health Workers

2014 \$33,100 annual

### Fitness Trainers and Instructors

2014 \$32,900 annual

## Program Description

The health education and promotion program prepares students to provide preventive and rehabilitative services in a variety of settings including worksites, health care facilities, community agencies, schools/universities, and governmental agencies. Students culminate their degree requirements with a semester-long internship before graduating. This degree track prepares students for credentialing opportunities such as the Certified Health Education Specialists and certifications offered through the American College of Sports Medicine.

## Job Descriptions

### Health Educator

Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May serve as a resource to assist individuals, other healthcare workers, or the community, and may administer fiscal resources for health education programs.

### Community Health Workers

Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs.

### Fitness Trainers and Instructors

Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills.



## OSU POST-GRADUATION SURVEY

Find out where OSU students go after graduation and how much they earn at [www.hireosugrads.com](http://www.hireosugrads.com) (choose Salaries on the menu).

## NATIONAL / PROFESSIONAL ORGANIZATIONS

American Association for Health Education (AAHE)  
[www.aahperd.org/AAHE/](http://www.aahperd.org/AAHE/)

Society for Public Health Education  
[www.sophe.org](http://www.sophe.org)

American College of Sports Medicine  
[www.acsm.org](http://www.acsm.org)

The National Commission for Health Education Credentialing, Inc.  
[www.nchec.org](http://www.nchec.org)

## OKLAHOMA STATE UNIVERSITY STUDENT ORGANIZATIONS

College of Education Student Council  
College of Education Student Ambassadors  
Health Promotion Club

For more information about student organizations visit [campuslink.okstate.edu](http://campuslink.okstate.edu)

## Sample Job Titles

### ...for Health Educators

Certified Diabetes Educator, Child Development Specialist, Clinical Instructor, Clinical Nurse Educator, Community Health Consultant, Community Health Education Coordinator, Education Coordinator, Health Educator, Health Promotion Specialist, Public Health Educator

### ...for Community Health Workers

Apprise Counselor, Assistant Director of Nutrition and Wellness Programs, Chief Program Officer, Community Health Outreach Worker, Community Health Program Coordinator, Community Health Program Representative (Community Health Program Rep), Community Health Promoter, Community Health Worker (CHW), Community Nutrition Educator, HIV CTS Specialist (Human Immunodeficiency Virus Counseling and Testing Services Specialist)

### ...for Fitness Trainers and Instructors

Aerobics Instructor, Fitness Coordinator, Fitness Director, Fitness Instructor, Fitness Specialist, Fitness Trainer, Group Exercise Instructor, Group Fitness Instructor, Personal Trainer, Yoga Instructor

## Occupations Similar to Health Educator and Community Health Worker

Dietitians and Nutritionists  
Epidemiologists  
High School Teachers  
Mental Health Counselors and Marriage and Family Therapists  
Middle School Teachers  
Postsecondary Teachers  
School and Career Counselors  
Social and Human Service Assistants  
Social Workers  
Substance Abuse and Behavioral Disorder Counselors

## Occupations Similar to Fitness Trainers and Instructors

\*Athletic Trainers and Exercise Physiologists  
\*Occupational Therapists  
Physical Therapist Assistants and Aides  
\*Physical Therapists  
Recreation Workers  
Recreational Therapists

*\*Some Health Education and Promotion graduates go on to Athletic Training, Physical Therapy, Occupational Therapy and other professional/graduate schools.*

## Additional Information

The Certified Health Education Specialist (CHES) examination is a competency-based tool used to measure possession, application and interpretation of knowledge in the Seven Areas of Responsibility for Health Education Specialists delineated by A Competency-Based Framework for Health Education Specialists 2010 ([www.nchec.org](http://www.nchec.org)).

Certified Personal Trainer® (CPT), Certified Exercise Physiologist (EP-C), and Certified Group Exercise Instructor SM (GEI) credentials are obtained through the American College of Sports Medicine ([acsm.org](http://www.acsm.org)) and are known as the Gold Standard around the world.