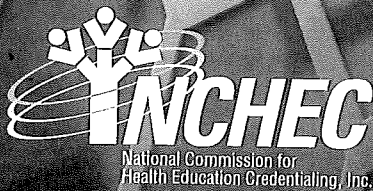
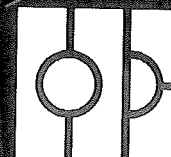


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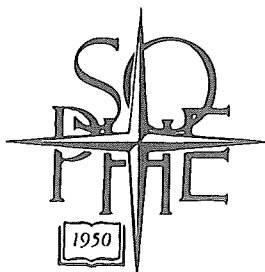
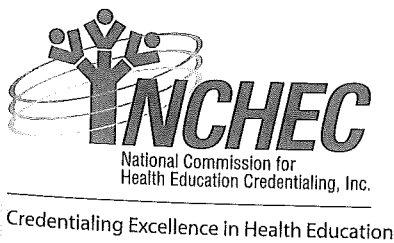


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Health Educator Job Analysis Project Contributors

Optimal health is essential to quality of life. Health education specialists can significantly impact health and wellbeing when the Competencies they need to support individual and population health are clearly delineated and effectively developed. The National Health Educator Job Analysis 2010 (HEJA 2010) is the latest in the evolution of health education Competencies, which underlie the profession's commitment to excellence in health education teaching, research and practice.

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Introduction

The purpose of this publication is to communicate the Responsibilities, Competencies and Sub-competencies that are essential to health education practice. This document contains descriptions of the processes, outcomes, and related materials of the most recent update project known as the National Health Educator Job Analysis 2010 (HEJA 2010). It is designed for use by the health education profession as a framework for professional preparation, credentialing, and professional development.

Section I contains a brief overview of historical perspectives related to the growth and evolution of the health education profession. In Section II, the processes and outcomes of HEJA 2010 are described. The resulting HEJA 2010 model containing the updated Areas of Responsibility, Competencies, and Sub-competencies for a health education specialist is presented in Section III. Section IV contains recommended uses of the HEJA 2010 Model for various stakeholders and a set of six specific recommendations for the profession. Section V contains a comparison of the HEJA 2010 Model with the former model produced in the Competencies Update Project (CUP). Section VI contains a set of knowledge items validated in the HEJA 2010 analysis as useful in the practice of health education. Additional materials that can be used to master professional terminology and adapt professional preparation and development efforts to the HEJA 2010 Model are included in the appendices. ♦