

AJE [2]11  
AJF [2]2



## Certified in Public Health “Credentialing Public Health Leaders”



by National Board of Public Health Examiners



1

## NBPHE Board of Directors





ASSOCIATION FOR PREVENTION TEACHING AND RESEARCH





Advancing public health performance



ASSOCIATION OF SCHOOLS & PROGRAMS OF PUBLIC HEALTH



AMERICAN PUBLIC HEALTH ASSOCIATION  
For science. For action. For health.



National Association of County & City Health Officials



Robert Wood Johnson Foundation

2

## Slide 1

---

**AJF [2]1** Allison J. Foster, 7/9/2019

**AJF [2]2** Allison J. Foster, 7/9/2019



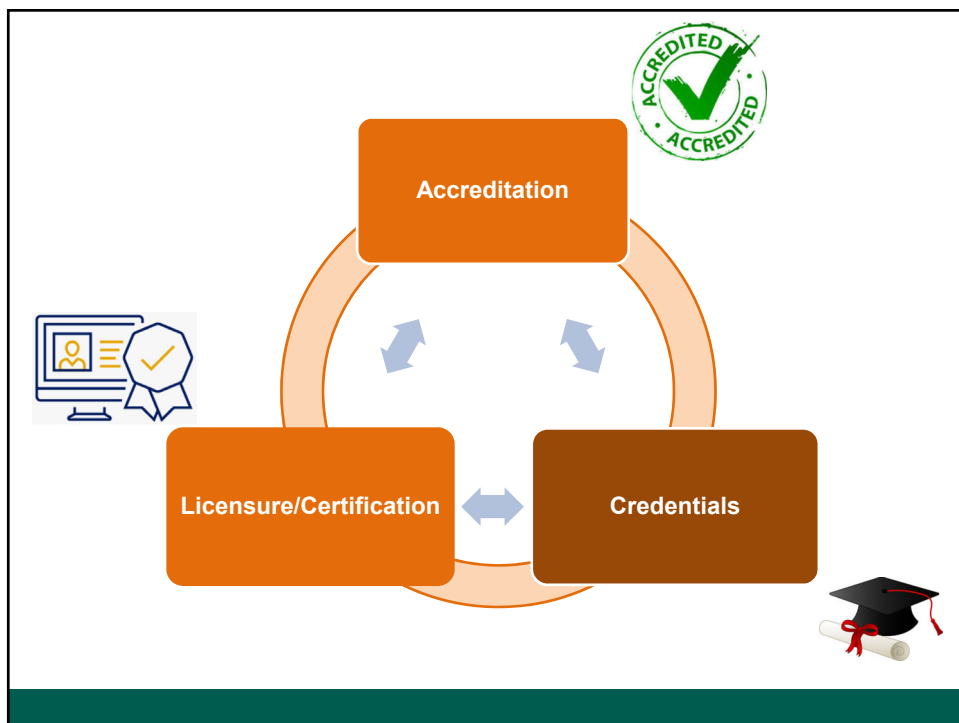
3

# Why does public health need certification?

4



5

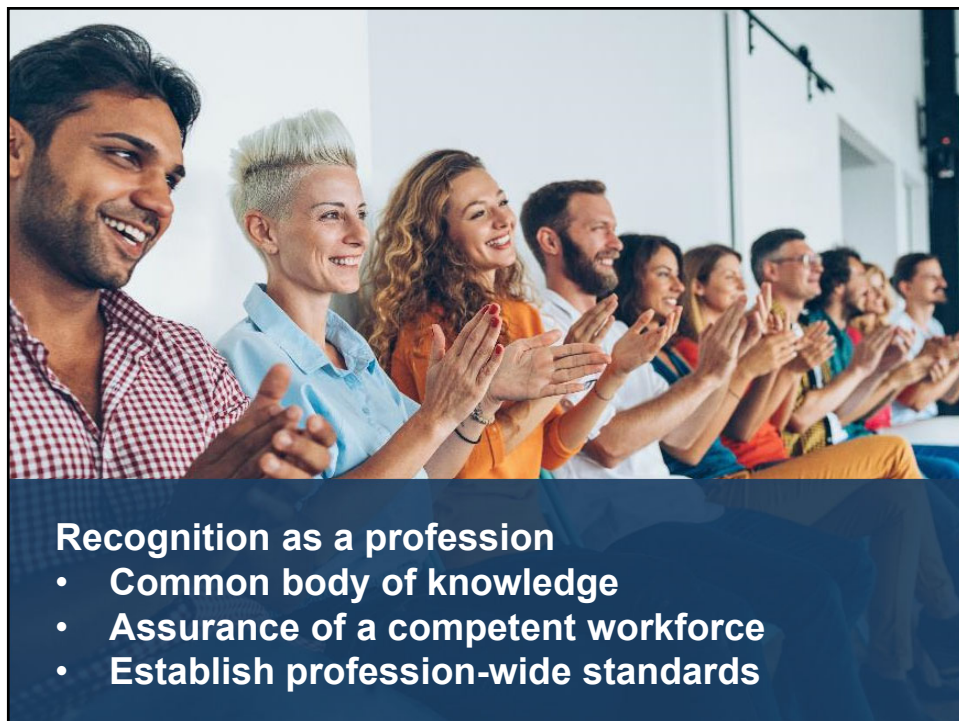


6





7



### **Recognition as a profession**

- **Common body of knowledge**
- **Assurance of a competent workforce**
- **Establish profession-wide standards**

8

## Increase inter-professional knowledge and skills



9

## Increase effectiveness in working with federal, state, local government



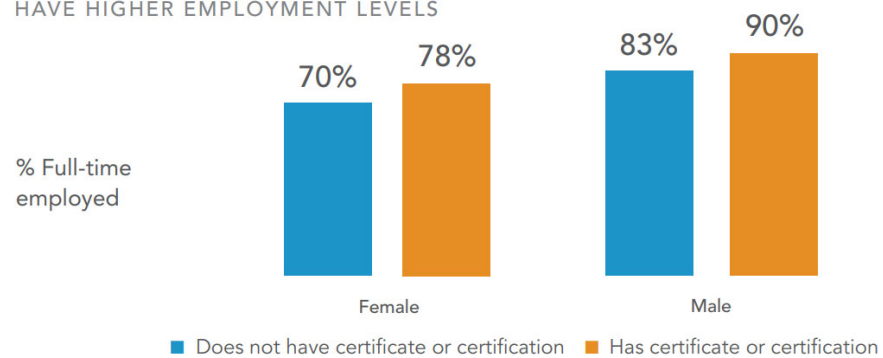
10

# Why Should I Get Certified?

11

## Benefits of certification

CERTIFICATE/CERTIFICATION HOLDERS  
HAVE HIGHER EMPLOYMENT LEVELS



Source: Strada-Gallup Education Consumer Survey

12


**PublicHealthJobs**  
[www.publichealthjobs.org](http://www.publichealthjobs.org)

ASSOCIATION OF  
  
SCHOOLS & PROGRAMS OF PUBLIC HEALTH

- American College of Cardiology
- American Kidney Fund
- American Public Health Association (APHA)
- Army Public Health Center
- Association of Public Health Laboratories
- Association of State and Territorial Health Officials (ASTHO)
- Behavioral Health System Baltimore
- Catholic Relief Services
- CDC National Center for Health Statistics
- Clinton Health Access Initiative
- County of Santa Cruz, CA
- Georgia Department of Public Health
- Health Research, Inc
- Idaho Dept. Health and Welfare
- International Society of Infectious Diseases
- Jefferson College of Population Health

- Lehigh University
- Lexington-Fayette County Health Department
- Minnesota Department of Health
- National Association of County and City Health Officials (NACCHO)
- National Health Promotion Associates
- Navy Nursing Corps
- NYC Department of Health and Mental Hygiene
- Population Services International
- Robert Wood Johnson Foundation
- San Francisco Department of Health
- San Joaquin County Public Health Administration
- Signature Science
- Skoll Global Threats Fund
- Tarleton State University
- Tulane
- Umass Medical School
- United States Public Health Services/Commissioned Officer

- Association (USPHS/COA)
- University of Chicago
- University of Illinois at Springfield
- University of Massachusetts Medical School
- University of Michigan Department of Health Behavior Health Education
- University of South Dakota, School of Health Sciences
- University of South Florida
- University of Texas at Austin
- UT Health Sciences Center at Houston School of Public Health
- Utica College
- Vanderbilt University
- Washington State Department of Health
- Yale University

13

## Evidence of Mastery in Core Skills and Knowledge

The CPH is not just a credential to me; it is a tool to help me make thoughtful decisions and a wonderful way to stay on top of new research and practices within the field. With the CPH, I am able to focus on the most vital things when making decisions intended for a healthier community.

Unnati Patel, MPH, CPH  
 Program Manager, Indianapolis Emergency Medical Services

14

## Evidence of Mastery in Core Skills and Knowledge

My CPH certification is a very valuable addition to my career in oncology clinical quality and data analysis. It has helped me to maintain a solid foundation in epidemiology skills, in order to analyze and present clinical data in a way that better serves our medical staff and, ultimately, our patient population.

Terra Warner, CPH

15

## Prove That You Have Met and Can Maintain the National Standard in Public Health

My CPH places me in a better position for advancement and is a valuable asset. While it took hard work and lots of study to accomplish the certification, it was a great feeling once I passed the examination. I am proud to have CPH behind my name.

Terry Kilpatrick, MSN, RN, CPH, CCHP  
CDR, US Public Health Service  
Assistant Health Services Administrator

16





17



18

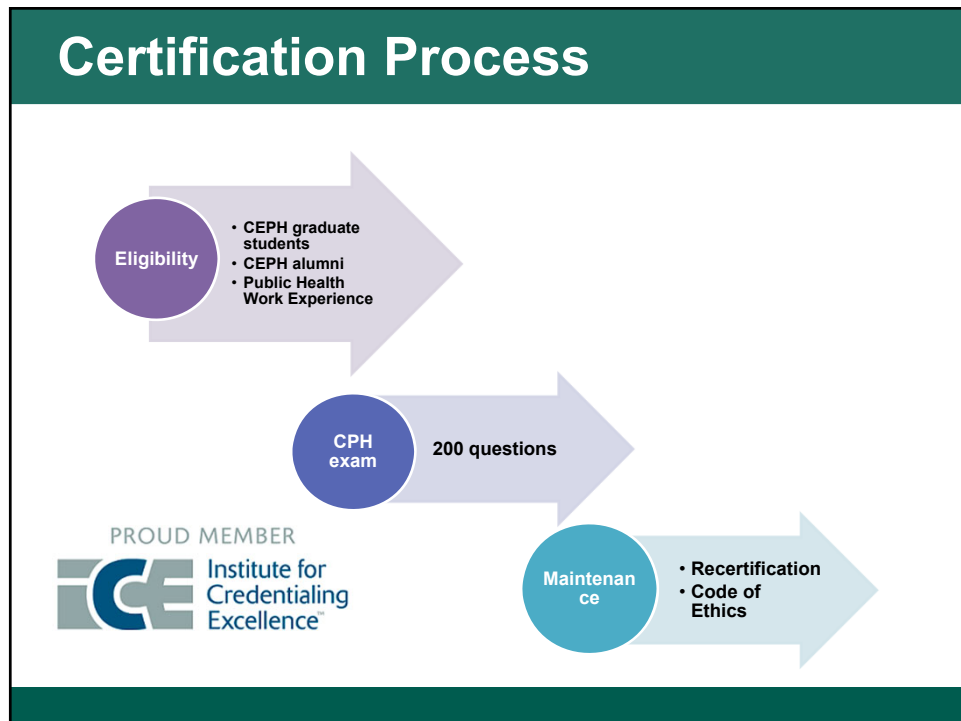
## Exam Eligibility



### Public Health Work Experience

- Minimum of five years of public health experience and bachelor's degree
- Minimum of three years of public health experience and related graduate degree

19



20



## 22

11

## New Registration & Verification System



### CPH Exam Application Steps



23

## CPH Exam



- The CPH exam is a 4-hour exam with 200 questions
- All questions are multiple choice and single-best answer
- No calculators or scratch paper

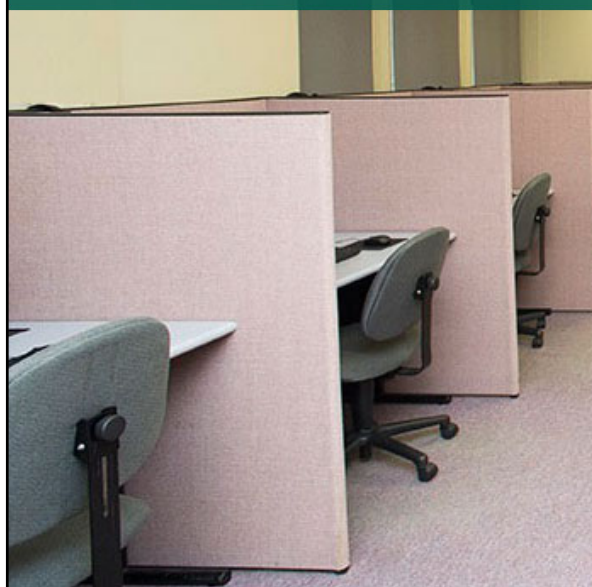
24

## Testing All Year Long



25

## Computer-Based Testing Centers



**340+ U.S.  
Testing  
Centers  
(Monday-  
Saturday)**

26



## Scoring



**Instant scoring for computer-based exams!**

27

## Retaking the Exam

- 
- No limit on how often candidates can retest
  - \$150 for each attempt

28

## Passing score



Passing is based on overall scores, not each domain

29

## CPH Hardcopy Certificate



30

## Virtual CPH Certificates

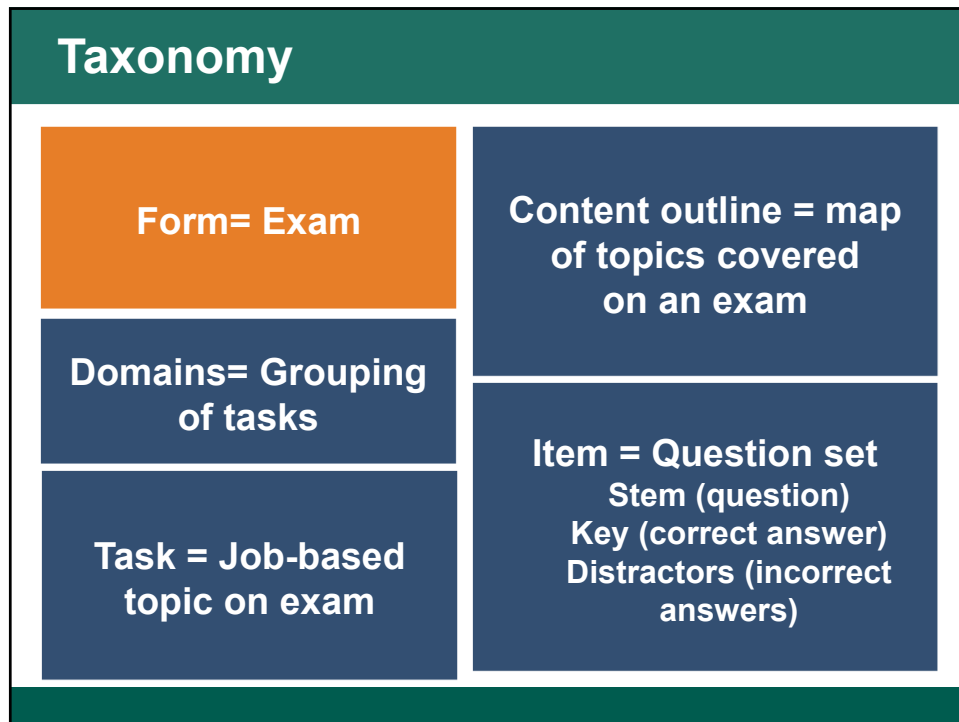


31

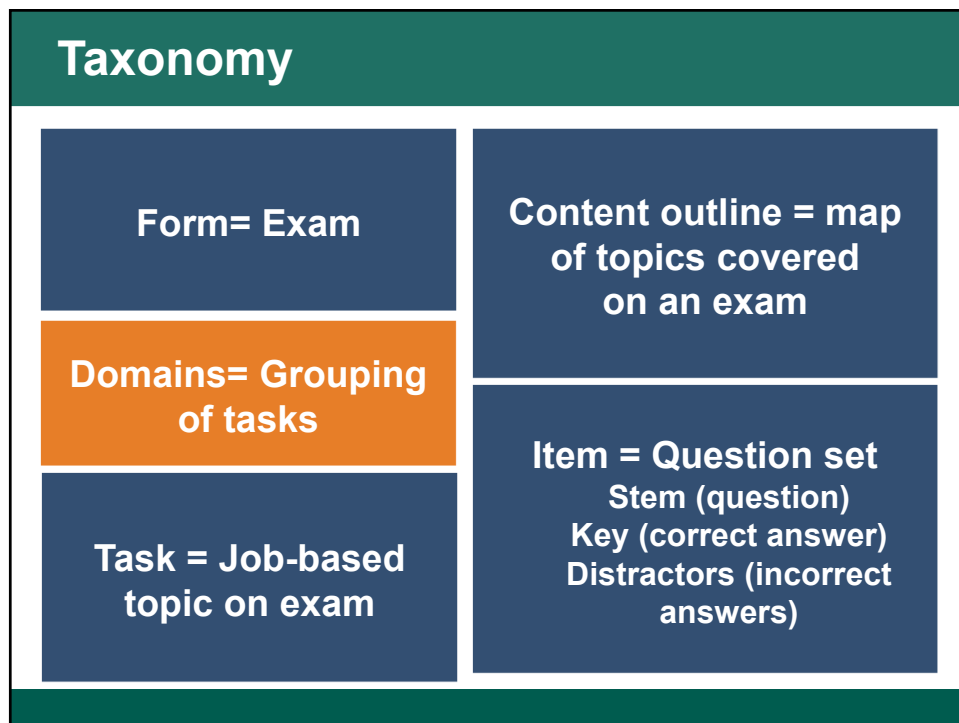
## CPH Exam Content



32

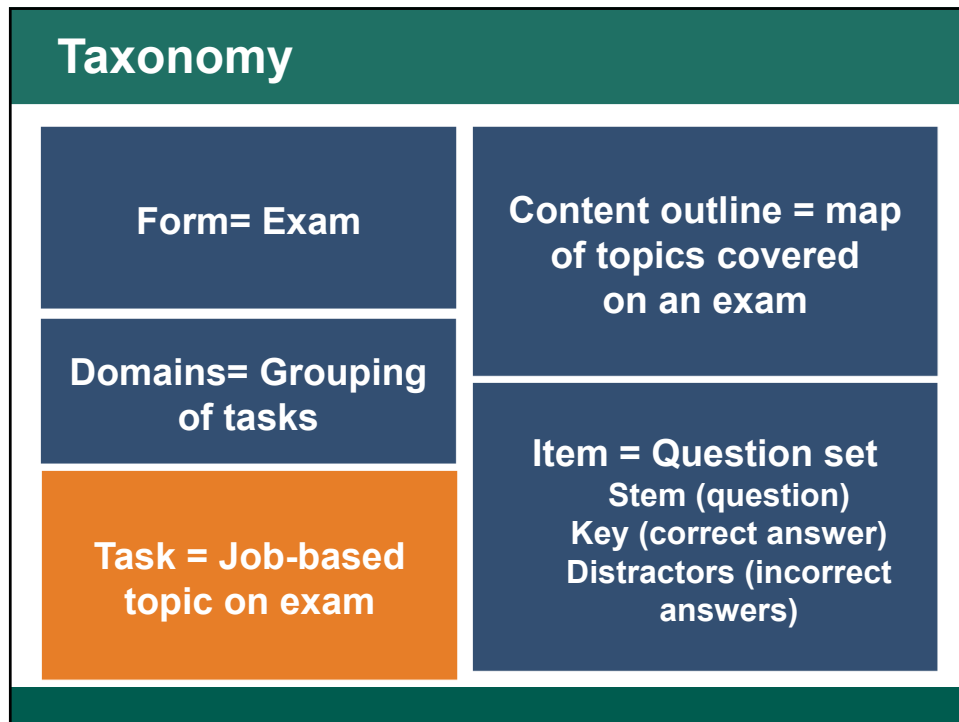


33

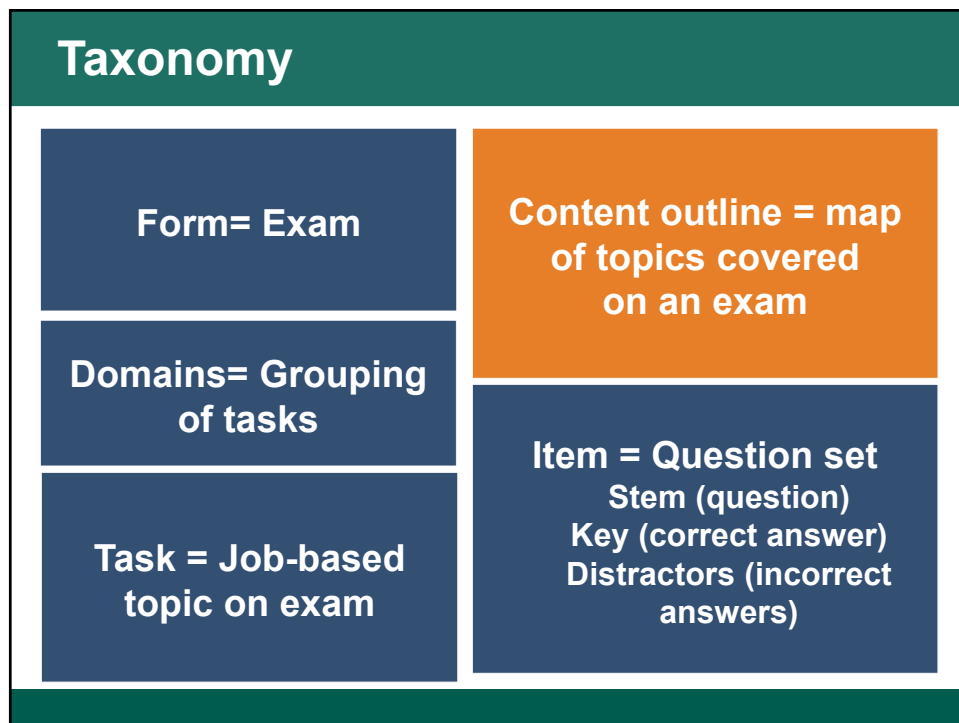


34

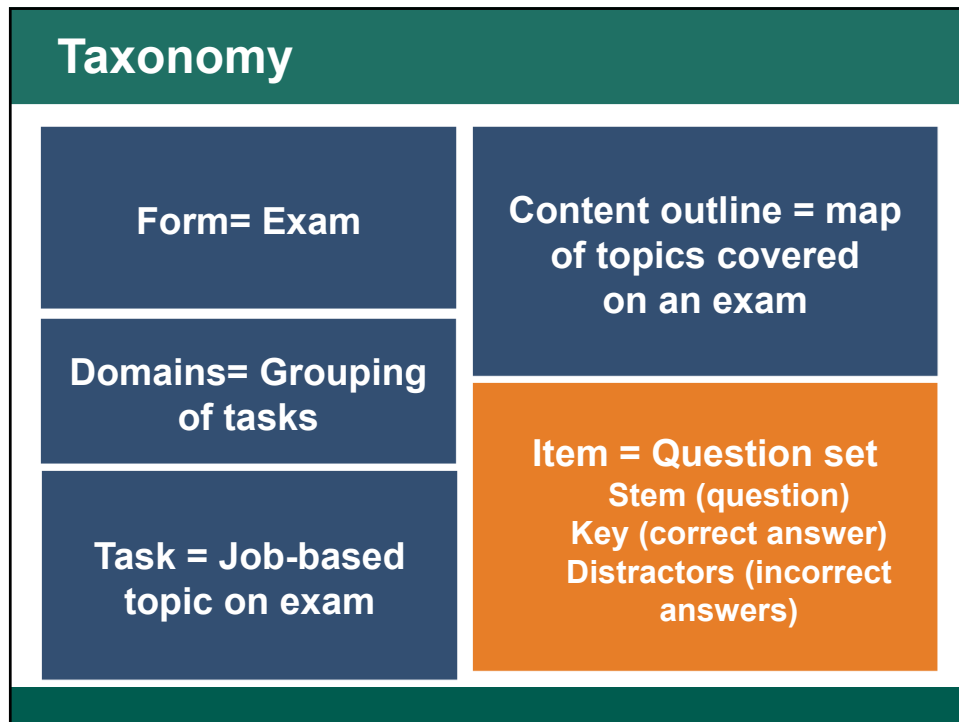




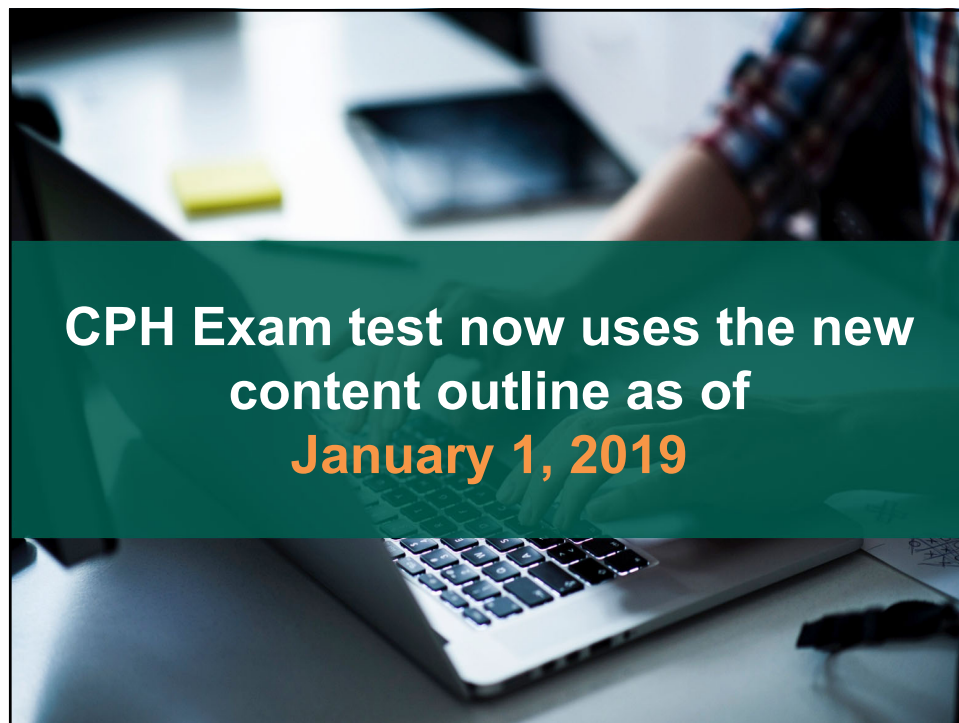
35



36



37



38

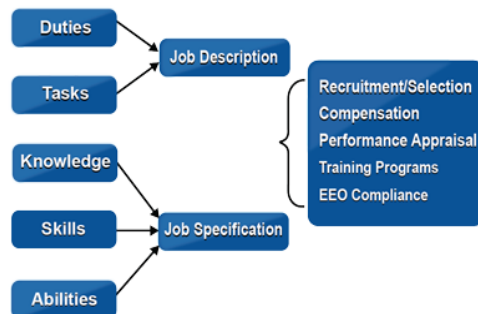
### Standard 14: Job Analysis

The certification program must have a job analysis that defines and analyzes domains and tasks related to the purpose of the credential, and a summary of the study must be published.



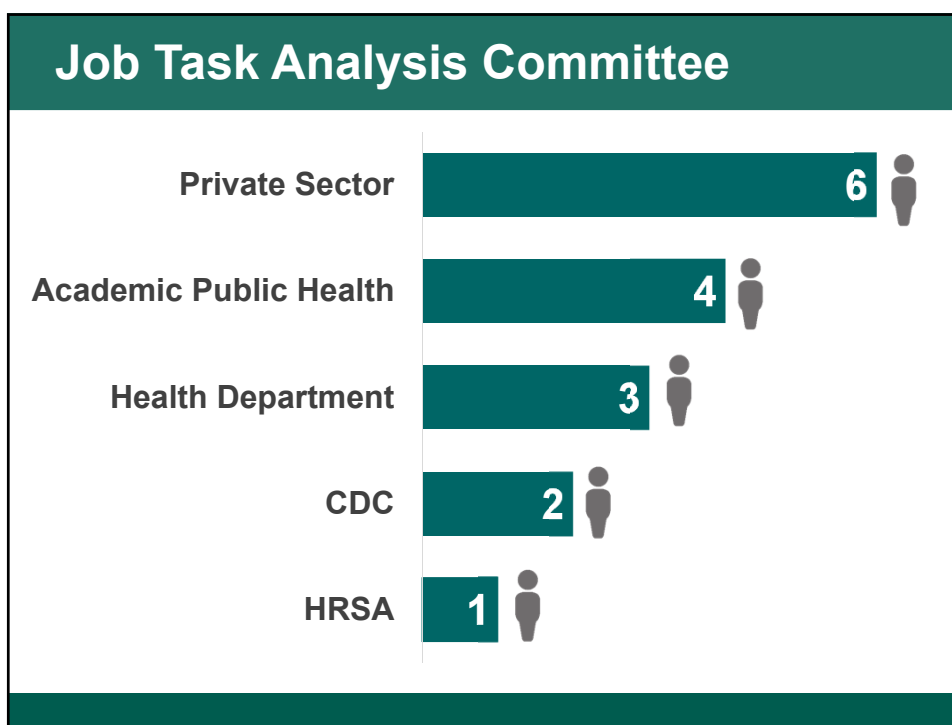
39

### What is a Job Task Analysis?



**Survey** to define performance domains and tasks performed by a professional group, and the necessary knowledge and skills associated with these tasks.

40



41



42

## Examples of tasks

- Collect valid and reliable quantitative or qualitative data.
- Use information technology for data collection, storage, and retrieval.
- Ensure the application of ethical principles in the collection, maintenance, use, and dissemination of data and information.

43

## Survey Responses



**8,100**  
started the  
survey

**7,441**  
completed part  
of the survey

**4,850**  
provided usable  
survey responses

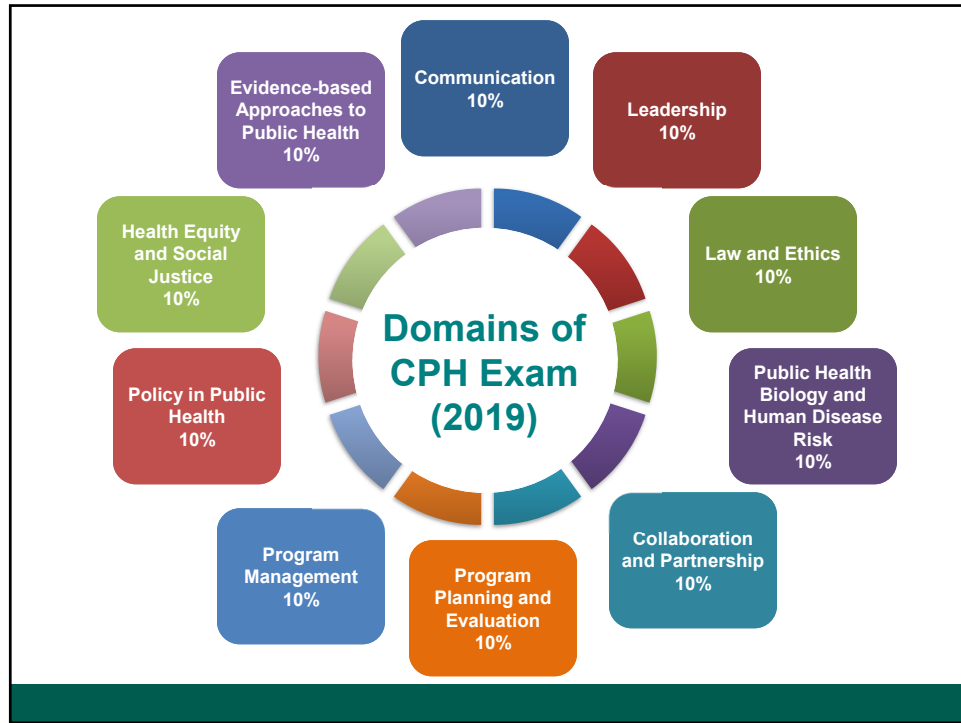
44



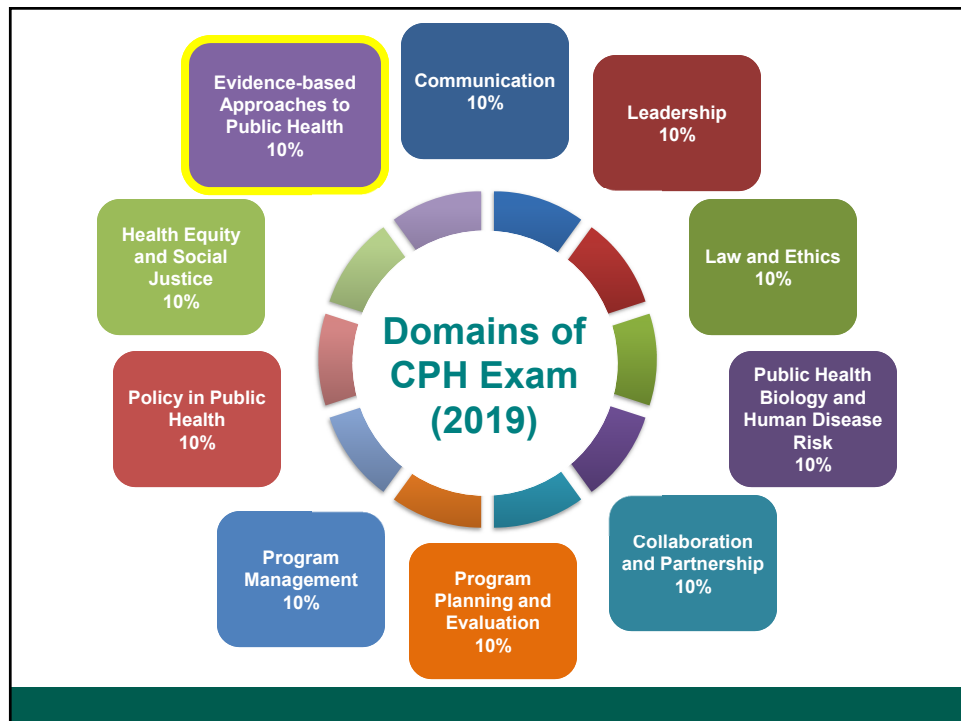
45



46

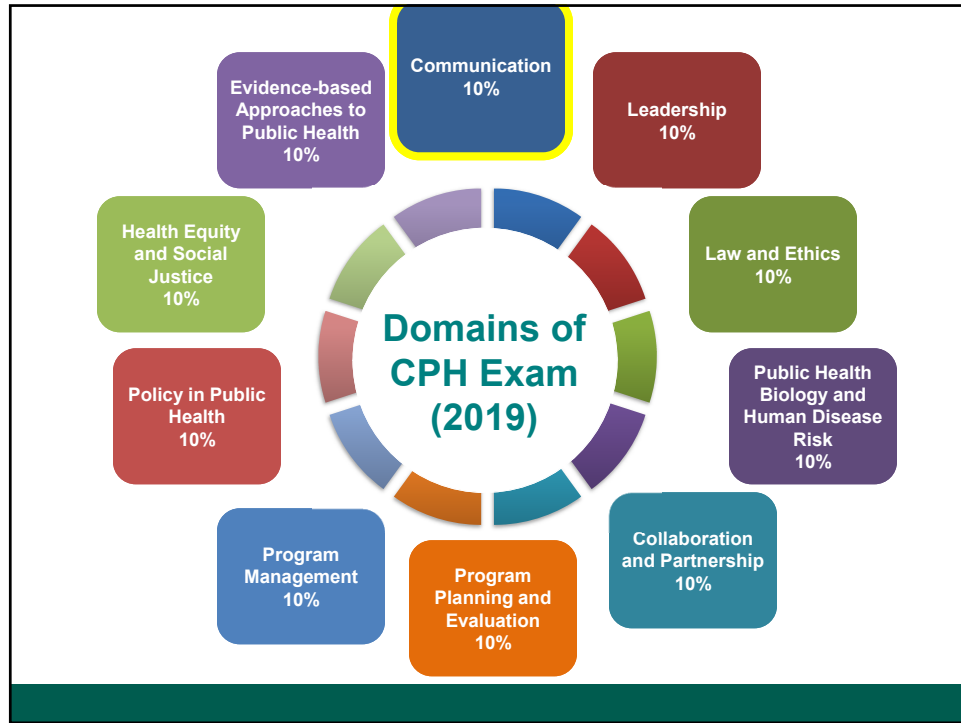


47

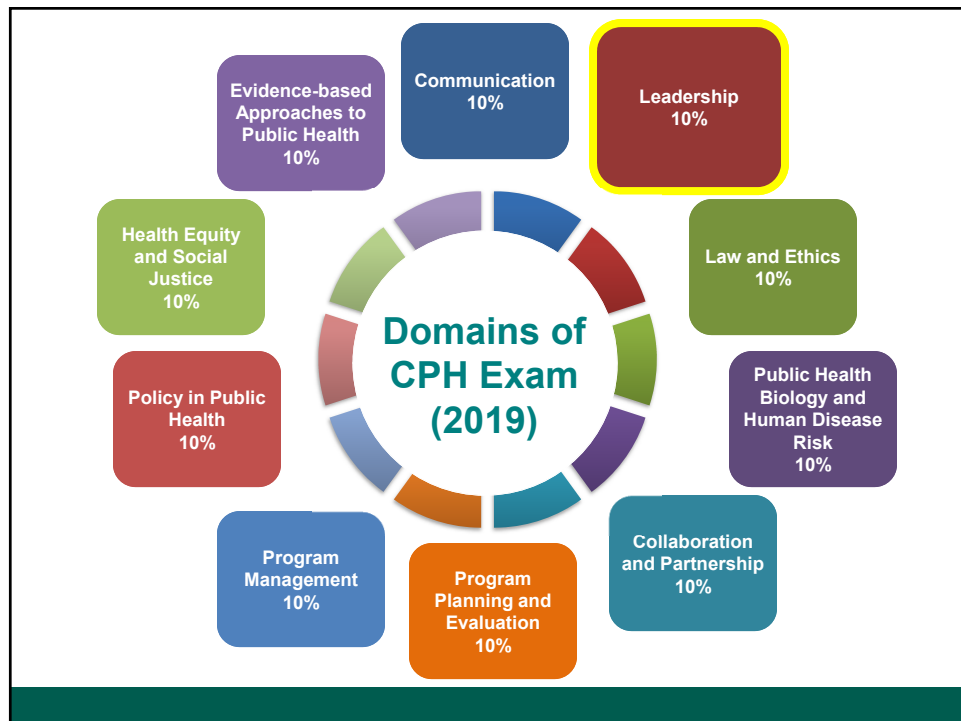


48

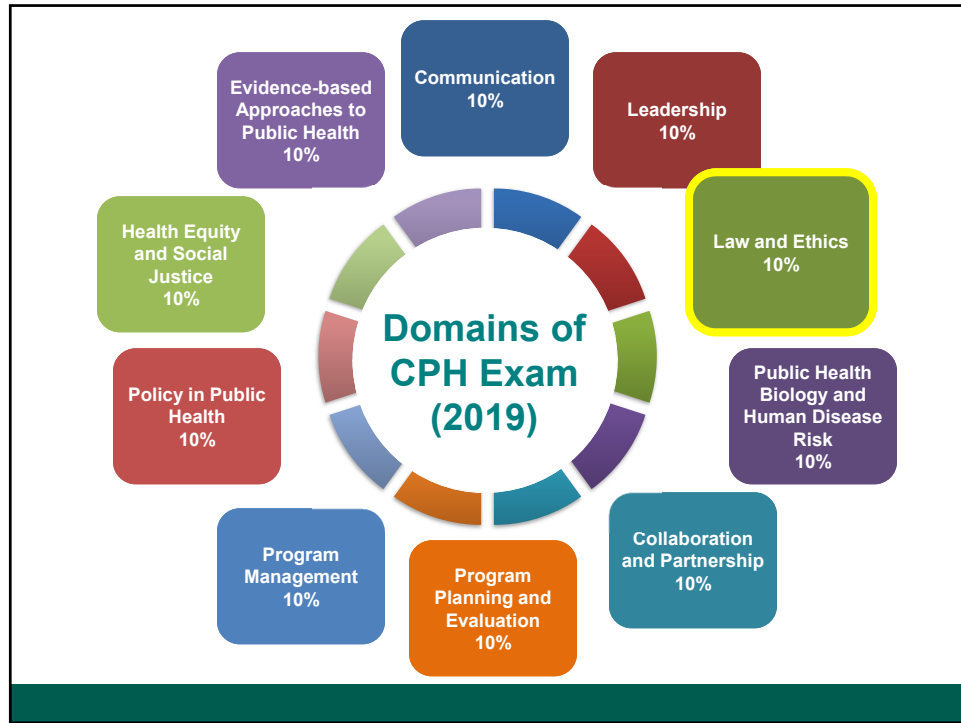




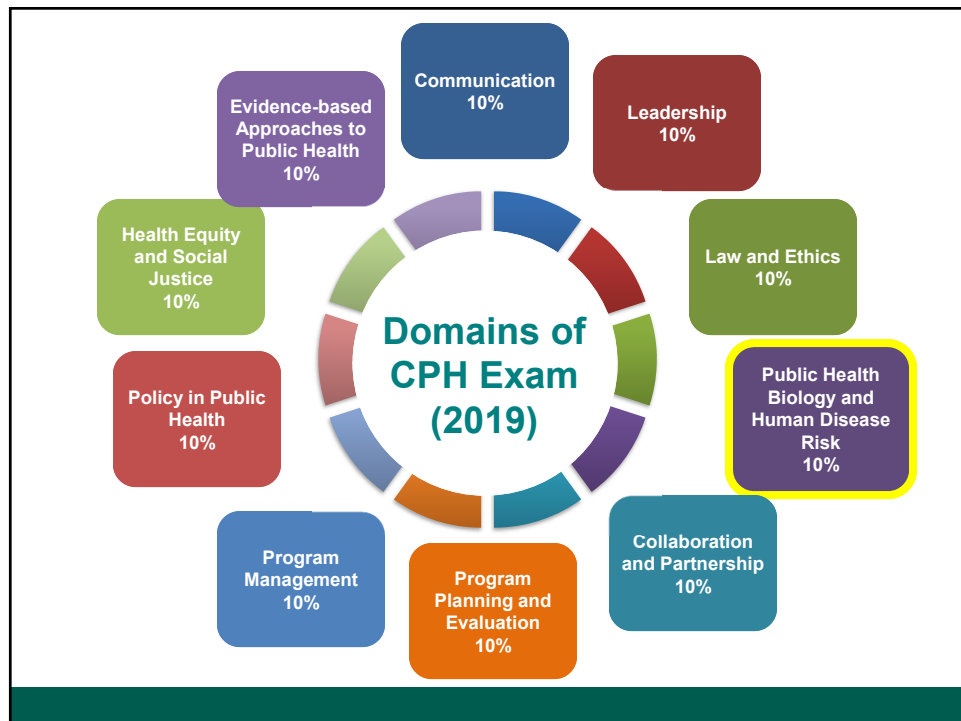
49



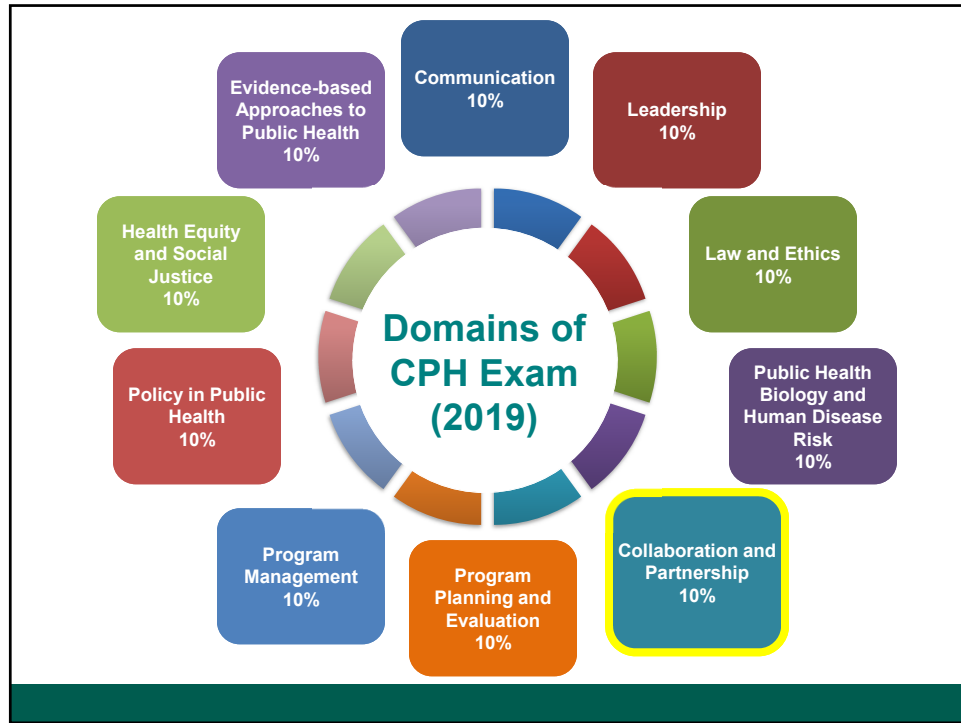
50



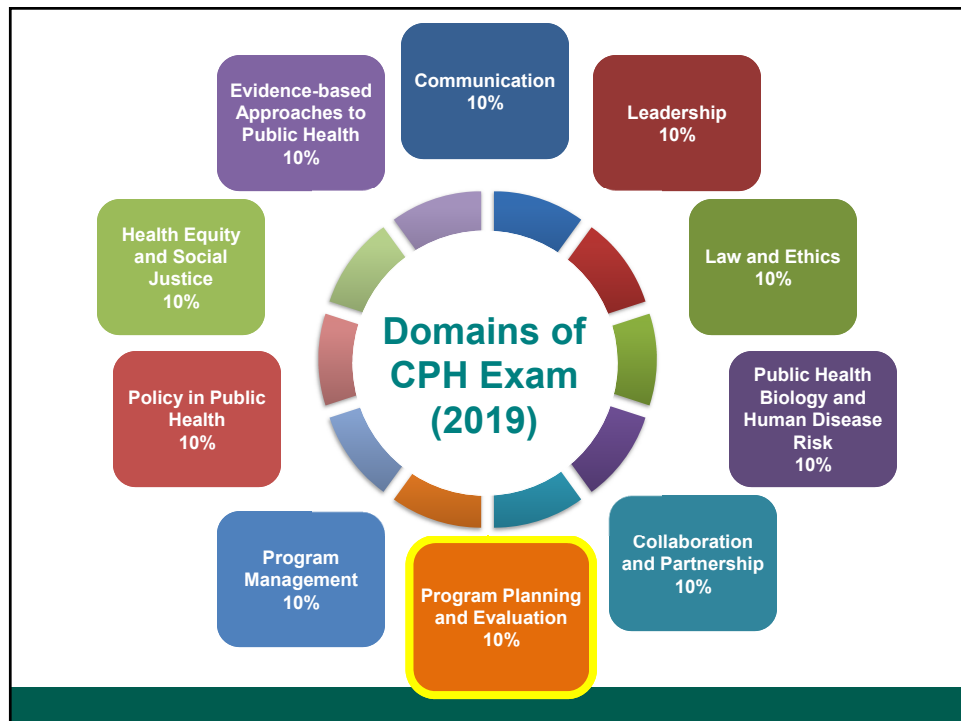
51



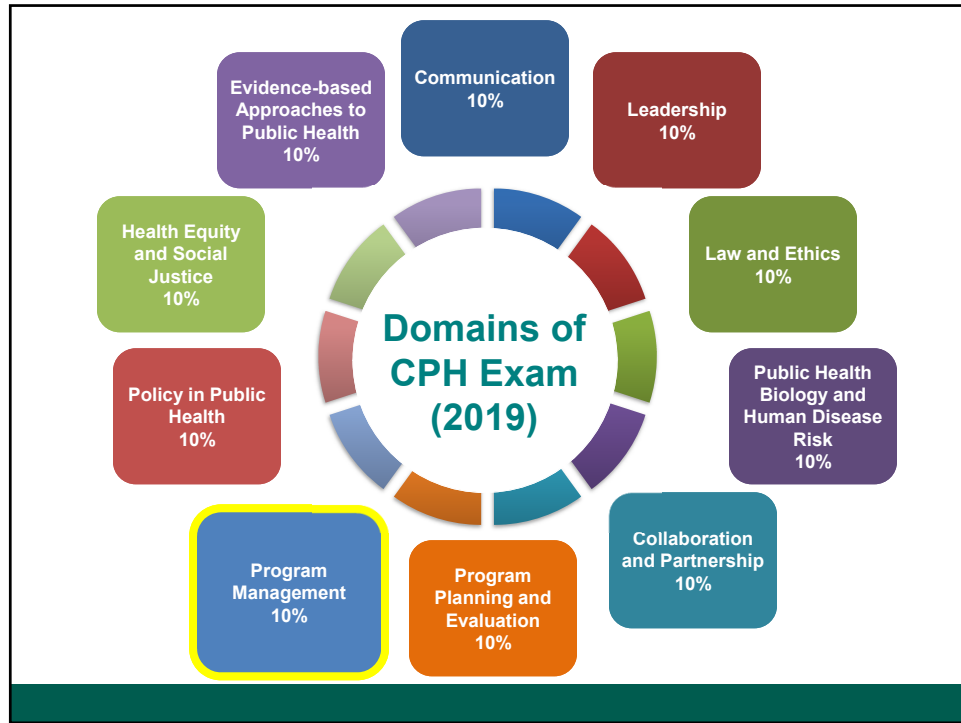
52



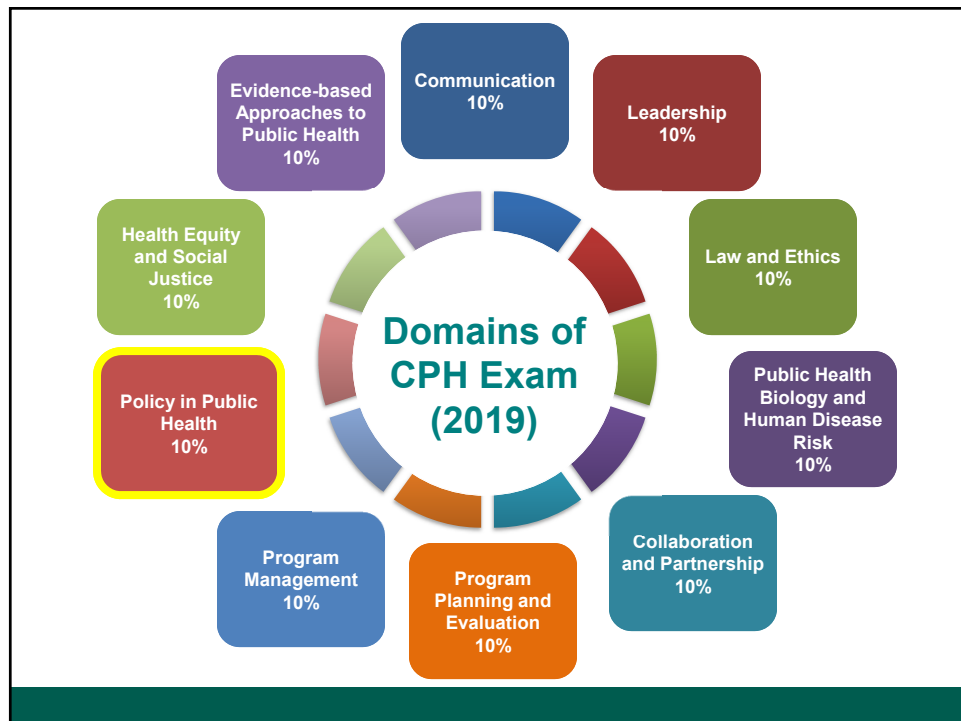
53



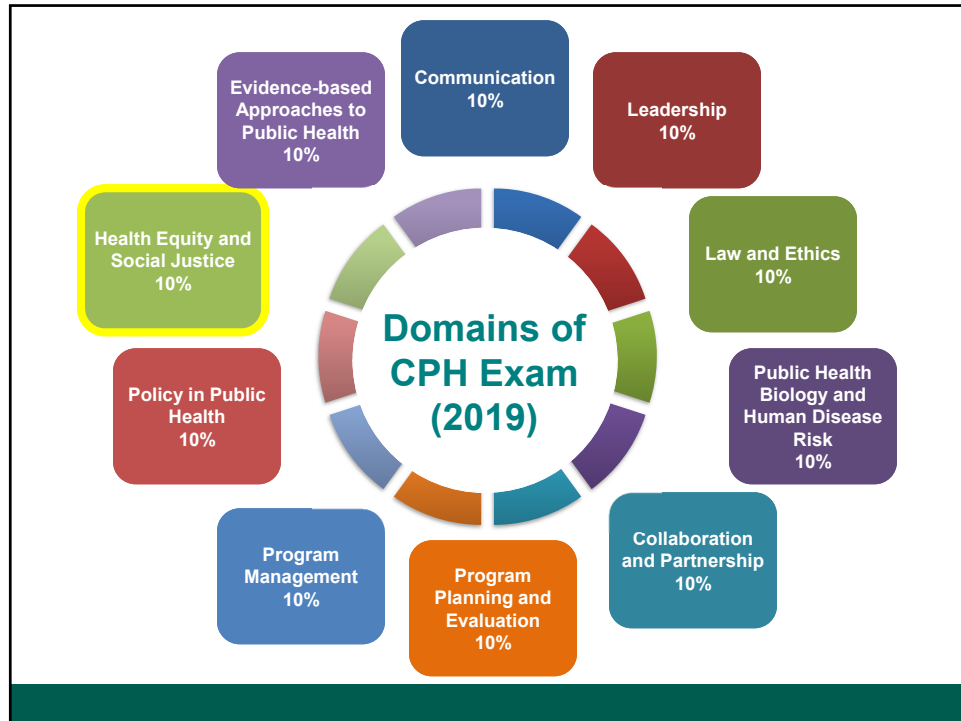
54



55



56



57

NBPHE Job Task Analysis	PHAB Standards and Measures
Evidence-Based Approaches to Public Health	Contribute To And Apply The Evidence Base Of Public Health
Health Equity and Social Justice	Conduct, Disseminate Assessments ...On Population Health Status And Public Health Promote Strategies To Improve Access To Health Care
Policy in Public Health	Develop Public Health Policies And Plans
Leadership	Maintain A Competent Public Health Workforce
Program Planning and Evaluation	Maintain Admin And Management Capacity
Program Management	Evaluate And ...Improve ...Processes, Programs, And Interventions
Public Health Biology and Human Disease Risk	Investigate Health Problems And Environmental Public Health Hazards To Protect The Community
Collaborating and Partnering	Inform And Educate About Public Health Issues And Functions
Communication	Engage With The Community To Identify And Address Health Problems
Law and Ethics	Enforce Public Health Laws
	Maintain Capacity To Engage The Public Health Governing Entity

58

NBPHE Job Task Analysis	PHAB Standards and Measures	Council of Linkages Core Competencies	
Evidence-Based Approaches to Public Health	Contribute To And Apply The Evidence Base Of Public Health	Analytical/Assessment Skills	
Health Equity and Social Justice	Conduct, Disseminate Assessments ...On Population Health Status And Public Health Promote Strategies To Improve Access To Health Care	Community Dimensions of Practice Skills	
Policy in Public Health	Develop Public Health Policies And Plans	Policy Development/Program Planning Skills	
Leadership	Maintain A Competent Public Health Workforce	Leadership and Systems Thinking Skills	
Program Planning and Evaluation	Maintain Admin And Management Capacity	Financial Planning and Management Skills	
Program Management	Evaluate And ...Improve ...Processes, Programs, And Interventions		
Public Health Biology and Human Disease Risk	Investigate Health Problems And Environmental Public Health Hazards To Protect The Community	Public Health Sciences Skills	
Collaborating and Partnering	Inform And Educate About Public Health Issues And Functions	Communication Skills	
Communication	Engage With The Community To Identify And Address Health Problems		
Law and Ethics	Enforce Public Health Laws		
	Maintain Capacity To Engage The Public Health Governing Entity		

59

NBPHE Job Task Analysis	PHAB Standards and Measures	Council of Linkages Core Competencies	ASTHO PH Wins
Evidence-Based Approaches to Public Health	Contribute To And Apply The Evidence Base Of Public Health	Analytical/Assessment Skills	Informatics and Analytics
Health Equity and Social Justice	Conduct, Disseminate Assessments ...On Population Health Status And Public Health Promote Strategies To Improve Access To Health Care	Community Dimensions of Practice Skills	Diverse Populations & Diverse Workforce & Staff Development
Policy in Public Health	Develop Public Health Policies And Plans	Policy Development/Program Planning Skills	Political Sensitivity
Leadership	Maintain A Competent Public Health Workforce	Leadership and Systems Thinking Skills	Systems Thinking
Program Planning and Evaluation	Maintain Admin And Management Capacity	Financial Planning and Management Skills	Change Management/Flexibility Adaptability & Resilience
Program Management	Evaluate And ...Improve ...Processes, Programs, And Interventions		
Public Health Biology and Human Disease Risk	Investigate Health Problems And Environmental Public Health Hazards To Protect The Community	Public Health Sciences Skills	
Collaborating and Partnering	Inform And Educate About Public Health Issues And Functions	Communication Skills	
Communication	Engage With The Community To Identify And Address Health Problems		
Law and Ethics	Enforce Public Health Laws		
	Maintain Capacity To Engage The Public Health Governing Entity		Problem Solving

60

NBPHE Job Task Analysis	PHAB Standards and Measures	Council of Linkages Core Competencies	ASTHO PH Wins	ASPPH Blue Ribbon PH Employer's Advisory Board	
Evidence-Based Approaches to Public Health	Contribute To And Apply The Evidence Base Of Public Health	Analytical/Assessment Skills	Informatics and Analytics	Analytic Methods & Technology and Information	
Health Equity and Social Justice	Conduct, Disseminate Assessments ...On Population Health Status And Public Health Promote Strategies To Improve Access To Health Care	Community Dimensions of Practice Skills	Diverse Populations & Diverse Workforce & Staff Development		
Policy in Public Health	Develop Public Health Policies And Plans	Policy Development/Program Planning Skills	Political Sensitivity	Policy	
Leadership	Maintain A Competent Public Health Workforce	Leadership and Systems Thinking Skills	Systems Thinking	How the Health System Works & Leadership	
Program Planning and Evaluation	Maintain Admin And Management Capacity	Financial Planning and Management Skills	Change Management/Flexibility Adaptability & Resilience	Budgeting and Finance	
Program Management	Evaluate And ...Improve ...Processes, Programs, And Interventions			Management and Teamwork	
Public Health Biology and Human Disease Risk	Investigate Health Problems And Environmental Public Health Hazards To Protect The Community	Public Health Sciences Skills			
Collaborating and Partnering	Inform And Educate About Public Health Issues And Functions	Communication Skills		Communication	
Communication	Engage With The Community To Identify And Address Health Problems				
Law and Ethics	Enforce Public Health Laws				
	Maintain Capacity To Engage The Public Health Governing Entity		Problem Solving	Global Health Problem Solving	

61

NBPHE Job Task Analysis	PHAB Standards and Measures	Council of Linkages Core Competencies	ASTHO PH Wins	ASPPH Blue Ribbon PH Employer's Advisory Board	ASPPH Framing the Future: MPH Report
Evidence-Based Approaches to Public Health	Contribute To And Apply The Evidence Base Of Public Health	Analytical/Assessment Skills	Informatics and Analytics	Analytic Methods & Technology and Information	Analysis
Health Equity and Social Justice	Conduct, Disseminate Assessments ...On Population Health Status And Public Health Promote Strategies To Improve Access To Health Care	Community Dimensions of Practice Skills	Diverse Populations & Diverse Workforce & Staff Development		Diversity
Policy in Public Health	Develop Public Health Policies And Plans	Policy Development/Program Planning Skills	Political Sensitivity	Policy	Policy
Leadership	Maintain A Competent Public Health Workforce	Leadership and Systems Thinking Skills	Systems Thinking	How the Health System Works & Leadership	Systems Thinking
Program Planning and Evaluation	Maintain Admin And Management Capacity	Financial Planning and Management Skills	Change Management/Flexibility Adaptability & Resilience	Budgeting and Finance	
Program Management	Evaluate And ...Improve ...Processes, Programs, And Interventions			Management and Teamwork	
Public Health Biology and Human Disease Risk	Investigate Health Problems And Environmental Public Health Hazards To Protect The Community	Public Health Sciences Skills			Science
Collaborating and Partnering	Inform And Educate About Public Health Issues And Functions	Communication Skills		Communication	Collaboration
Communication	Engage With The Community To Identify And Address Health Problems				
Law and Ethics	Enforce Public Health Laws				
	Maintain Capacity To Engage The Public Health Governing Entity		Problem Solving	Global Health Problem Solving	Global Health Policy

62



<b>CPH Content Outline Domains (2019)</b>	<b>European Competencies Framework for Public Health Workforce</b>
<b>Evidence-based Approaches to Public Health</b>	<b>Science and Practice</b>
<b>Health Equity and Social Justice</b>	<b>Health Promotion</b>
<b>Program Planning and Evaluation Program Management</b>	<b>Governance and Management Professions Development and Ethical Practice</b>
<b>Policy in Public Health Law and Ethics</b>	<b>Law and Ethics</b>
<b>Leadership Collaboration and Partnership</b>	<b>Leadership and Systems Thinking Collaboration and Partnership + Health Promotion</b>
<b>Communication</b>	<b>Communications, Culture and Advocacy</b>
	<b>Literacy and Employment</b>
<b>Public Health Biology and Human Disease Risk</b>	<b>One Health and Health Security</b>

63

<b>CPH Content Outline Domains (2019)</b>	<b>CEPH MPH Foundational Competency Domains</b>
<b>Evidence-based Approaches to Public Health</b>	<b>Evidence-based Approaches to Public Health</b>
<b>Health Equity and Social Justice</b>	<b>Public Health &amp; Health Care Systems</b>
<b>Program Planning and Evaluation Program Management</b>	<b>Planning and Management to Promote Health</b>
<b>Policy in Public Health Law and Ethics</b>	<b>Policy in Public Health</b>
<b>Leadership Collaboration and Partnership</b>	<b>Leadership Systems Thinking</b>
<b>Communication</b>	<b>Communication</b>
	<b>Inter-professional Practice</b>
<b>Public Health Biology and Human Disease Risk</b>	<b>Factors Related to Human Health (Foundational Knowledge)</b>

64

CPH Content Outline Domains (2019)	CHES????
Evidence-based Approaches to Public Health	Evidence-based Approaches to Public Health
Health Equity and Social Justice	Public Health & Health Care Systems
Program Planning and Evaluation Program Management	Planning and Management to Promote Health
Policy in Public Health Law and Ethics	Policy in Public Health
Leadership Collaboration and Partnership	Leadership Systems Thinking
Communication	Communication
	Inter-professional Practice
Public Health Biology and Human Disease Risk	Factors Related to Human Health (Foundational Knowledge)

65

## Are Public Health Academia, Professional Certification, and Public Health Practice on the Same Page?



***Journal of Public Health Management and Practice.***

***24:S47-S50,  
May/June 2018***

*Allison Foster;  
Laura Rasar King;  
Kaye Bender*

66

Study resources made available to ensure health candidates can be successful on the CPH exam



67



## CPH Study Resources


1. Content Outline
2. Sample Exam Questions
3. Practice Exams
4. Webinars
5. ASPPH Study Guide
6. APHA Study Guide

68

1

## Content Outline

Now available

A man with glasses and a beard, wearing a blue button-down shirt, is sitting at a white table in a kitchen. He is looking at a laptop screen. A woman with long brown hair, wearing a grey t-shirt, is standing next to him, also looking at the laptop. The background shows a kitchen with white cabinets and a window.


69

1 2

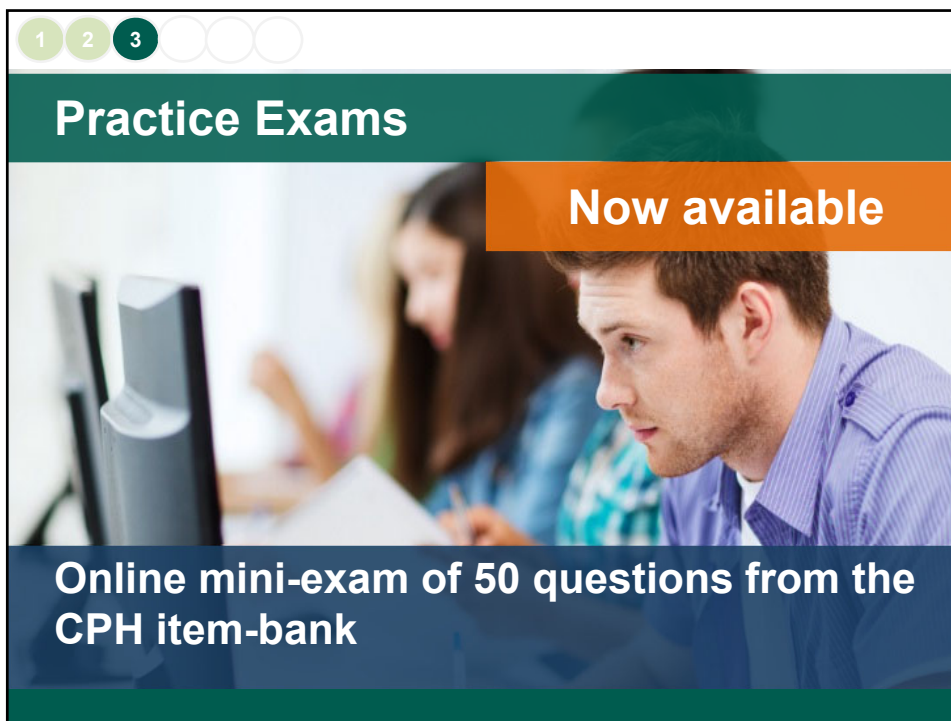
## Sample Exam Questions

Now available

Sample questions in the format of the CPH exam

A man with glasses and a beard, wearing a light blue shirt, is sitting at a wooden desk. He is looking at a laptop screen. There are some papers and a pen on the desk. The background is slightly blurred.

70



1 2 3

## Practice Exams

Now available

Online mini-exam of 50 questions from the CPH item-bank

71



1 2 3 4

## Study Webinars

Webinars on each domain  
Lecture and Q&A

- **Evidence-Based Public Health - Epidemiology**  
July 31, 1-3pm ET
- **Health Equity, Social Justice and the Application of Theory**  
August 7, 1-3pm ET
- **Planning and Evaluation and Collaboration and Partnerships**  
August 14, 1-3pm ET
- **Public Health Systems, History and Leadership**  
August 28, 1-2pm ET
- **Public Health Law**  
September 10, 1-2 pm ET
- **Health Policy Process**  
September 17, 1-2 pm ET
- **Public Health Biology and Human Disease Risk**  
September 27, 1-3 pm ET

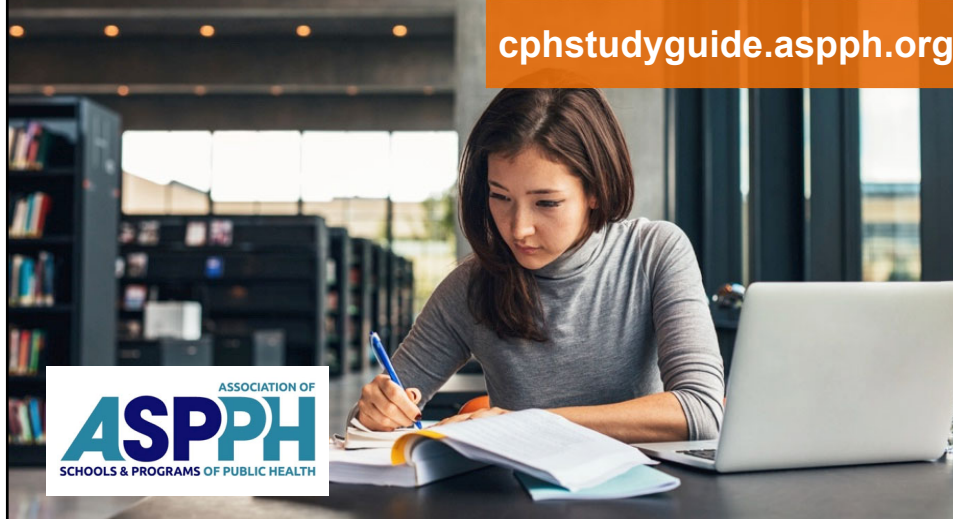
72



1 2 3 4 5

## ASPPH CPH Study Guide

[cphstudyguide.aspph.org](http://cphstudyguide.aspph.org)




ASSOCIATION OF  
**ASPPH**  
SCHOOLS & PROGRAMS OF PUBLIC HEALTH

73

1 2 3 4 5 6

## APHA Press Study Guide

**Now available**



AMERICAN PUBLIC HEALTH ASSOCIATION  
For science. For action. For health.

Editors: Karen Liller and Jaime Corvin  
University of South Florida College of Public Health  
Corvin, J. and Liller, K. (2018). Certified in Public Health Exam Review Guide.  
1st ed. Washington, DC: APHA.  
\$41.95 APHA member /\$51.95 non member. eBook and print available

74

**April 26 - Atlanta, GA**  
**June 27 and 28, Jackson, MS**  
**November 2 and 3, Philadelphia, PA**



75

## **CPH Recertification Process**

76



## Bi-Annual Recertification Process (CEs)

<b>50</b> CPH recert credits	<b>\$95</b> every two years	<b>Online reporting portal</b>
------------------------------------	-----------------------------------	--

**CPH** | **RECERTIFICATION &**  
 REPORTING SYSTEM


77


## Recertification Activities Include:

- ☐ College courses
- ☐ Conferences and professional events
- ☐ Instruction and Professional Contributions
- ☐ Volunteer and Leadership Service
- ☐ CPH Item-Writer/PHAB or CEPH Accreditation Site Visitor
- ☐ Medical Residencies

78








## Recertification Portal





[Dashboard](#) | [My Certification](#) | [My Profile](#) | [User Manual](#) | [FAQs](#) | [Logout](#)


**Cynthia Pewett**

Learn more about CPH badges

**NBPHE Number: 10594**  
( Active)  
**Cohort: 2014**

Total Credits Required: 50



**My Recertification Total Credits: 54**


Pre-Approved Provider Credits: 0
 Other Credits: 54


Recertification Period: **01/01/2015 - 12/31/2016**  
Recertification Deadline: **12/31/2016**

[Apply](#)

79

## Find Credits & Providers





**Welcome to the CPH Recertification & Reporting System**

The CPH recertification process fosters life-long learning, professional development, and promotion of the public health profession. CPH professionals must earn **50 recertification credits every two years to maintain their CPH status**. Log in under "CPH Log In" to search for opportunities to earn CPH recertification credits, track your progress towards recertification, report recertification activity and pay a \$95.00 recertification application fee. To view **recertification requirements**, [click here](#).

**CPH Log In** 🔒


**Email:**


**Password:**


Forgot your password?

[Submit](#)

[Need to activate account? Click here](#)







Find Credits & Providers

Search for credit offerings from pre-approved providers.

80

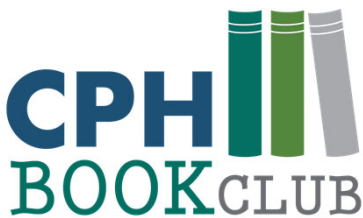

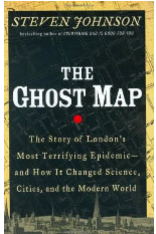
## CPH Digital Badging



**badges = visual representations  
of a *skill* or *achievement***

	10	15	20
CPH Anniversary			
Book Club			
Superstar Attendee			
Coursework Champ			
Star Presenter			
Grants Master			
Virtual Learner			
Wise Scholar			
Pathmaker			
Lifelong Learner			
Item Writer			
Site Visitor			

81

- Open to all CPH
- Four/five books a year
- Discussions lead by CPH

82



**Stay Connected**



83



**Looking forward**

84

## Partnership with APHN

### RECENT UPDATES

[APHN By-Laws Adopted March 7, 2019.pdf](#)

[APHN Policy and Procedure Manual-approved March 7, 2019.pdf](#)



Public Health Nursing Organizations

Community/Public Health Nursing Competencies (Quad Council Coalition 2018)





**2019 APHN ANNUAL CONFERENCE**  
**OPEN FOR REGISTRATION**  
*Theme: Public Health Nursing 3.0: A Call To Action*  
**Atlanta, GA | April 23 - 26, 2019**  
[CLICK HERE FOR THE CONFERENCE WEBSITE](#)

### JOIN APHN/RENEW






[CPH Credential](#)

**2019 APHN Annual Conference - Sponsor & Exhibitor Registration**  
 Tuesday, April 23, 2019  
 Atlanta, GA

**2019 APHN Annual Conference**  
 Tuesday, April 23, 2019  
 Emory Conference Center Hotel,  
 1615 Clifton Rd, Atlanta, GA 30329



**EXPAND YOUR SKILLSET  
AS A PUBLIC HEALTH NURSE**



85

## Prices and Discounts

**\$385**

- **Standard Fee**

**\$315**

- **Students/Alumni of specific public health programs or employees/members of certain organizational groups**

**\$250**

- **Partner discounts**

86

## Schools/programs requiring the CPH exam



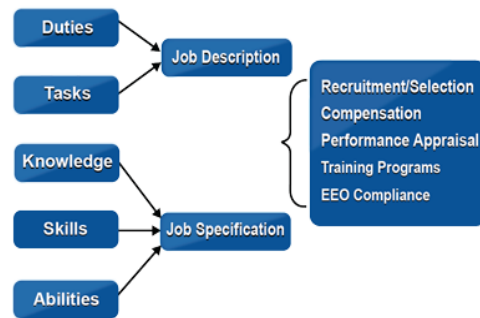
87

### Standard 8.2: Ensure a competent workforce through the assessment of staff competencies, the provision of individual training and professional development, and the provision of a supportive work environment.

MEASURE	PURPOSE	SIGNIFICANCE
<b>Measure 8.2.1 A</b> Workforce development strategies	The purpose of this measure is to assess the health department's planning for employee training, implementation of those plans, and the development of core competencies.	Health departments must have a competent workforce with the skills and experience needed to perform their duties and carry out the health department's mission. Workforce development strategies support the health department, individual staff members, staff development, and the overall workplace environment. Employee training and core staff competencies assure a competent workforce.
MEASURE	PURPOSE	SIGNIFICANCE
<b>Measure 8.2.3 A</b> Professional and career development for all staff	The purpose of this measure is to assess the health department's comprehensive approach to the provision of opportunities for professional career development for all staff and the department's implementation of staff development activities.	All staff should have opportunities for professional development. All employees need to have a basic understanding of public health in order to coordinate program efforts, especially in the case of working with the public and in the case of emergency situations. All staff should have opportunities to learn and to grow in their positions both to improve their own skills and also to address the changing needs of the health department.  In addition to their specific public health activities, leaders and managers must oversee the health department, interact with stakeholders and constituencies, seek resources, interact with governance, and inspire employees and the community to engage in healthful public health activities. Development activities can assist leadership and management to employ state-of-the-art theory, management processes, public health knowledge, and management techniques.

88

## What is a Job Task Analysis?



**Survey** to define performance domains and tasks performed by a professional group, and the necessary knowledge and skills associated with these tasks.

89



## Questions?

90