Certified Communicator in Public Health (CCPH) Job Analysis Review

Core competencies:

Communicate with a range of stakeholders and populations by using resources, techniques and technologies

Apply interpersonal skills in communication with public health colleagues, partners and the public

Influence individuals and communities by using media, community resources and social marketing techniques

Provide communication advice to public health leadership

Related skillsets:

As a media expert, a CCPH must have the skills to:
Analyze media issues that have potential to affect public health or your organization
Prioritize issues that need to be brought to the immediate attention of top-level public health management
Advise top-level administration on media issues
Analyze data that can help you decide how to communicate public health issues to the media
Present data in terms that the media will understand
Develop a media plan
Implement a media plan
Be credible, both with the media and internal publics
Strategically utilize messages, messengers and means
Maintain surveillance of the environment (e.g., stay abreast of current public health news trends and anticipate future ones)
Prepare public health leadership and Subject Matter Experts for media interviews

As spokesperson, a CCPH must have the skills to:
Speak in a way that can be understood by the intended audience, avoiding jargon
Identify key public health messages
Stay “on-message” at all times
Provide reporters with accurate public health information
Provide quotes that convey a clear message that will be used by media
Present the public health perspective to journalists (e.g., make the science understandable)
Know journalistic terms of art (e.g., “on the record,” “not for attribution,” “for background,” and “off the record”)
Determine when to use a specific journalistic term
Work within reporter deadlines
Understand the different timing of print, radio, television and Internet news cycles
Determine when you should act as spokesperson for your organization
Determine when public health leadership or program representatives should speak for your organization instead of you

Publicity skills necessary for a CCPF:
Demonstrate writing expertise on public health issues
Produce media releases and news advisories that conform to the AP Stylebook.
Evaluate story ideas
Determine whether a story will be picked up by media
Determine which media can help you to reach your intended audiences
Make media pitches that editors and reporters will follow up on
Tailor a story to the medium or specific media that can help you reach your intended audiences
Target journalists and editors to pitch health stories that will inform your intended audiences
Distinguish between local and national news interests
Provide reporters with names of third party verifiers for public health stories

Social media skills necessary for a CCPF
Understand best practices for social media tools
Use social media tools to benefit public health
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
Help establish structure and policies to manage the organization’s use of social media
Use knowledge of social media technologies to segment online audiences
Prioritize online audiences
Design a social media strategy that will reach its intended audiences
Implement a social media strategy that will reach its intended audiences
Help optimize social media content by “listening” and evaluating

Health promotion skills necessary for a CCPF:
Can identify community partners to help you reach your intended audiences
Can recruit community partners to help you reach your intended audiences
Can implement community action strategies
Can identify public health priorities
Can define problems in achieving public health priorities
Can recommend solutions to problems that prevent achievement of public health priorities
Can implement health promotion programs
Can identify the health information needs of the community
Can meet the health information needs of the community
Can plan social marketing strategies
Can implement social marketing strategies

Cross cultural communication skills necessary for a CCPF:
Respect a wide range of differences among intended audiences
Identify opinion leaders within intended audiences
Recruit opinion leaders within intended audiences
Craft messages that will help achieve public health objectives specific to intended audiences
Research cultural preferences of intended audiences
Develop communication strategies that will reach diverse audiences
Use health literacy best practices including reading grade level, word choice, graphics, and “messengers” to reach intended audiences
Develop a community engagement program to reach intended audiences
Carry out a community engagement program to reach intended audiences
Recognize the communication needs of individuals within the intended audiences who have special needs (e.g. physical, mental health, lack economic resources, etc.)
Address the communication needs of individuals within the intended audiences who have special needs (e.g. physical, mental health, lack economic resources, etc.)

**Risk communication skills necessary for a CCPH:**
Understand the difference between risk communication, crisis communication and precaution advocacy
Put risk communication theory into practice
Can communicate before a hostile audience
Facilitate two-way communication when interacting with a hostile audience
Know the difference between risk communication and public relations

**Crisis communication skills necessary for a CPHC:**
Develop strategies for each stage each stage of the crisis communication lifecycle
Craft a crisis communication plan
Identify issues that have the potential to negatively reflect on the organization
Apprise public health leadership of potential pitfalls is planned communication strategies
Promote openness and transparency in responding to issues

**Emergency (incident) communication skills necessary for a CCPH**
Develop an emergency communication plan
Operationalize an emergency communication plan in real time
Identify primary and secondary/tertiary audiences
Communicate in a manner that enhances the ability of affected public to receive, understand and act upon messages to promote health and safety
Influence opinion leaders within both external and internal audiences
Is familiar with Incident Command System, Incident Management System and JIC operations
Can develop a plan for media monitoring in public health emergencies
Can implement a plan for media monitoring in public health emergencies

**Communications research and evaluation skills necessary for a CCPH:**
Obtain accurate public health information that meets the needs of intended audiences
Analyze data
Determine whether data can help to meet the public health communication needs of intended audiences
Apply theoretical and research-based findings to public health communication practice
Be familiar with current theory and research as well as older established models that should inform health communications planning
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
Determine qualitative and quantitative research methods to meet the needs of intended audiences
Implement both process and impact evaluations

Public health law and ethics skills necessary for a CCPH
Understand the mission, culture and purpose of public health
Protect patient confidentiality and other issues relating to an individual’s health privacy
Understand communicable disease reporting requirements
Have knowledge of public health legal issues, (e.g., laws regarding libel, disclosure, copyright, trademarks, fair use, First Amendment issues, slander, privacy, regulations on commercial speech, lobbying, and grassroots lobbying)
Use laws regarding media access, due process, records access, to meet the needs of various publics
Be honest and transparent in communicating to both internal and external audiences