

Health Education Specialists

SOC: 21-1091 • Career Profile Report

■ Key Facts

\$63,000

Median Salary

71,800

Employment

+4.0%

Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 6.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

8.5/10 - Excellent work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.0/10	Investigative	5.8/10
Artistic	7.0/10	Social	9.2/10
Enterprising	5.0/10	Conventional	5.8/10

■ Top Skills Required

Analytical skills, Communication skills, Instructional skills, Interpersonal skills, Problem-solving skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Health Education Specialists are public health professionals who design and deliver **programs that promote wellness, prevent disease, and improve health outcomes**. They work at the intersection of education, behavior science, and community engagement to help individuals and populations make informed health decisions. Rather than providing clinical care, health education specialists focus on prevention—addressing issues like nutrition, physical activity, substance use, sexual health, and chronic disease management.

This career is well suited for individuals who are passionate about public health, enjoy teaching and outreach, and want to create measurable improvements in community well-being.

What Do Health Education Specialists Do?

Health education specialists assess community needs, develop evidence-based programs, and evaluate the effectiveness of health initiatives. Their work emphasizes behavior change, access to resources, and health equity.

Common responsibilities include:

- Assessing health needs of communities or target populations
- Designing and implementing health education programs
- Developing educational materials and campaigns
- Teaching classes, workshops, or training sessions
- Collecting and analyzing data to evaluate program effectiveness
- Collaborating with community organizations and stakeholders
- Advocating for healthy policies and environments

Areas of Focus

Health education specialists may concentrate on specific populations or health topics:

- Community Health Education: Programs for neighborhoods, schools, or local organizations.
- School Health Education: Supporting student wellness and healthy behaviors.
- Workplace Wellness: Designing programs to improve employee health and productivity.
- Chronic Disease Prevention: Education around diabetes, heart disease, and obesity.
- Maternal and Child Health: Supporting healthy pregnancies and early childhood development.
- Public Health Advocacy: Promoting policies that support healthier communities.

Skills and Abilities Needed

Health education specialists blend analytical skills with strong communication and cultural competence.

Core Professional Skills

Personal Qualities That Matter

Education and Training Pathway

Most health education specialists enter the field through formal education in public health or related disciplines:

- Bachelor's Degree: Commonly in public health, health education, health promotion, or community health
- Advanced Education (often preferred): Master's degree in public health (MPH) or health education
- Professional Certification: Credentials such as Certified Health Education Specialist (CHES) or Master CHES (MCCHES)
- Field Experience: Internships or practicums in community or public health settings
- Continuing Education: Ongoing learning to maintain certification and skills

Where Do Health Education Specialists Work?

Health education specialists are employed across public, private, and nonprofit sectors:

- Public Health Departments and Government Agencies
- Hospitals and Healthcare Systems
- Schools, Colleges, and Universities
- Nonprofit and Community Organizations
- Corporate Wellness Programs
- Research and Policy Organizations

Many roles involve community outreach and collaboration.

Is This Career Difficult?

Health education is intellectually and emotionally demanding. Specialists must translate scientific information into accessible guidance, engage diverse populations, and demonstrate measurable impact—often with limited resources. Success requires persistence, creativity, and strong community relationships.

Who Should Consider Becoming a Health Education Specialist?

This career may be a strong fit if you:

- Are passionate about prevention and public health
- Enjoy teaching, outreach, and community engagement
- Value equity and social impact
- Like planning programs and measuring outcomes
- Prefer non-clinical roles with real-world impact

How to Prepare Early

- Take courses in health, biology, and social sciences
- Volunteer with community health or nonprofit organizations
- Build public speaking and communication skills
- Learn basic data analysis and program evaluation
- Explore public health internships or service-learning opportunities

Health education specialists empower individuals and communities with knowledge and skills that prevent disease, promote wellness, and create healthier futures.

Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET

Source: <https://www.bls.gov/ooh/community-and-social-service/health-educators.htm>