

Health Initiative, Inc.

Job Description

JOB TITLE: Cancer Prevention in Action (CPiA) Community Educator

POSITION TYPE: Part-time (14-21 hours per week), Hourly, Non Exempt

JOB SUMMARY: Cancer Prevention in Action (CPiA) is a five-year (2018-2023) public health initiative to prevent and reduce cancer using a policy, systems, and environmental change (PSE) approach with both organizations and municipalities. The goal is to implement multi-component evidence-based policies, place-based strategies, and promising practices to increase demand for environmental changes and/or policies that reinforce healthy behaviors and reduce cancer risk.

WORK ENVIRONMENT: The CPiA Community Educator will work primarily from the Health Initiative office, with travel outside throughout the four-county region often required for presenting to or meeting with municipalities, universities, worksites, elected officials, health care systems and more community members.

ESSENTIAL JOB FUNCTIONS (Other duties may be assigned):

1. Agency

- a. Participate in St. Lawrence County Health Initiative, Inc. (SLHI) activities and meetings as required.
- b. Understand all SLHI programs and look for ways they may be able to interact with CPiA.
- c. Cross train for other agency positions as appropriate and if needed.
- d. Participate in other projects within the Health Initiative to support the organization's mission, growth and recognition in the community. This includes but is not limited to:
 - i. North Country Jr. Iron Chef (prior to, during and after event)

2. Sustainability Activities

- a. Work with the CPiA Program Coordinator, the Executive Director and other agency staff to communicate regularly with the press, elected officials and the community.
- b. Participate in planning and hosting the Health Initiative's annual recognition event.
- c. Contribute to the agency newsletter on a regular basis.
- d. Provide regular contributions of pertinent items for the agency's Facebook page and other social media outlets.

3. Program and Evaluation

- a. Work collaboratively with the CPiA Program Coordinator and Sub-Contractor staff within the geographic region to foster and build community support for the New York State Department of Health (Department) Bureau of Cancer Prevention and Control's (BCPC) CPiA priorities, Ultraviolet Radiation, Paid Leave in support of Cancer Screenings, and HPV Vaccine Promotion and Education. The Department priorities may be modified/added.
- b. Educate and mobilize the general public, schools, municipalities, worksites, parents, medical provider and community allies and champions with the overarching goal to prevent and reduce cancer through the
 - i. Dissemination of information about the health priorities at community venues, forums, and/or public events;
 - ii. Generation of earned media coverage about indoor tanning, UV policies, cancer prevention and control messages and information, and HPV vaccine for adolescents;

- iii. Writing of articles for school newspapers, organizational, organizational and employee newsletters,
 - iv. Organizing community forums to educate about the HPV vaccine;
 - v. Hosting survivors to speak about HPV-related cancers to targeted audiences;
 - vi. Organizing free screening of the documentary, "Someone You Love" for community members;
 - vii. Using social media tools to disseminate information; and
 - viii. Building relationships with news reporters and media personalities to disseminate cancer prevention and control messages and information.
- c. Assist in identifying, educating and equipping community champions and allies outside of the target organizations, businesses, schools and municipalities who support and want to assist in the policy change efforts.
 - d. Assist in the research and identification of the decision makers within the target organizations, businesses, schools or municipalities that will be the most help or the most likely to take interest in the initiatives.
 - e. Contacting and arranging meetings with identified decision makers, community champions and allies and equipping them with educational materials.
 - f. Work with the CPiA Program Coordinator to evaluate objectives and complete project reporting.
 - g. Become a member of, and participate in the NYS Cancer Consortium.
 - h. Participate in all trainings offered through NYSDOH including webinars, regional and statewide trainings.
 - i. Participate in all regional and statewide meetings coordinated by the Health Initiative, NYSDOH or their counterparts.
 - j. Develop and share model policies.
 - k. Coordinate efforts to achieve performance deliverables with other statewide CPiA awardees.
 - l. Ensure compliance with National Alliance for Nutrition and Activity Meeting Guidance for nutrition, physical activity, sustainability and tobacco-free recommendations for all community trainings and meetings as scheduled.
4. Administrative
- a. Maintain accurate records of program activities including meeting minutes and staff activity records.
 - b. Understand and comply with agency personnel and fiscal policies and procedures.
 - c. Complete all required project reporting in a timely fashion, including submitting any state required data and providing data for internal reports.
5. Technology
- a. Be familiar with Microsoft Outlook, Excel, Word and PowerPoint.
 - b. Maintain and update project web pages and social media.
6. Other duties
- a. Continue education via webinars, conference calls, online courses and workshops, seminars or trainings. This may require travel and days or evenings away from home.
 - b. Other duties within the Health Initiative to support the organization's mission, growth and recognition in the community.

REQUIRED SKILLS

- Strong written and verbal communication
- Health communications and counter-marketing
- Strategic use of media (advocacy, earned and paid)
- Comfortable with public speaking, including both small and large group presentations
- Willingness to learn new skills and the flexibility to adapt to changing job requirements
- Ability to work independently within assigned projects
- Ability to work collaboratively as part of a team
- Program development, coordination and management
- Fiscal and data management
- Leadership development
- Demonstrated organizational and time management skills
- Ability to work effectively with diverse populations from community members to business owners
- Desire to interact collegially and professionally with other agency staff
- Commitment to maintaining both internal and external confidentiality of program information, staff, program participants and community members at all times

REQUIRED EXPERIENCE

- Bachelor's or Associates Degree preferably in a Community Health field
- Previous employment in a capacity demonstrating the required skills

PREFERRED EXPERIENCE

- Previous experience in providing health policy support services to communities.
- Previous experience with cancer control content

OTHER REQUIREMENTS

- Reliable, personal transportation
- Able and willing to attend conferences and meetings that require overnight travel