Health Career Observer

The Official Newsletter of the WNY R-AHEC

February 2024

Health Promotion Career

Health promotion aims to reduce health disparities and provide equal opportunities and support to all people so that they can reach their full potential. This includes a safe foundation and supportive environment that provides information, life skills, and opportunities to make healthy choices. Health promotion Impacts future generations by maximizing health and wellness in diverse communities through integrative approaches in fitness and lifestyle, community health education, public health, and administration.

"I love getting to learn about the lives of those around me because they are what creates my community."

Taylor O'Shaughnessy

How Do I Become a Health Promoter

PROJECTED JOB MARKET GROWTH: 3% FROM 2022-2032

While a bachelor's degree is often the minimum requirement for entry-level positions, those with a master's degree in public health and CHES certification can have more opportunities for specialization and to grow into leadership roles.

Average Annual Pay:
$51,745

What Does a Career in Health Promotion Look Like??

✓ Help build a healthy public policy

✓ Create supportive environments for communities to get health education

✓ Strengthen community action for better health

✓ Develop personal skills

✓ Engage and empower individuals and communities to choose healthy behaviors

✓ Help the public learn to make changes that reduce the risk of developing chronic diseases

WESTERN NEW YORK WNY R-AHEC
RURAL AREA HEALTH EDUCATION CENTER

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A Professional Account

Taylor O'Shaughnessy, MPH, MCHES
Program Coordinator | University of Cincinnati Area Health Education Center

What is the most rewarding part of your job?

"I think the most rewarding part of health promotion is getting to have real-life discussions with the people I serve about health. I love getting to learn about the lives of those around me because they are what creates my community. I really enjoy finding out what shapes different peoples' thoughts and feelings about health and their health experiences specifically, because then I'm better equipped to help others down the road."

What is the most challenging?

"Myth-busting!!! This is the hardest and maybe my favorite part of health promotion. There is such a huge industry of toxic and false health narratives pushed out for profit or influence, and helping people see why those aren't true (or beneficial) can be very difficult. For example, diet culture. I've done a lot of work myself on dismantling the ideas that I was given growing up about needing to be on a diet, needing to feel guilty for eating "bad foods", etc. Seeing those ideas so prominent in others really is painful to hear for me now, because I know how much it can affect someone's mental health. Toxic ideas like that become so ingrained in who we are, that it's hard to shake them. But that is why helping someone think differently feels so exciting."

What do you wish you knew back in school that you know now?

"I wish I would've been told that, even though there are a few health-related messages that are good for everyone overall (wash your hands, prep your food safely, wear a mask if you're sick, etc.) public health and health promotion really need to be more personalized. What's right for me may not be what's right for you, and that isn't a bad thing. I think we should be approaching public health messaging with the idea that people can take bits and pieces from those messages and apply as it fits to their own lives. Our backgrounds, experiences, personalities, and other unique factors should be taken into consideration when we're being given health promotion messages."

Anything else you want to share?

"I think health promotion is the coolest. I think right now is a great time to be entering this career field because the pandemic really showed people how vital health promotion and public health are."

Click on the image for A short introduction to understanding Health Promotion

https://www.youtube.com/watch?v=y9THQTEqMaU

Scan Me

Click on the image for a Perspective of a professional working in Health Promotion

https://www.youtube.com/watch?v=7i6v2305mUg&t=47s

Scan Me

For more information visit the U.S. Bureau of Labor Statistics
https://www.bls.gov/ooh/healthcare/physicians-and-surgeons.htm

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SCAN THE QR OR CLICK HERE TO LEARN MORE ABOUT DAEMEN UNIVERSITY HEALTH PROMOTION
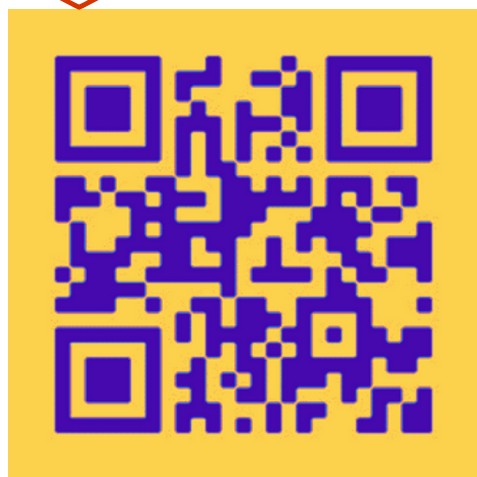
NEW THIS YEAR!

HIGH SCHOOL HEALTHCARE SCHOLARSHIP

bit.ly/47FGjDp

D'Youville University & WNY R-AHEC Partner to Offer

Summer Health Careers Opportunity Program (HCOP)

July 8th - August 16th, 2024

Health Career Exploration Summer Camp for Rising Sophomores, Juniors and Seniors in Western NY

DYU DYOUVILLE UNIVERSITY

>>> Students experience hands-on learning, exposure to health profession careers, and skill building with opportunity to tour, shadow, volunteer in the community (local healthcare facilities, non-profits, businesses, etc.)

Students Earn $10 an Hour to Attend!

>>> Overnight opportunity at DYU campus, college experience and additional health profession exposure and experiences (July 23-25).

Located at WNY R-AHEC 20 Duncan St. Warsaw, NY

HRSA
Health Resources & Services Administration

Use QR Code for More Info and to Apply!

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Please use QR code for the Health Careers Resource Guide