

## Why Now? How CPH Advances the Field of Public Health

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National Board of Public Health Examiners

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## Purpose of the Certifying Exam

To ensure that students and graduates from schools and programs of public health accredited by the Council on Education for Public Health have mastered the knowledge and skills relevant to contemporary public health practice.

## Donna Petersen, ScD Chair, NBPHE

“This credential will elevate public health to its rightful place as a true profession, and make clear that public health is not simply a goal but is a field of study and practice defined by a clear set of competencies and skills necessary to promote the health and well-being of populations around the world.”

## Growing Crisis in PH Workforce

- Average age 46.6 yrs
- Retirements up to 45%
- Current vacancies up to 20%
- Great need for training

ASTHO, 2004

## Heightened societal requirements for professional accountability

## Increase in geographical diversity of CEPH-accredited schools and programs

## Charles Mahan, MD

"It is my prediction that having a national credential for our graduates will have an impact similar to what the public school teachers have seen when they started their exam some 15 years ago: better career ladders, better salaries, better retention and increased portability moving around the country."

## Why now?

- Tobacco regulation
- Cancer prevention
- Cancer screening
- Obesity prevention
- H1N1
- Global warming
- Threat of bioterrorism

*Public health preparedness is today's challenge to public health, and Certified in Public Health professionals stand ready to face tomorrow's challenges, too.*

## Post- 9/11/01 public health



## Health care reform & RECOVERY.gov



## How CPH advances the field of public health

- Encourages continuing education among public health professionals
- Fosters environment of a professional community
- Brings added credibility amongst one's peers and with colleagues in other fields
- Opens doors for participation in workshops, conferences and other professional activities
- Is an investment in one's career, livelihood, and future

## Encourages continuing education among public health professionals



Maintenance of Certification =

50 hours of Continuing Education / 2 years

Re-assessment of mastery /10 years

### Fosters environment of a professional community




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Prevenir. Promocionar. Proteger.

這是公共衛生  
www.nphw.org

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Это общественное здоровье  
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### Fosters environment of a professional community



**Building the Foundation for a Healthier America**

**National Public Health Week**  
April 6-12, 2009 • www.nphw.org




Helping raise the standard for public health.



### Brings added credibility amongst one's peers and with colleagues in other fields

*"I knew that I would be working with people from outside of the public health community, primarily emergency response professionals for whom the 'Certified Emergency Manager' credential is very valuable. I wanted a similarly recognizable credential that I could use... It has been very valuable as I moved from a local health department to FEMA and worked on pandemic planning with the leadership of two separate FEMA Regions."*

-Joel Palmer, MPH, CPH



### Greater responsiveness of academic public health to public health practice

Dear Students,

On behalf of the Association of Schools of Public Health, we write to encourage upcoming graduates to register for the National Board of Public Health Examiners (NBPHE) Certification in Public Health exam. The exam, which will be offered for the second time in August 2009, was developed for the purpose of providing a "Certified in Public Health" credential. According to a recent article in the Washington Post, public health is a "hot" field with the number of both undergraduate and graduate schools and graduates increasing substantially.

As interest in our field grows, we see in a unique position to help our field achieve full professional status. We are also at an important time in our history as large numbers of public health professionals are expected to retire in the next few years and it appears we have insufficient numbers of fully qualified people to replace them. This new credential will provide you with a wonderful way to distinguish yourself as a graduate of an accredited school of public health or program, fully prepared to address the many challenges that will face public health in the coming months, years and decades. As the organization representing all of the accredited schools of public health, ASPH is committed to working with employer organizations across the country to help them recognize the value of CPH accredited professionals to their organization. And, as a member of the last health profession without a credential, you can help the field raise its profile by earning the CPH and displaying it proudly.

Our joint commitment to strengthening our field through a CPH credential is vital to its success. This examination is open only to graduates of accredited schools and programs of public health. The exam was offered for the first time in August 2008. Over 700 professionals sat for the first exam and the preliminary data demonstrates that the exam performed very well. More details about the Board and the examination can be found at [www.nbphw.org](http://www.nbphw.org). Study materials for the examination are available and information on how to obtain them can also be found at [www.nbphw.org](http://www.nbphw.org).

By participating in this examination, you will help improve the quality of the public health workforce and define the future of public health practice.

Thanks for considering this request.

Sincerely,

Linda Rosenstock, MD, MPH  
Chair, ASPH Board of Directors  
Dean  
UCLA School of Public Health

Michael J. Klag, MD, MPH  
Executive Chair, ASPH Board of Directors  
Dean  
Johns Hopkins University Bloomberg School of Public Health

\*For a Global Generation, Public Health is a Hot Field." Washington Post: 19 September 2008, A01.

### Further development of core public health curriculum

<b>Discipline-specific domains</b>	<b>Cross-cutting/interdisciplinary domains</b>
1. Biostatistics	1. Communication and Informatics
2. Environmental Health Sciences	2. Diversity and Culture
3. Epidemiology	3. Leadership
4. Health Policy and Management	4. Professionalism
5. Social and Behavioral Sciences	5. Program Planning
	6. Public Health Biology
	7. Systems Thinking

ASSOCIATION OF SCHOOLS OF PUBLIC HEALTH

**Michelle Lynn Meyer**  
Department of Epidemiology, University of Pittsburgh GSPH

*"I recently completed my MPH and decided to continue my education towards a PhD and thought the CPH exam would further my professional career while still in school. I recommend the exam because it's the only exam of its kind. Credentialing confirms and recognizes your public health knowledge. I didn't realize how much I knew!"*

**Carol Lynn Chevalier DHSc, MPH, CPH, MS**  
 Director, Quality Services at Next Wave, Inc.

*"I have to say that it was a personal decision to take the test following a decision making process that led to the conclusion that it is a good professional move as it indicates a knowledge base. I paid for everything myself and feel it was well worth it!"*



*"...is committed to the continuing education and professional development of its members. For example, NACCHO offers continuing education activities and credits to its physician and nurse members at its annual meeting and other trainings. NACCHO is committed to extending these benefits to members who possess the CPH credential."*

- NACCHO Policy, Approved March 2009

## ASPH

*"Joining the ranks of CPH certified professionals is an important step in the evolution of our profession. As a board certified physician in internal and preventive medicine, taking the exam was a personal choice and an easy one to make. It is important all of us as committed public health professionals demonstrate support for the future of our profession and demonstrate a commitment to continuing education. At ASPH, we will fully support staff with a CPH obtaining the continuing education credits needed to maintain their credential."*

- Harrison Spencer, MD, CPH

**Anna Torrens Armstrong, Ph.D., MPH, CHES, CPH**  
 Davenport University



*"To become certified in public health is a way to support our field, its professionalism, and its credibility. It is also a personal challenge and a commitment to continue your education to enhance your role as a public health professional."*

**Is an investment in one's career,  
 livelihood, and future**



## Got CPH?



Registration for 2010 exam opens  
 Fall 2009

At

[www.publichealthexam.org](http://www.publichealthexam.org)