

Health Promotion Services

Nature of the Profession

Health promotion specialists work within organizations, corporations, or business groups to promote and coordinate wellness programs, health, and safety. The responsibilities of a health promotion specialist may include: developing corporate wellness programs; developing strategies to address liability and quality assurance issues; managing employee fitness facilities and programs; motivating participants and marketing wellness activities; and forecasting future wellness trends.

Community health educators plan and develop educational and community organization programs to reduce behavioral risk factors, reduce environmental hazards, and support health promotion initiatives.

APTITUDES

- Strong verbal and numerical skills
- Ability to work with a variety of people
- Ability to supervise others and plan and organize programs
- Leadership, diplomacy, and calmness under pressure
- Ability to make decisions based on observation and data
- Ability to handle a variety of tasks and detailed paperwork

EDUCATION

The minimum educational requirement in the state of Nebraska is an 18-credit hour certificate program. A four-year bachelor's program is available, as well as a master's level program. This field combines the disciplines of health promotion and human resource management. This combination equips the individual to work with corporate management to create policies that will have a positive impact on an organization's culture, and to design comprehensive employee wellness plans.

EDUCATIONAL PROGRAMS IN NEBRASKA

- Hastings College – Hastings (B)
- Nebraska Methodist College – Omaha (M)

LICENSURE/CERTIFICATION

None required.