Certified in Public Health
“Credentialing Public Health Leaders”
Today’s Presenter

Allison Foster
MBA, CAE
president
NBPHE Board of Directors
10,054 Examinees

95 countries with CPH

12 Schools and programs require the CPH
Why Should I Get Certified?
Accountants, CPA
Board certified physicians
Licensed Social Workers
Registered Nurses

CPH, Public Health
<table>
<thead>
<tr>
<th>What to Do</th>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay</td>
<td>Stay current in best practices</td>
</tr>
<tr>
<td>Meet</td>
<td>Meet a national professional standard</td>
</tr>
<tr>
<td>Invest in</td>
<td>Invest in your career</td>
</tr>
<tr>
<td>Increase</td>
<td>Increase your potential for promotions and salary increases</td>
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<tr>
<td>Distinguish</td>
<td>Distinguish yourself from your peers</td>
</tr>
<tr>
<td>Go</td>
<td>Go beyond your education</td>
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</table>
Increase inter-professional knowledge and skills
Increase effectiveness in working with federal, state, local government
Why Get Certified?
Employers value certifications

- Compared to non-certificants in my profession, certificants can be promoted more quickly:
  - Strongly Agree/Agree: 62.2%
  - Neither Agree or Disagree: 22.6%
  - Strongly Disagree/Disagree: 15.2%

- Compared to non-certificants in my profession, certificants can advance to higher levels:
  - Strongly Agree/Agree: 67.8%
  - Neither Agree or Disagree: 19.2%
  - Strongly Disagree/Disagree: 13.0%
Employers value certifications

<table>
<thead>
<tr>
<th>Item</th>
<th>Agreeing/Strongly Agreeing</th>
<th>Neither Agreeing nor Disagreeing</th>
<th>Disagreeing/Strongly Disagreeing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certification in my profession helps me prepare for the demands and challenges of my profession (Question 6)</td>
<td>79.0%</td>
<td>13.2%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Attaining my certification in my profession helps me perform more effectively on the job (Question 14)</td>
<td>72.5%</td>
<td>17.5%</td>
<td>10.0%</td>
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</table>
How credential holders feel about themselves and their work.

Several questions asked how certification influences credential holders' confidence, pride, connection to the profession, and job satisfaction. Figure 12 shows that a very large majority agreed or strongly agreed that certification enhances confidence and is an achievement that they can be proud of. Not only did 95.1% of respondents agree or strongly agree, but, in addition, over three-fourths of the respondents marked “strongly agree” on this item.
Employers value certifications

- Sense of pride & achievement: 39.2%
- Evidence of professional competence: 39.0%
- Knowledge and expertise: 28.4%
- Chances of getting a job: 22.2%
- More professional confidence: 21.3%
• American College of Cardiology
• American Kidney Fund
• American Public Health Association (APHA)
• Army Public Health Center
• Association of Public Health Laboratories
• Association of State and Territorial Health Officials (ASTHO)
• Behavioral Health System Baltimore
• Catholic Relief Services
• CDC National Center for Health Statistics
• Clinton Health Access Initiative
• County of Santa Cruz, CA
• Georgia Department of Public Health
• Health Research, Inc
• Idaho Dept. Health and Welfare
• International Society of Infectious Diseases
• Jefferson College of Population Health
• Lehigh University
• Lexington-Fayette County Health Department
• Minnesota Department of Health
• National Association of County and City Health Officials (NACCHO)
• National Health Promotion Associates
• Navy Nursing Corps
• NYC Department of Health and Mental Hygiene
• Population Services International
• Robert Wood Johnson Foundation
• San Francisco Department of Health
• San Joaquin County Public Health Administration
• Signature Science
• Skoll Global Threats Fund
• Tarleton State University
• Tulane
• Umass Medical School
• United States Public Health Services/Commissioned Officer Association (USPHS/COA)
• University of Chicago
• University of Illinois at Springfield
• University of Massachusetts Medical School
• University of Michigan Department of Health Behavior Health Education
• University of South Dakota, School of Health Sciences
• University of South Florida
• University of Texas at Austin
• UT Health Sciences Center at Houston School of Public Health
• Utica College
• Vanderbilt University
• Washington State Department of Health
• Yale University
Certification Process

**Eligibility**
- Public Health students
- Public Health alumni
- Public Health Work Experience

**CPH exam**
- 200 Questions

**Maintenance**
- Recertification
- Code of Ethics
Exam Eligibility

All graduates of CEPH-accredited and CEPH-applicant schools and programs of public health

Alumni
Exam Eligibility

Students

Graduate students of CEPH-accredited and CEPH-applicant schools and programs of public health
Exam Eligibility

Public Health Work Experience

- Minimum of five years of public health experience
- At least a bachelor’s degree
Exam Eligibility

Public Health Work Experience

- Minimum of three years of public health experience
- Graduate-level related-degree
Exam Eligibility

Public Health Work Experience

• Minimum of three years of public health experience
• Public Health certificate from CEPH-accredited school or program
Registering for the CPH Exam
New Registration & Verification System

CPH CENTRAL

CPH Exam Application Steps

STEP 1: Application Information
STEP 2: Eligibility
STEP 3: Additional Information
STEP 4: Review
STEP 5: Payment
STEP 6: Approval
Certifying Public Health Leaders

The Certified in Public Health is the mark of a public health professional. Demonstrate your knowledge of key public health sciences and join the ranks of public health leaders by sitting for and successfully passing the CPH exam. Distinguish yourself from your peers by showing employers that you can meet and maintain a national standard in public health through continuing education focused on emerging and established public health issues.

Be the public health professional that the public needs.
Be CPH certified.

Why Get Certified? »

Registration Is Open

The CPH exam is now available 12 months a year at PSI testing centers. Paper and pencil exams are also offered at select dates/locations.

New CPH Discounts

Members and personnel from the following organizations, along with students and alumni of the following schools and programs of public health are eligible for a discount on the

CPH Credential Webinar

Register for the CPH informational webinar on December 15 from 12:00-1:00 p.m. Eastern. This one hour webinar will cover everything from determining eligibility, exam contents
Apply Now

Are you a graduate student or alumni from a school or program of public health accredited by the Council on Education for Public Health (CEPH) or individual who has at least five year’s work experience in public health? If so, you are eligible to apply to take the CPH exam.

Your first step is to create your account. Click “Apply Now” to start your application today!

Be the public health professional that the public needs. Be CPH certified!
Exam can be scheduled as soon as 72 hours later.

Students/alumni approved when school or program has verified eligibility.

Work experience candidates approved within two weeks.

Scheduling instructions sent immediately after approval.
## Prices and Discounts

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<tr>
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<th>Description</th>
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<tr>
<td>$385</td>
<td>Standard Fee</td>
</tr>
<tr>
<td>$315</td>
<td>Students/Alumni of specific public health programs or employees/members of certain organizational groups</td>
</tr>
<tr>
<td>$250</td>
<td>Requiring the CPH exam</td>
</tr>
</tbody>
</table>
• The CPH exam is a 4-hour exam with 200 questions
• All questions are multiple choice and single-best answer
Testing All Year Long
Computer-Based Testing Centers

~ 450 U.S. Testing Centers (Monday-Saturday)
Live-Online Proctor

24 hours/day  363 days/year
Scoring

Instant scoring for computer-based exams!
Who Will See My Scores?

Students & Alumni Candidates

- The schools and programs receive:
  - Scaled scores by content area for each candidate
  - Comparison of performance of all candidate results compared with school candidates by content area

Public Health Work Experience Candidates

- Only you will have access to your scores in the CPH Recertification portal
Search for a CPH Registry

- Employers can verify your active CPH status by keying in your last name into the Search for a CPH registry.

- Your NBPHE number & status will display, along with your digital badges earned for CPH recertification.

- Employers can print your certificate cover letter that explains your cycle dates and date of expiration.
Virtual CPH Certificates
Retaking the Exam

- No limit on how often candidates can retest
- $150 for each attempt
Content
Outline

Changes
What is a Job Task Analysis?

Survey to define performance domains and tasks performed by a professional group, and the necessary knowledge and skills associated with these tasks.
Survey Development

200 Job Tasks

Rating Scale – 0 to 4

<table>
<thead>
<tr>
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<tr>
<td>Never Performed</td>
<td>0</td>
</tr>
<tr>
<td>Not very important</td>
<td>1</td>
</tr>
<tr>
<td>Important</td>
<td>2</td>
</tr>
<tr>
<td>Very important</td>
<td>3</td>
</tr>
<tr>
<td>Essential</td>
<td>4</td>
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Survey Responses

- 8,100 started the survey
- 7,441 completed part of the survey
- 4,850 provided usable survey responses
Analysis Process
Domains of CPH Exam (2019)

- Communication: 10%
- Leadership: 10%
- Law and Ethics: 10%
- Public Health: 10%
- Biology and Human Disease Risk: 10%
- Collaboration and Partnership: 10%
- Program Planning and Evaluation: 10%
- Program Management: 10%
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- Program Planning and Evaluation: 10%
Passing score

Passing is based on overall scores, not each domain
Item bank analysis

Training for volunteers

Post-test item analysis

Form review committee

Item-writing assignments

Item-review committee

Test Development

Test Development
CPH Study Resources

1. Content Outline
2. Sample Exam Questions
3. Practice Exams
4. Webinars
5. ASPPH Study Guide
6. APHA Study Guide
7. Springer Exam Review
8. In-person reviews
1. Content Outline
2. Sample Exam Questions

Sample questions in the format of the CPH exam

Now available
3. Practice Exams

Now available

Online mini-exam of 50 questions from the CPH item-bank
4. Webinars

Now available

Webinars on each domain

Lecture and Q&A
6. APHA Press Study Guide

Now available

Editors: Karen Liller and Jaime Corvin
University of South Florida College of Public Health
7. Springer CPH Q&A Exam Review

Now available

Editor: Odadele Ogunseitan (UC Irvine)
CPH Recertification Process
Bi-Annual Recertification Process (CEs)

- 50 CPH recert credits
- Online reporting portal
- $95 fee every two years
Recertification Activities Include:

- Webinars and Workshops
- Conferences and professional events
- Instruction and Professional Contributions
- Volunteer and Leadership Service
  - CPH Item-Writer/PHAB or CEPH Accreditation Site Visitor
- Medical Residencies
- Work in direct response to COVID19

No pre-approved provider process
You are just about there! You have earned 39 credits, keep going!

Recertification Period: 1/1/2020 - 12/31/2021
Deadline: 12/31/2021
Quick Search for CE Activities

Find Ways to Earn Recertification Credits

CPH CE Credits
CPH CE Credit Quick Search

TRAIN
TRAIN Learning Network

PHLN
Public Health Learning Navigator

Qualifying activities for recertification credits include continuing education and professional development opportunities.
CPH Digital Badging

- Superstar Attendee
- Coursework Champ
- Star Presenter
- Grants Master
- Virtual Learner
- Wise Scholar
- Pathmaker
- Lifelong Learner
- Item Writer
- Site Visitor

badges = visual representations of a skill or achievement
CPH Merchandise: CafePress

www.cafepress.com/cph
CPH Book Club

- Open to all CPH
- Six books a year
- Discussions lead by CPH
Stay Connected

LinkedIn
Questions?
Contact info@nbphe.org