

*ASPPH Presents Webinar Series*

***National Board of Public Health Examiners  
Certified in Public Health Exam  
New Content Outline***

Wednesday, May 24, 2017  
2:00 pm-3:00 pm Eastern

ASPPH.ORG

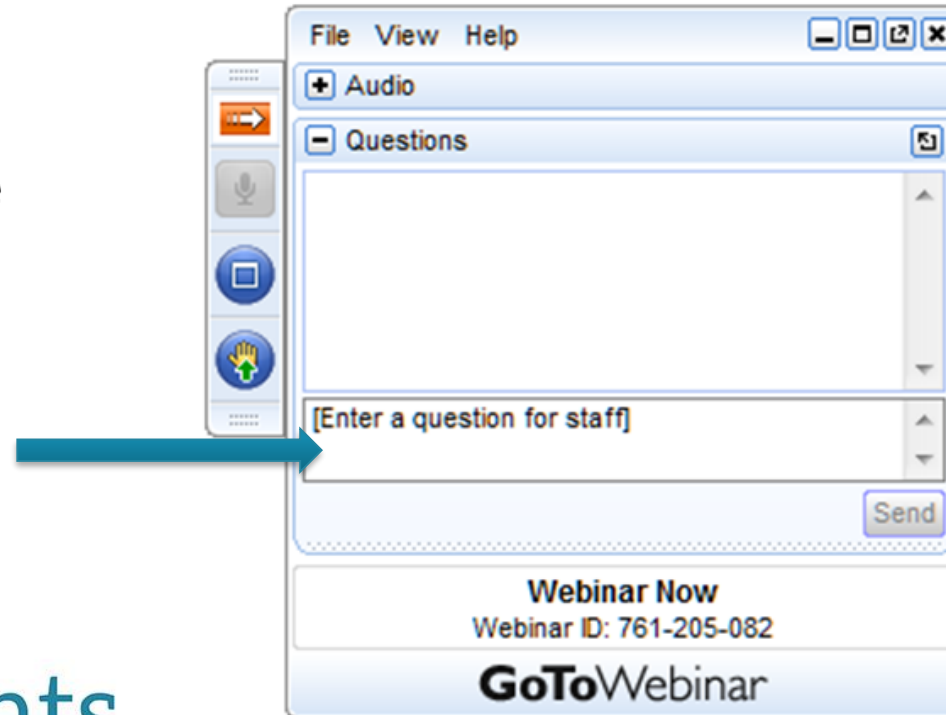
1900 M Street NW, Suite 710  
Washington, DC 20036  
Tel: (202) 296-1099  
Fax: (202) 296-1252

**ASPPH Presents**  
 **WEBINAR**

# Method for Submitting Questions

## Join the Conversation...

- You can ask questions in writing anytime during the webinar.
- Simply type them in the “Questions” field on the right side of your screen.



ASPPH Presents  
▶ WEBINAR

# Today's Presenters



**Richard S. Kurz, PhD**  
Dean Emeritus, University  
of North Texas Health  
Science Center School of  
Public Health



**James D. Yager Jr., PhD**  
Johns Hopkins Bloomberg  
School of Public Health



**Allison J. Foster, MBA, CAE**  
National Board of Public  
Health Examiners

# New CPH Content Outline

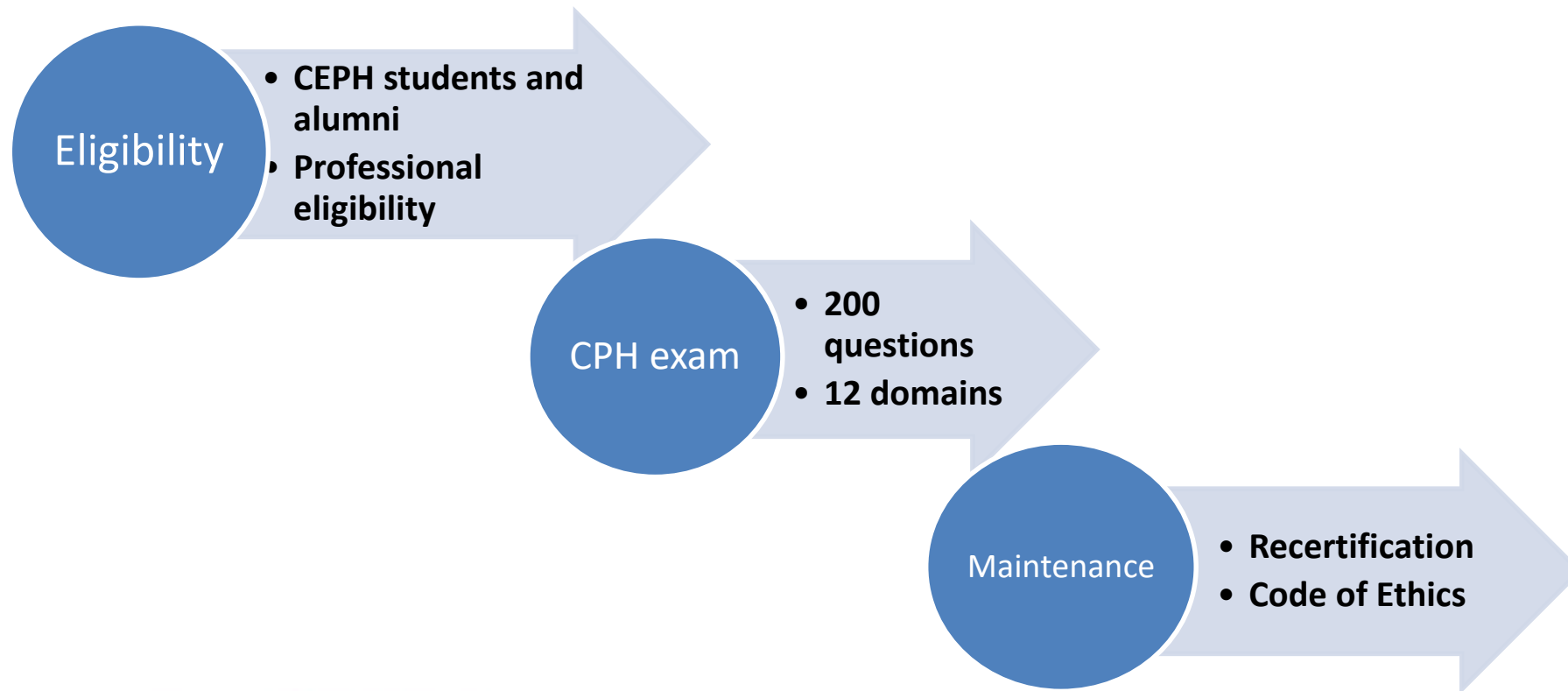
## “Credentialing What You Do in Public Health”



A low-angle, top-down photograph of a diverse group of five professionals in business attire. They are standing in a circle, holding their hands together in the center. The background is a bright, clear sky, creating a high-key, optimistic atmosphere. The individuals are smiling and looking towards the center. The text is overlaid in the middle of the image.

**Created to Professionalize  
the Field of Public Health**

# Certification process



PROUD MEMBER



# Exam Eligibility

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





## Exam Eligibility

Graduate students who have completed or are enrolled in the core coursework:

- **biostatistics**
- **epidemiology**
- **environmental health**
- **health policy**
- **behavioral sciences**





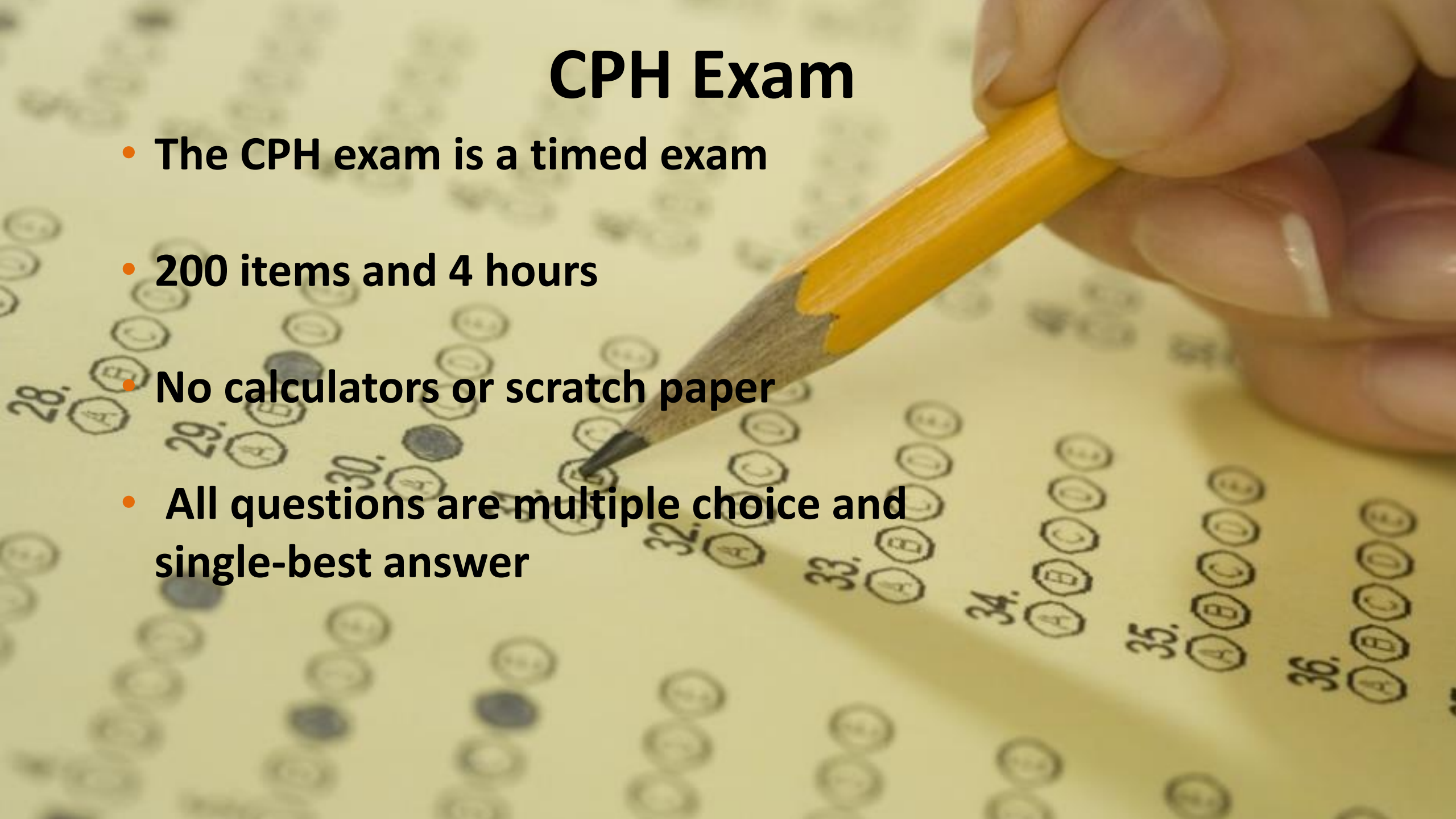
## **Exam Eligibility**

Individuals who have both:

- Minimum of five years of public health experience
- At least a bachelor's degree

# CPH Exam

- The CPH exam is a timed exam
- 200 items and 4 hours
- No calculators or scratch paper
- All questions are multiple choice and single-best answer





**Testing All Year Long**  
*No more testing windows*

# Schools/Programs Requiring the CPH Exam

Brigham  
Young  
University

Oregon MPH  
OHSU/PSU

Touro  
University

University of  
California,  
Irvine

University of  
Utah

University of  
North Florida

University of  
North Texas

University of  
Oklahoma

Saint Louis  
University

University of  
South Florida



# Schools/Programs Significant CPH Participation



Columbia  
University

CUNY

Drexel  
University

EVMS

New York  
University

University of  
Florida

Johns Hopkins  
University

University of  
Pittsburgh

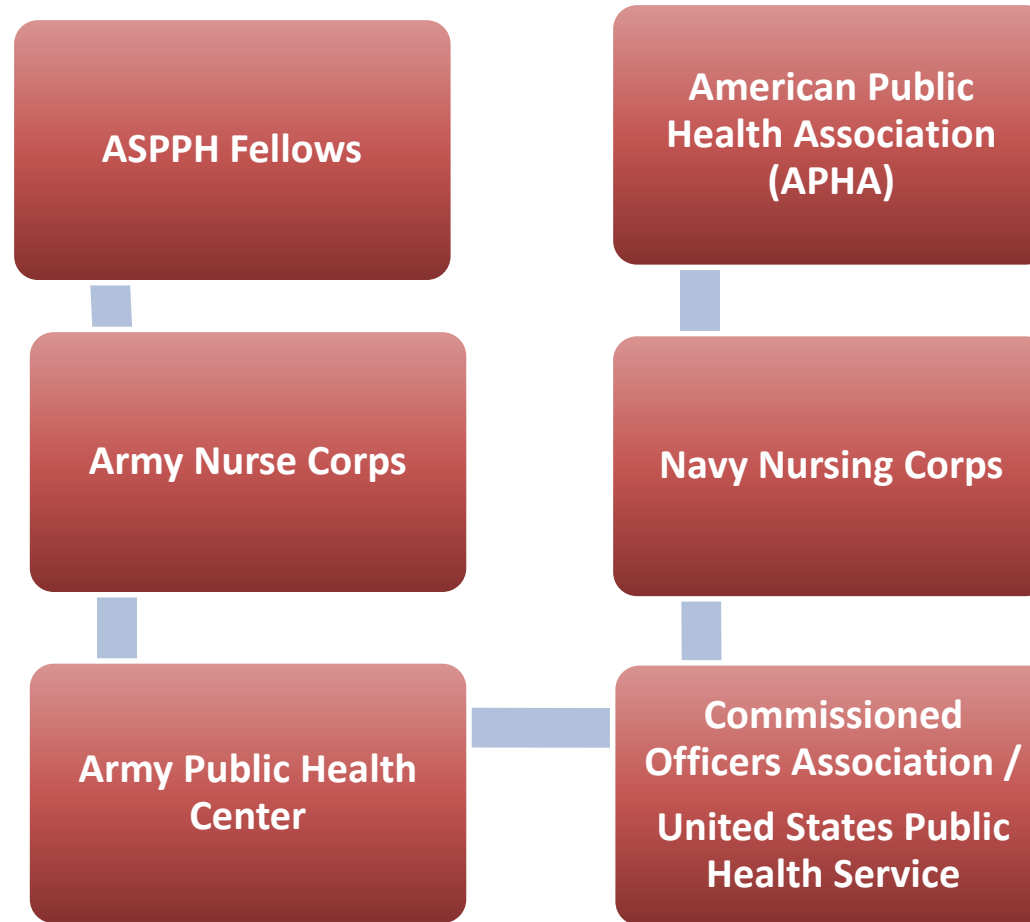
California State  
University,  
Northridge


St. Georges  
University

Indiana  
University

University of  
Maryland

# Organizations with Significant CPH Participation





Instant scoring! Exam  
results available at  
testing center.

# CPH Digital Badging



**badges** = visual representations  
of a **skill** or **achievement**

**Certified in**  
**Public Health**  
Public Health Examiners



# CPH Digital Certificates



**“Coming Soon!”**



# Current Exam Coverage

## General Principles (25 items)

### Core areas

- Biostatistics (30 items)
- Epidemiology(30 items)
- Environmental Health Sciences (30 items)
- Health Policy & Management (30 items)
- Social and Behavioral Sciences (30 items)

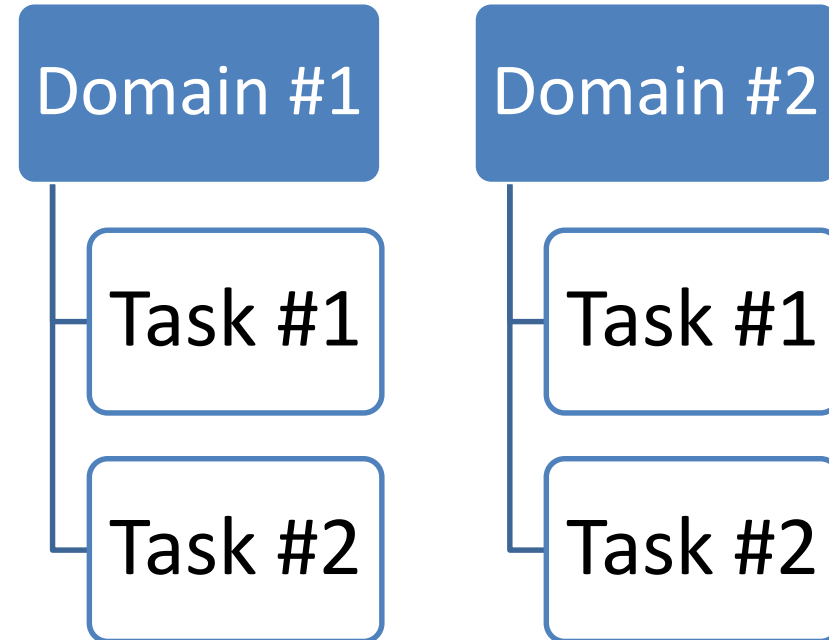
### Cross Cutting (25 items)

- Communication & Informatics
- Diversity & Culture
- Leadership
- Professionalism
- Program Planning
- Public Health Biology
- Systems thinking



# 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.



# Major classifications (domains) of tasks



# Survey development

- Identified (200) task statements for the survey instrument
- Determined the rating scales – 0 to 4:
  - Never performed = 0
  - Not very important = 1
  - Important = 2
  - Very important = 3
  - Essential = 4



# Survey Responses

***Do not rate statements based on what you think other public health professionals do or should do. Rather, base your ratings on your current work as a public health professional.***

- 8,100 started the survey
- 7,441 completed part of the survey
- 4,850 provided usable survey responses



# Ranked Domains

Task	No. of Tasks in Domain	Task Importance Rating Mean (SD)
Ethics	8	3.01 (1.03)
Critical/Strategic Analysis	23	2.88 (1.03)
Collaboration and Partnering	12	2.87 (1.00)
Diversity and Cultural Proficiency	12	2.78 (1.01)
Program Planning	41	2.76 (1.00)
Leadership and Systems Thinking	27	2.75 (1.01)
Management, Finance and Policy	28	2.74 (1.02)
Communication	27	2.72 (1.01)
Advocacy	9	2.68 (1.02)
Biological and Environmental Applications in Public Health	13	2.61 (1.06)



# Task Domains by Employment Level

Clinical	Consultant	Entry	Mid	Upper
Ethics	Critical/Strategic Analysis	Critical/Strategic Analysis	Critical/Strategic Analysis	Collaborating & Partnering
Biological & Environmental Applications in Public Health	Collaborating & Partnering	Ethics	Collaborating & Partnering	Critical/Strategic Analysis
Critical/Strategic Analysis	Leadership & Systems Thinking	Collaborating & Partnering	Ethics	Leadership & Systems Thinking
Diversity & Cultural Proficiency	Ethics	Diversity & Cultural Proficiency	Leadership & Systems Thinking	Ethics
Communication	Diversity & Cultural Proficiency	Leadership & Systems Thinking	Program Planning	Management, Finance, & Policy
Leadership & Systems Thinking	Program Planning	Communication	Management, Finance, & Policy	Program Planning
Collaborating & Partnering	Communication	Program Planning	Diversity & Cultural Proficiency	Advocacy
Advocacy	Management, Finance, & Policy	Biological & Environmental Applications in Public Health	Communication	Communication
Program Planning	Advocacy	Advocacy	Advocacy	Diversity & Cultural Proficiency
Management, Finance, & Policy	Biological & Environmental Applications in Public Health	Management, Finance, & Policy	Biological & Environmental Applications in Public Health	Biological & Environmental Applications in Public Health

# Top Ten Rated Tasks

Task	N	Mean	Std. Deviation
Collect valid and reliable quantitative or qualitative data. (Critical/Strategic Analysis)	4391	3.26	1.05
Use information technology for data collection, storage, and retrieval. (Critical/Strategic Analysis)	4384	3.18	1.04
Ensure the application of ethical principles in the collection, maintenance, use, and dissemination of data and information. (Ethics)	4105	2.92	1.32
Interpret quantitative or qualitative data following current scientific standards. (Critical/Strategic Analysis)	4370	2.85	1.25
Identify regulations regarding privacy, security, confidentiality (e.g., personal health information, etc.). (Ethics)	4103	2.82	1.39
Identify key stakeholders. (Collaborating & Partnering)	4265	2.75	1.30
Identify opportunities to partner with health and public health professionals across sectors and related disciplines. (Collaborating & Partnering)	4272	2.68	1.29
Interpret results of statistical analyses found in public health studies or reports. (Critical/Strategic Analysis)	4372	2.68	1.29
Identify the limitations of research results, data sources, or existing practices and programs. (Critical/Strategic Analysis)	4365	2.67	1.27
Synthesize information from multiple data systems or other sources. (Critical/Strategic Analysis)	4361	2.66	1.30

# Revisions of tasks

- Eliminated tasks which less than 60% of respondents rated as performing as important (or essential)
- Eliminated approx. 5 redundant tasks
- Reviewed suggestions for additional tasks submitted by JTA respondents and ensured tasks were adequately represented
- Eliminated items with less than a 2.50 mean importance (scale of 1-4)
- After extensive discussion based on the above rules, task lists was reduced from 200 tasks to 150

# Factor Analysis



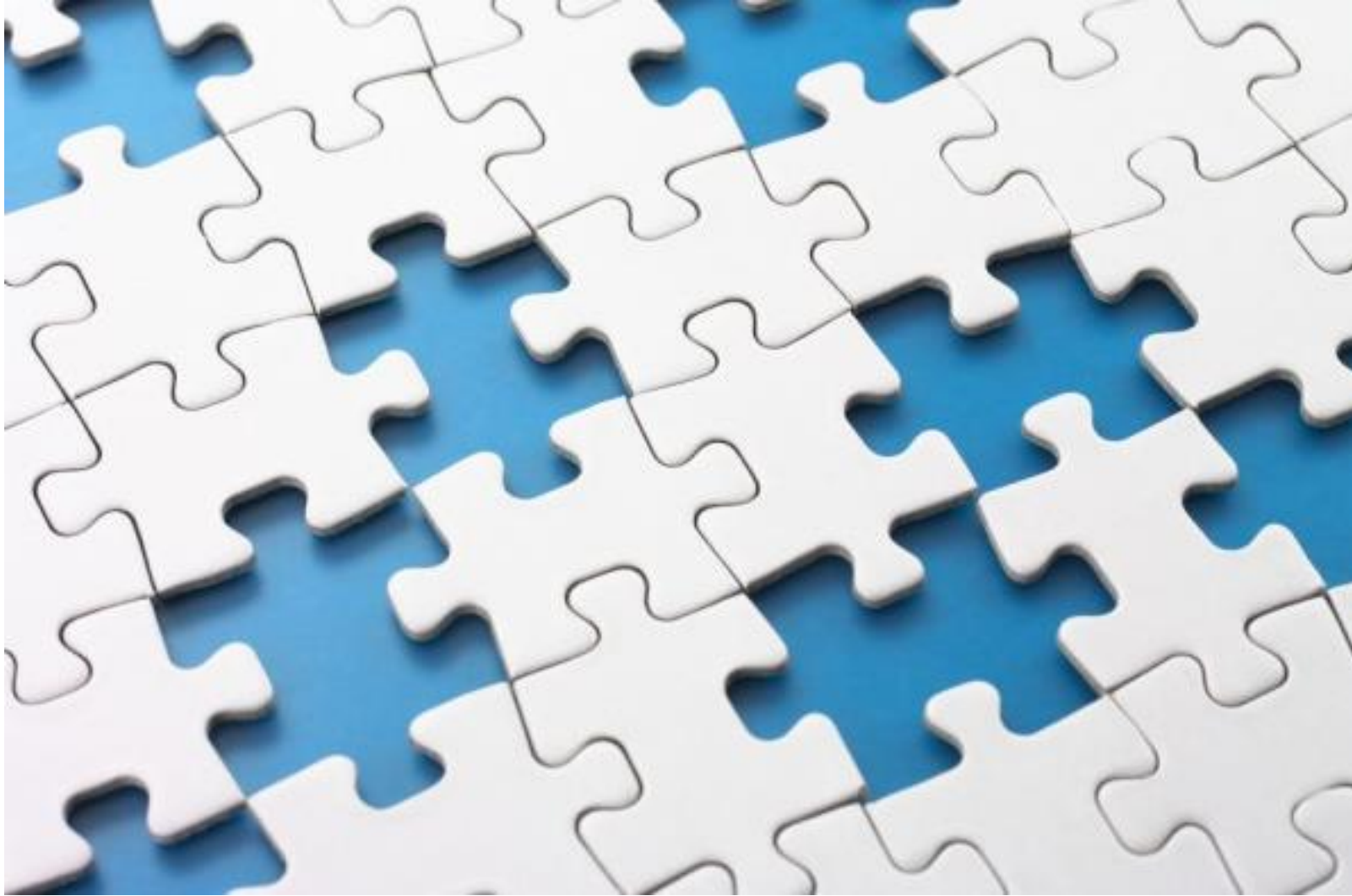
# Domains of CPH Exam (2019)



PHAB Standards and Measures	Council of Linkages Core Competencies	ASTHO PH Wins	ASPPH Blue Ribbon PH Employer’s Advisory Board	ASPPH Framing the Future: MPH Report	NBPHE Job Task Analysis
Contribute To And Apply The Evidence Base Of Public Health	Analytical/Assessment Skills	Informatics and Analytics	Analytic Methods & Technology and Information	Analysis	Evidence-Based Approaches to Public Health
Conduct, Disseminate Assessments ...On Population Health Status And Public Health	Community Dimensions of Practice Skills	Diverse Populations & Diverse Workforce & Staff Development		Diversity	Health Equity and Social Justice
Promote Strategies To Improve Access To Health Care					
Develop Public Health Policies And Plans	Policy Development/Program Planning Skills	Political Sensitivity	Policy	Policy	Policy in Public Health
Maintain A Competent Public Health Workforce	Leadership and Systems Thinking Skills	Systems Thinking	How the Health System Works & Leadership	Systems Thinking	Leadership
Maintain Admin And Management Capacity	Financial Planning and Management Skills	Change Management/Flexibility Adaptability & Resilience	Budgeting and Finance Management and Teamwork		Program Planning and Evaluation
Evaluate And ...Improve ...Processes, Programs, And Interventions					Program Management
Investigate Health Problems And Environmental Public Health Hazards To Protect The Community	Public Health Sciences Skills			Science	Public Health Biology and Human Risk
Inform And Educate About Public Health Issues And Functions	Communication Skills		Communication	Collaboration	Collaborating and Partnering
Engage With The Community To Identify And Address Health Problems					Communication
Enforce Public Health Laws					Law and Ethics
Maintain Capacity To Engage The Public Health Governing Entity		Problem Solving	Global Health Problem Solving	Global Health Policy	

CEPH MPH Foundational Competency Domains	CPH Content Outline Domains (2019)
Evidence-based Approaches to Public Health	Evidence-based Approaches to Public Health
Public Health & Health Care Systems	Health Equity and Social Justice
Planning and Management to Promote Health	Program Planning and Evaluation Program Management
Policy in Public Health	Policy in Public Health Law and Ethics
Leadership Systems Thinking	Leadership Collaboration and Partnership
Communication	Communication
Interprofessional Practice	
Factors Related to Human Health (Foundational Knowledge)	Public Health Biology and Human Risk

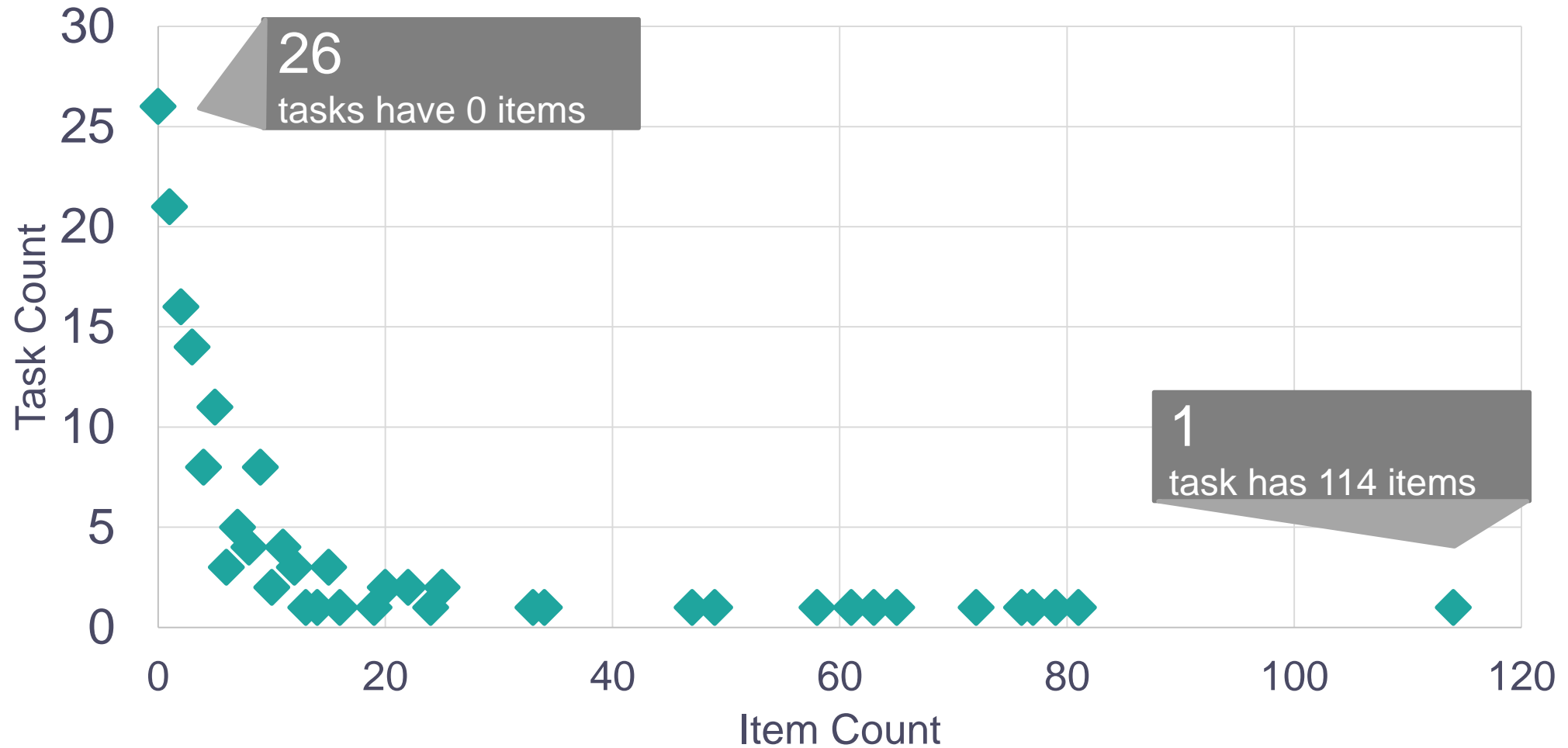
# Next steps: Lots of Item-Writing



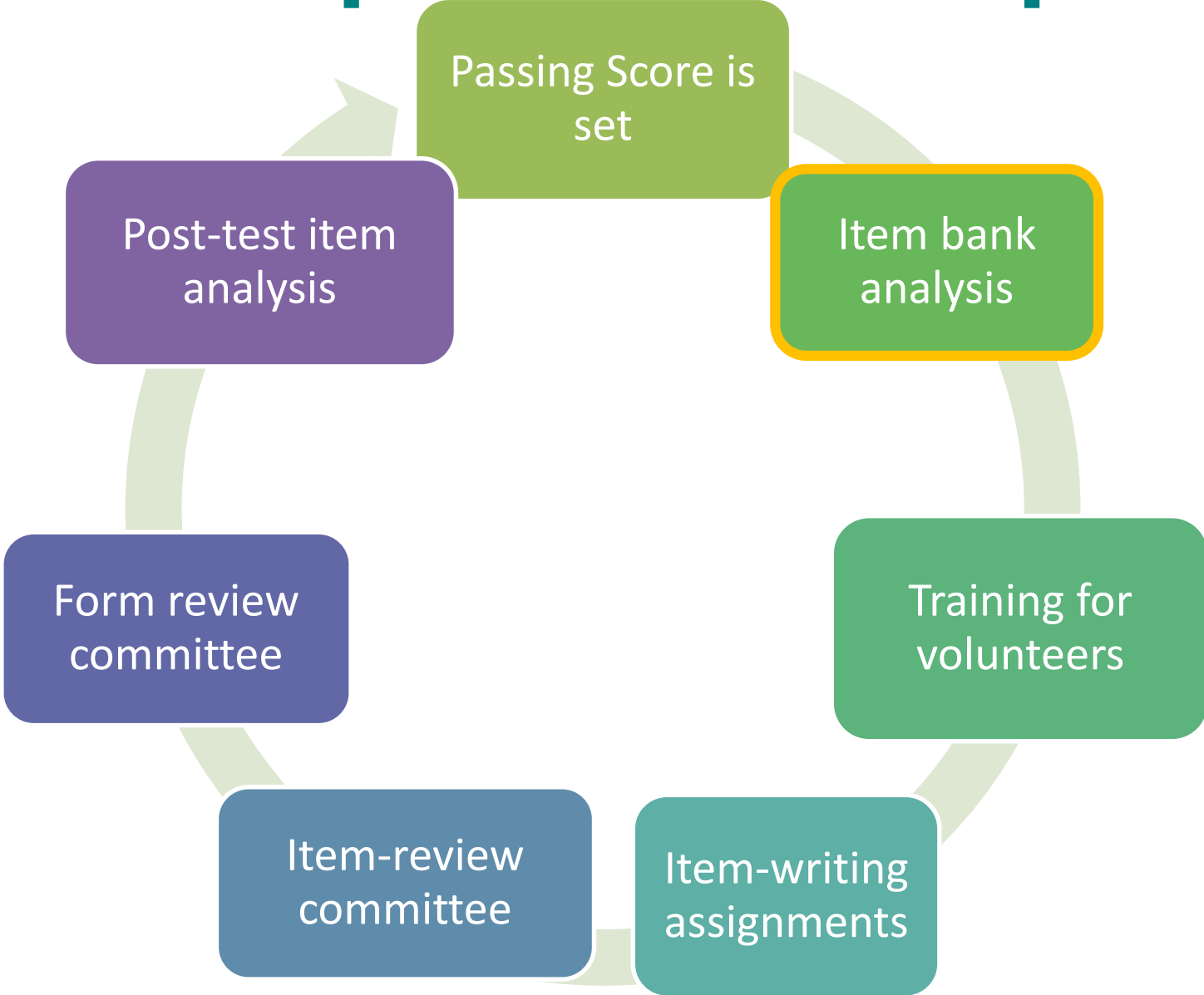


# Item count for new CPH Tasks

CPH Tasks, by Count of Items



# Next Steps: Test Development



**CPH Exam will test using the new  
content outline: January 2019**

# New Study Resources Available in 2018

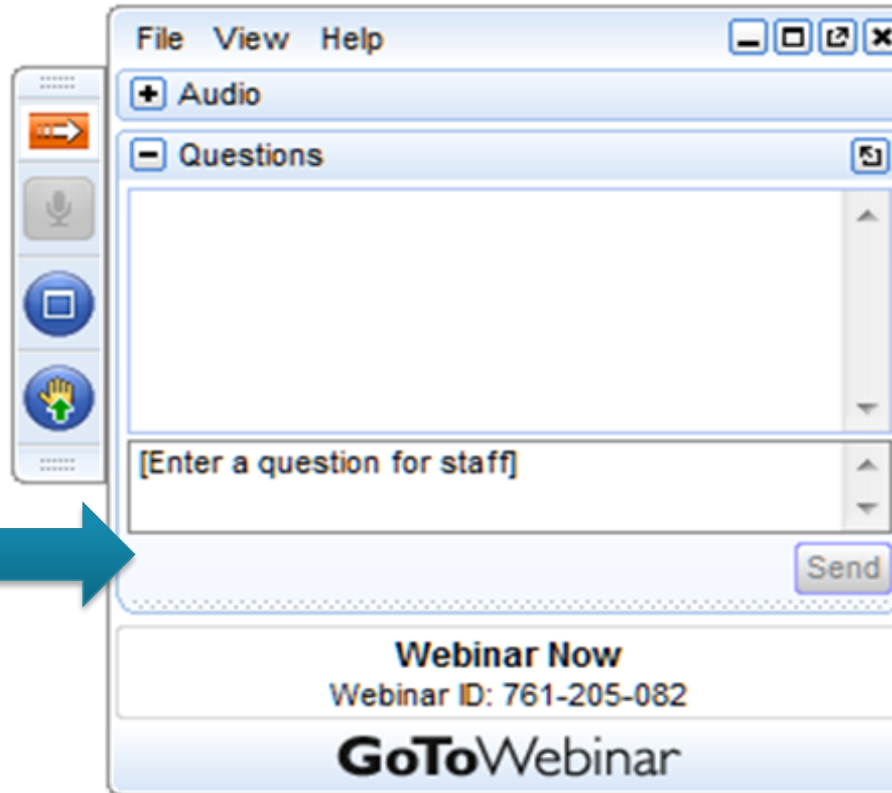
- **Sample Exam Questions**
- **Practice Exam**
- **Webinars**
- **Study guides being developed by ASPPH and APHA**

# Use of Job Task Analysis Data



# Questions or Comments?

Join the Conversation...



# Today's Presenters

Now taking questions.



**Richard S. Kurz, PhD**  
Dean Emeritus, University  
of North Texas Health  
Science Center School of  
Public Health



**James D. Yager Jr., PhD**  
Johns Hopkins Bloomberg  
School of Public Health



**Allison J. Foster, MBA, CAE**  
National Board of Public  
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# Thank You!

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See the webinar event page on the ASPPH website for a link to the **archived webinar**:

<http://www.aspph.org/event/aspph-presents-national-board-of-public-health-examiners-certified-in-public-health-exam-new-content-outline/>

Contact: [webinars@aspph.org](mailto:webinars@aspph.org)

**CPHCE**  
*Credits*



# Coming Attractions...

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**ASPPH Presents Webinar: Reaching Beyond our Students:  
Recruit, Educate, Engage**

Thursday, June 1, 12:00 – 1:00 PM Eastern

**ASPPH Presents Webinar: Collaborating across Departments - Admissions, Student  
Services, Career Services, and Alumni Relations**

Tuesday, June 6, 2:00 – 3:00 PM Eastern

**ASPPH Presents Webinar: The Triple Aim of Health Equity**

Wednesday, June 7, 11:00 AM – 12:00 PM Eastern

For more information about and to register for upcoming webinars, visit the ASPPH Events page:

<http://www.aspph.org/events/category/webinar/>

# Coming Attractions...

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**Registration open for:**

## **Undergraduate Faculty Development Workshop**

Monday, June 5, 11:00 AM - 5:30 PM Eastern

- **Registration fee:** \$200 (includes working lunch)
- **Location:** ASPPH Headquarters, 1900 M Street, Suite 710, Washington, DC
- **Lodging rate:** Please see the [Event page](#) for a listing of recommended hotels within walking distance of ASPPH.

<http://www.aspph.org/event/undergraduate-faculty-development-workshop/>

**Register today!**

Thank you!