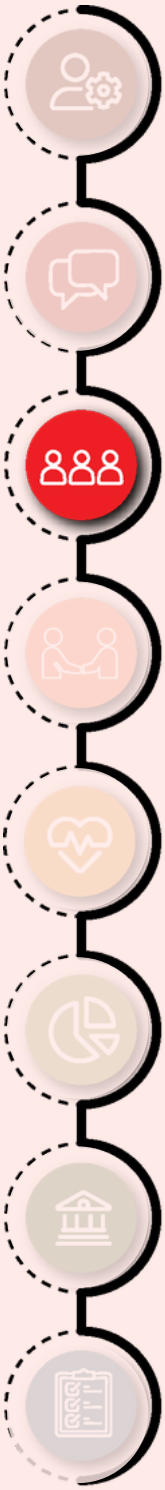
Overview



Domain 3: Community Engagement and Education describes how state, Tribal, local, and territorial (STLT) health departments partner with communities, incorporate community perspectives into decision-making, and share public health information to improve population health outcomes.

This domain focuses on the work required to build and sustain relationships with communities, identify and address health priorities collaboratively, and ensure that public health information, programs, and services are accessible, accurate, and aligned with community needs.

Community engagement and education helps STLT health departments strengthen partnerships with communities while promoting health literacy, access to services, and improved population health outcomes.

DOMAIN 3: COMMUNITY ENGAGEMENT AND EDUCATION

Core Job Tasks (3.1 - 3.6)

As identified in the 2024 Governmental Public Health Job Task Analysis, Domain 3 includes:

3.1 Facilitate community collaboration to address public health issues
3.2 Incorporate community feedback to improve service delivery and programming
3.3 Build and maintain resilient partnerships with community members and organizations
3.4 Develop and disseminate health information into accessible materials
3.5 Provide relevant education in various settings to populations served by the department
3.6 Empower community partners to use data to engage diverse populations

These responsibilities occur across job levels, from maintaining community partnerships and delivering education to leading collaborative efforts that support health improvement and strengthen public health systems.

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DOMAIN 3: COMMUNITY ENGAGEMENT AND EDUCATION

Alignment with CEPH MPH Foundational Competencies

This section shows how governmental public health job tasks connect to the CEPH MPH Foundational Competencies[1] taught in public health degree programs. By mapping job tasks to competencies, students can see how the knowledge and skills they develop in the classroom relate to real-world public health work in STLT health department settings.

The mapping is intended to help students better understand how academic learning prepares them for careers in governmental public health and supports continued professional growth through hands-on experience and training in the field.

Domain 3 Job Task	Related CEPH MPH Foundational Competencies
3.1 Facilitate community collaboration to address public health issues	**Competency 13:** Propose strategies to identify relevant communities and individuals and build coalitions and partnerships for influencing public health outcomes. **Competency 17:** Apply negotiation and mediation skills to address organizational or community challenges.
3.2 Incorporate community feedback to improve service delivery and programming	**Competency 11:** Select methods to evaluate public health programs.
3.3 Build and maintain resilient partnerships with community members and organizations	**Competency 13:** Propose strategies to identify relevant communities and individuals and build coalitions and partnerships for influencing public health outcomes.
3.4 Develop and disseminate health information into accessible materials	**Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.

1. https://media.ceph.org/documents/2024.Criteria.pdf

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Domain 3 Job Task	Related CEPH MPH Foundational Competencies
3.5 Provide relevant education in various settings to populations served by the department	**Competency 7:** Assess population needs, assets, and capacities that affect communities' health. **Competency 9:** Design a population-based policy, program, project, or intervention. **Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.
3.6 Empower community partners to use data to engage diverse populations	*No direct CEPH MPH Foundational Competency alignment identified.*

Instructional materials aligned to Domain 3 reinforce foundational competencies central to accredited education for public health.

DOMAIN 3: PROGRAM PLANNING AND MANAGEMENT

In Practice

In STLT health departments, work related to community engagement and education may include:

- Convening community meetings or advisory groups to identify health priorities and inform planning efforts
- Working with community organizations to develop outreach strategies, services, and programming
- Incorporating feedback from residents into program planning, communication strategies, and service delivery
- Developing health education materials in clear, accessible language
- Delivering health education through schools, community centers, faith-based organizations, and public events
- Supporting community partners in using public health data to inform local solutions, decision-making, and community action

Community perspectives help shape public health programs and services so they align with community needs and reach populations most impacted by health challenges.

DOMAIN 3: PROGRAM PLANNING AND MANAGEMENT

Importance to Governmental Public Health

Community engagement and education enable STLT health departments to:

- Ensure that programs and services reflect community needs and priorities
- Build trust and credibility with communities and populations they serve
- Increase participation in, awareness of, and access to public health services
- Strengthen partnerships that support coordinated planning and community health improvement
- Improve population health outcomes through increased awareness, education, improved access to public health services, and community-informed approaches.

Governmental public health systems cannot improve population health through programs, policies, and services alone. Sustainable health improvement requires community trust, participation, and shared action between health departments, communities, and partners, all of which depend on strong community engagement and education.
