

Service Fellowship in Health Communication and eHealth

Office of Disease Prevention and Health Promotion (ODPHP), in the U.S. Department of Health and Human Services (HHS), is seeking applications for a Service Fellow. The mission of ODPHP is to provide leadership, coordination, and support for disease prevention and health promotion activities, programs, policies, and information for the Department of Health and Human Services through collaboration with HHS agencies and other partners in prevention, nation-wide.

FELLOWSHIP DESCRIPTION

ODPHP seeks an applicant with health communication/education and ehealth skills who is interested in applying these skills in a federal public health policy office. The fellow will work as a member of the Health Communication and e-Health Team. The fellow will be involved in a variety of communication activities in which ODPHP is engaged, including: developing emarketing, social media, multimedia and elearning products for the Web; conducting formative research, technical assistance and planning online events.

Specific responsibilities of the fellow include, but are not limited to, the following:

- Develop and implement interactive content, elearning, outreach and promotion for professionals and the public. For example, for: *healthfinder.gov*, *Health Literacy Online Guide*, *Healthy People 2020*, *The Physical Activity Guidelines Supporters' Network Blog* and other team activities;
- Develop easy to use, actionable prevention content suitable for interactive offerings on the web and mobile technologies;
- Assist with the design and implementation of formative, usability and evaluation research;
- Support the collaborative development of briefs and white papers of the Healthy People 2020 Health Communication and Health IT Working Group;
- Develop targeted presentations of Team products and services to relevant members of the public health, health communication and ehealth communities and/or the general public related to ehealth;
- Co-author briefs, reports, white papers and peer reviewed research articles based upon the Team's ehealth activities.
- Respond to inquiries/correspondence from the public

BACKGROUND

Among the key initiatives that ODPHP provides and coordinates are: 1) *healthfinder.gov*, a website devoted to evidence-based prevention guidance for the public and health professionals; 2) *Dietary Guidelines for Americans* which form the cornerstone of Federal nutrition policy, are the basis of Federal food, nutrition, and health programs, and are issued jointly with the U.S. Department of Agriculture (USDA)

every five years since 1980;3) Physical Activity Guidelines for Americans, which provide science-based recommendations and summarize the latest knowledge about activity and health, with depth and flexibility targeting specific population subgroups, such as seniors and children; and 4) Healthy People 2020, a set of National Health Objectives and an online resource for planning, learning and collaborating to implement the objectives nation-wide. In addition, ODPHP is a resource for scientific expertise and consultation on ehealth related initiatives for the Department, for example, new media and online health literacy tools.

The Health Communication and eHealth Team is responsible for:

- The National Health Information Center, a congressionally mandated health information service for professionals and the public;
- healthfinder.gov, including the Quick Guide to Healthy Living and myhealthfinder (including its content syndication and a Spanish version);
- The Health Literacy Online Guide;
- The National Action Plan for Improving Health Literacy;
- Healthy People 2020 health communication and health IT objectives; and
- Interactive products and services supporting Healthy People 2020, Dietary Guidelines for Americans and Physical Activity Guidelines for Americans.

REQUIRED SKILLS

- New Media and interactive web technologies and/or multi media, mobile content development and implementation
- Online health promotion, outreach and/or education development
- Formative, usability, evaluation research
- Clear writing and oral skills with an appreciation of health literacy principles
- Excellent oral and written communication and organizational skills
- Ability to conceptualize a complex process and identify possible approaches
- Ability to work independently as well as collaboratively
- Ability to translate research findings into easy to use briefs and reports

ELIGIBILITY

Eligible applicants must:

(1) Be either a U.S. Citizen, non-citizen national, or foreign national possessing a visa permitting permanent residence in the U.S. (Alien Registration or “Green Card”). Student visas and temporary work visas do not qualify.

(2) Have a graduate degree in communication, public health, health education, or other relevant degrees, (or equivalent private sector experience).

The formal training and work related experience of the Fellow must be in health

communication/education and information technologies, particularly web based, in the context of public health and/or health care. It is desirable for the Fellow has some training in and experience with public health research and evaluation.

EXPECTED BENEFITS

The ODPHP Service Fellowship provides an unparalleled opportunity for professional growth and development in health promotion, prevention and health communication/ehealth policy. The Fellow will participate in formative research and be exposed to policy development and decision making at the highest levels within the Department of Health and Human Services. The Fellow will have contact with the federal staff and the public health community and the opportunity to gain insight into the operations and interactions of its constituent members. The Fellow will participate in the development and implementation of ODPHP's strategies to contribute to federal, state and local health communication and ehealth resources.

PERIOD OF ASSIGNMENT

The term of service for the Service Fellow will be two years, with extension potential. The Fellow is expected to begin in summer 2010.

COMPENSATION

The annual stipend range is (\$74,000-\$100,000) depending on level of credentials and experience). Please note that relocation travel costs are not allowable. The Fellow is responsible for moving himself/herself, family, and belongings to the assignment at personal expense.

APPLICATION PROCEDURE

Eligible applicants may apply for this position by submitting a completed application form (see attachment) and resume/CV via email to brenda.bogley@hhs.gov

APPLICATION DEADLINE

Complete applications must be **RECEIVED** by the close of business on Friday, **June 4, 2010.**

FOR MORE INFORMATION

For additional information regarding the application process or administration of the award, please contact:

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