



Minnesota Department of Health
Office of Public Health Practice
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Public Health Ambassador Talking Points

Talking to Groups about Public Health Careers

Research from the *Pathways to Public Health* social marketing project in Minnesota suggests that people who find their way to a public health career often do so through others already in the field. The research also suggests that framing the information about a career in public health and telling your own stories based on some of the following questions may help you have a greater influence on the decision

The two groups who are likely to become interested in public health through your efforts are undergraduate students in their junior or senior year, and people who have been out of school for a while who are currently working in health-related jobs. However, we also know that sharing information about careers with younger students (high school and middle school) is also important. Following are some questions that may help you in framing your public health career stories.

Questions that may help you talk about public health:

- When did I become really intrigued with public health as a possible career for myself? What happened or what did I learn that made me become interested?
- What people, or groups of people, do I help through my work? Tell a story about making a difference in someone's life.
- What are the biggest public health challenges I am now working on?
- What do I hope to leave behind when my career is complete? What will my public health legacy be?

Key messages:

Key messages to emphasize should include, but are not necessarily limited to:

- You can improve people's lives and make a difference through education and careers in public health.
- You can choose from a wide variety of jobs and work in public health.
 - maternal and child health
 - disease outbreak investigation
 - crafting public policy
 - disease prevention programs
 - promoting healthy lifestyles
 - working on a health issue or with a community you care about
- When you work in public health you work to improve the lives whole communities of people.

Downloaded from Pathways to a Public Health Career website
<http://www.health.state.mn.us/pathways>

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Additional talking points:

When encouraging someone to consider advanced education in public health you can suggest:

- The University of Minnesota, School of Public Health has flexible options that help you balance your education with your life, job and family, including the online Certificate Program and the three-week Summer Institute Program.
- You will have opportunities to apply what you are learning to paid and unpaid work projects while you are at the School of Public Health.

When talking with undergraduates, explain:

- You can take your interest in the world, in languages, and in other cultures, and add skills and knowledge that will lead to a meaningful career by studying public health.

When talking with prospective students over 25 years of age, or people currently working in health related jobs, tell them:

- You can help change health systems and make health care more fair for people and communities by working in public health.
- You can work to reduce and eliminate health disparities by working in public health.