What to do with a degree in ... **HEALTH PROMOTION**

If you are questioning your career options or what others like you are doing with their degree this guide is a good place to start. It will provide you with industry specific information on careers, schools, associations, labour market information, and more.

**Career & Leadership Development Centre**

dal.ca/cldc
Overview of Major and Job options

Health promotion is about encouraging the health and well-being of individuals and their communities. It draws from such diverse disciplines as communications, epidemiology, marketing, medicine, psychology, sociology, and statistics. [Dalhousie Health Promotion Website]

The opportunities for Health Promotion graduates are growing as governments, organizations, and private businesses see the value of preventative health and enhancing wellness. Because students not only learn the theory, but also put it to practice in real-world situations, they are well prepared for exciting careers in many areas where health has an impact on people’s lives.

The career options available to you if you studied Health Promotion will depend on your focus of study (policy, research, education etc.), and your career interests and goals. When considering where to start keep in mind any significant projects you were involved in, internships, personal strengths, past employment, and other background information that may guide you.

A degree in Health Promotion is a starting point for many rewarding and interesting career opportunities. Though you can end up in a variety of jobs with this degree, the skills you have developed may make you especially competitive in the following areas:

- Community Health Worker
- Health Educator
- Health Consultant
- Grant Writer
- Communication Specialist
- Health Policy Analyst
- Health Promoter
- Health Research Coordinator
- Executive Director
- Health writer/journalist
- Case Coordinator
- Education Coordinator
- Health Agency Advocate
- Infection Preventionist
- Consumer Safety Specialist

A Bachelor of Science degree in Health Promotion acts as a great foundation for many other areas that compliment health education. Health Promotion graduates sometimes pair their degrees with additional certifications or graduate degrees. By doing so they can better target a specific area of employment or open up a variety of other career options. Here are some options available to a Health Promotions graduate who has completed additional training:

- Public Health Doctor
- EMT
- Health Systems Engineer
- Dietitian
- Professor
- Disease Specialist
- Behavioural Scientist
- High School Health Teacher
- Medical Director
- Public Health Lawyer
- Biostatistician
- Health Economist

With multiple directions a Health Promotions graduate can choose, it can be hard to know where to start when looking for a career. It would be of value to try out as many different jobs, positions, and experiences to help discover what you are good at and enjoy. This will help point you in the right direction when looking for a career path.
Opportunities in Your Program

Study Abroad - If you want to see the world while you study Dalhousie can provide the opportunity to learn abroad. Dalhousie Student Exchange Services can get you started.

Internship - In the fourth year of study students complete a 14 week internship. This is a great way to build experience and make industry connections.

Research Opportunities - Researchers sometimes pair with students on their projects, this is a great opportunity to gain experience in a research environment.

Opportunities at School

Involvement in extra curricular activities will make you a more competitive candidate for positions in your field. It will also give you the chance to focus on any specialties you are interested in. Consider joining a program like the ones listed:

- Dalhousie Students Association of Health Sciences
- DALConnects
- Dal Cross Country, & Track & Field Society
- Dalhousie Health Initiatives Society
- Dalhousie Pre-Medical Student Society

The Dalhousie Co-curricular record (CCR) is a great way to track your extra-curricular involvement and display it for employers. Visit dal.ca/ccr to learn more.

Summer Jobs and Volunteer Work

Summer jobs and volunteering are great ways to gain experience, develop specialties, and discover what you like in a job. Check out these resources:

Federal Student Work Experience Program (FSWEP)
A program that provides post-secondary students with experience related to their field of study.

Talent Egg
This website provides postings for internships, co-ops, volunteer opportunities and entry level jobs.

Volunteer Halifax
A posting board where non-profits in Halifax post their volunteer opportunities and positions.

Fusion Halifax
A resource linking local organizations with young people.

Professional Associations & Conferences

Professional associations and conferences are a great way to network with professionals in your field. This is especially true for graduate students. Below is a sample listing of professional associations that may be worth examining.

Canadian Public Health Association
Public Health Association of Nova Scotia

www.cpha.ca/
www.phans.ca/
Undergraduate

Dalhousie’s Health Promotion program is unique in Canada. Dal accepts only 40 students each year so they can develop a small, strong, well-rounded group of health promotion specialists who work together in the program much as they will in the community. The School of Health and Human Performance’s interprofessional approach to learning means that you’ll take a series of courses with peers in the School’s other three programs—Kinesiology, Therapeutic Recreation, and Recreation Management—as well as courses with students in other Health Professions programs.

The Health Promotion program offers you the chance to take a variety of unique courses that will prepare you for a successful career. In first year you’ll take a broad range of introductory courses in the School of Health and Human Performance as well as from different departments including Computer Science, Statistics, Anatomy, Sociology, and Physiology. After your first year you choose between entering the Community Health Promotion stream and the Research and Policy stream.

The 14-week internship in the final year of the program takes you out of the classroom and provides you with hands-on work experience to augment your studies. There is also the option of exploring an honours degree as well.

Graduate Studies

The Master of Arts Health Promotion (MA Health Promotion) program focuses on understanding and challenging inequities in health across diverse settings and populations.

If you have an interest in solving important social health issues and conducting research that may influence the health and well-being of individuals and communities, this program will provide the challenges, skills, opportunities, and support to help you reach your goals.

Through valuable connections to community-based organizations, government agencies, and not-for-profit organizations, students have many opportunities to apply their theoretical knowledge to research, policy, and practice.

[Dalhousie Health Promotion webpage]
There are many other established Health Promotion programs in Canada and abroad. A great resource for examining post-secondary programs is Career Cruising. Career Cruising can be accessed through your Dalhousie MyCareer profile or by visiting the Career & Leadership Development Centre. Below are some notable Health Promotion programs:

**University of Toronto**

Location: Toronto, Ontario  
BA, MA  
Subject areas: Health Education and Communication, Health and Illness, Community Development, Health Advocacy, Societal and Personal Determinants of Health, Public Policy, and Role of Organizational Development and Change.

**University of Waterloo**

Location: Waterloo, Ontario  
BA  
Subject areas: Sociology, Psychology, Biological Determinants of Health, Policy, Advocacy, Human Engagement, Mediation, Communication, and Community Development and Mobilization.

**University of Alberta**

Location: Edmonton, Alberta  
BA, MA  

**University of Regina**

Location: Regina, Saskatchewan  
BA  
Subject areas: Advanced Health and Wellness Promotion, Health Promotion for Diverse Populations, Program Delivery and Management
Labour Market Information

When looking for directions to take your career it is important to first identify the sectors that Health Promotions students work in. Looking at LinkedIn statistics on Dalhousie alumni, it appears that most alumni end up in the following fields:

- Healthcare Services
- Education
- Program and Project Management
- Research
- Marketing
- Media and Communication
- Administrative
- Community and Social Services
- Operations

Projections

The following Labour Market Information (LMI) was taken from jobbank.gc.ca. It represents the 2013-2015 projection period. For jobs with a 4 digit number you can use that number on Job Bank to look up additional information on the field.

For more LMI on other jobs within your field click on 'Explore Careers'. If you search by occupations or education program then click on outlook for specific LMI.

Good Outlook ★★★
(3 out of 3 stars)

The best career outlook for an individual with a Health Promotion degree is Managers in Health Care (0311). This occupation classification includes a number of director and administrator jobs within the health profession.

Fair Outlook ★★★
(2 out of 3 stars)

Jobs for Health Promotion majors in Nova Scotia with a fair outlook include: Government Managers - Health and Social Policy Development and Program Administration (0411); Natural and Applied Science Policy Researchers, Consultants and Program Officers (4161); Health Policy Researchers, Consultants and Program Officers (4165); and Professional Occupations in Public Relations and Communications (5124).

Limited Outlook ★★
(1 out of 3 stars)

Jobs for Health Promotion majors in Nova Scotia with a limited outlook include: Managers in Social, Community and correctional Services (0314); and Senior Managers - Health, Education, Social and community Services and Membership Organizations (0014).
Online

My World Abroad - http://myworldabroad.com/
A global career site for individuals who want to go abroad to study, volunteer, intern, teach or work. To get full access to the site for free access the link in the career resource section of myCareer.

MyCareer - https://mycareer.dal.ca/
A resource for Dalhousie students to connect with jobs, employers and career related events on campus.

TalentEgg - tallentegg.ca
A great website to find internships, student jobs, and entry level positions. You can also find great advice and career guides. In addition to this, TalentEgg has challenges to help young people build transferable skills.

Tiger Society - https://tigersociety.dsu.ca/
This site lists all Dalhousie Societies and information about them. You can register to join a society through this site.

Career Beacon - careerbeacon.com
Provides job listings and corporate profiles with a strong presence in Nova Scotia and other Maritime Provinces. It can be a great resource for identifying what jobs are in your field and what skills employers are looking for.

Career Cruising - careercruising.com (log on available through MyCareer)
A comprehensive website that provides information to help you make informed choices about your career path.

Employment and Social Development Canada - National Occupational Classification
Contains occupational information and is used to find jobs that exist within Canada's labour market.

Print

Careers Beyond Clinical Medicine (2013). Heidi Moawad

Careers in Public Health (2011). Beth Seltzer

The Canadian Student & Grad Job Search Directory. Sentor Media inc.


What Color is your Parachute: A practical manual for job-hunters and career-changers (2014)

Other

Career Counselling - Dalhousie - Student Union Building 4th Floor
This free service is a confidential and collaborative process in which you work with a career counsellor who assists you in your educational and career decision-making

Career & Leadership Development Centre - Dalhousie - Student Union Building 4th Floor
This resource centre can provide you with all the career tools and resources you need. Drop in for assistance with resumes, cover letters, interviewing and more.

DALConnects - Leadership Program - dal.ca/dalconects
This program will connect you with leadership opportunities and workshops.
Health Promoter for Community Health Centre

Position: Full Time    Salary: $30-35 per hour    Hours: 40

This Community Health Centre is a non-profit, community-governed organization that is provincially funded. Our holistic, interdisciplinary model of health and wellbeing focuses on primary health care, health promotion, illness prevention, and community capacity building, while taking into account underlying social determinants of health such as poverty, housing problems, and unemployment. We are currently recruiting for a Health Promoter.

Qualifications & Skills

• Professional background in health promotion and community development, with an undergraduate or masters degree in a related discipline

• Experience in a healthcare setting, with preferred experience in the community

• Ability to identify community needs and develop, implement, facilitate and evaluate programs related to health promotion, disease prevention and community capacity building

• Demonstrated ability to work effectively individually and as part of an interprofessional team

• Superior computer skills (ability to chart client encounters using electronic medical records)

• A commitment to best practices, continuous learning, and client-centred/collaborative care

• Excellent communication, organization, problem-solving, interpersonal and time management skills

• Knowledge and sensitivity to the impact of social, economic, environmental and cultural issues impacting marginalized populations

• Demonstrated commitment to, and knowledge of, community-based health care

Make sure you tailor your resume to the position by examining the responsibilities and matching your experiences with them. By examining job ads you can identify skills/experience gaps you should develop throughout school.

Skills you can develop in your practicum or by volunteering:

Experience that can be developed by joining a school society or sports team:

Skills you can develop as a student or during a part-time or summer job:

You can develop these skills as a research assistant or Teacher's Assistant:

Areas of study you can explore during your education at Dalhousie:
For more information, comments, or questions please contact:
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