



Public Health Nursing Learning Lab

October 22, 2025

Welcome!

- Please enter into the chat your answer:
“Do you have a mantra, phrase, or word that you whisper to yourself during a tough moment?”

Today's Topic

- Leveraging Partnerships to Strengthen the Public Health Nurse Workforce
 - PHN Certification in development through National Board of Public Health Examiners (NBPHE)
 - National Public Health Training Center Network





What professional certifications do you currently hold?(Choose all that apply)



What is your current level of interest in pursuing a PHN certification?



What factors would influence your decision to pursue certification?



Public Health Nursing Certification Learning Lab

October 22, 2025



The Why

Why Develop a PHN Certification?

- Widespread interest in a specialty certification that includes public health nursing science.
- The need for the development of a certification program has been part of the discussion between:
 - ✓ The Association of Public Health Nurses (APHN)
 - ✓ The National Board of Public Health Examiners (NBPHE)
 - ✓ Public health nurses
 - ✓ Other public health nursing leaders
- ANCC administered the Advanced Public Health Nursing Certification exam (PHNA-BC) for several years, but it has been discontinued.

Purpose of PHN Certification



“Public health nursing certification validates foundational knowledge and practical skills in public health and nursing sciences for licensed registered nurses functioning in public health nursing roles and their commitment to professional development and continued competency in the field.”

PHN Certification Advisory Committee Members

Mallory Bejster, DNP, RN, CNL

- Associate Professor,
Rush University College of Nursing

Kaye Bender, PhD, RN, FAAN

- Former Executive Director,
Mississippi Public Health Association

Susan Coleman, MPH, BSN, RN

Georgetown University School of
Nursing

Kyndra Jackson, DNP, MPH, RN-BC

- Director, Public Health Nursing,
Virginia Department of Health

**Krista Jones, DNP, MSN, RN, PHNA-BC,
FAAN**

- Director and Clinical Professor,
University of Illinois Chicago College of
Nursing

Julie Kruse, PhD, RN

- Professor,
Oakland University

Paul Kuehnert, DNP, CPH, RN, FAAN

- President and CEO,
Public Health Accreditation Board
(PHAB)

**Susan Little, DNP, RN, CPHN, PHNA-BC,
CPH, FAAN**

- Chief Public Health Nursing Officer,
North Carolina Department of Health &
Human Services

Denise Lozares, MS, RN, PHN

- Director of Nursing,
County of San Diego Health and Human
Services Agency

Shirley Orr, MHS, APRN, NEA-BC

- Executive Director,
Association of Public Health Nurses

**David Reyes, DNP, MN/MPH, RN, PHNA-
BC**

- Dean, School of Nursing & Healthcare
Leadership,
University of Washington Tacoma

Jaimee Watts Isley, DNP, MPH, RN

- Nursing Coordinator, Transgender
Health Program,
UNC Health

PHN Certification Advisory Committee Responsibilities

**Established
in 2024 to:**

- Identify key organizations which should be involved in the development process.
- Establish preliminary eligibility.
- Determine the certification process.
- Appoint members to the Job Task Analysis Committee to develop a job task analysis survey.

NBPHE

National Board of Public Health Examiners Overview

The National Board of Public Health Examiners (NBPHE) was established in September 2005.

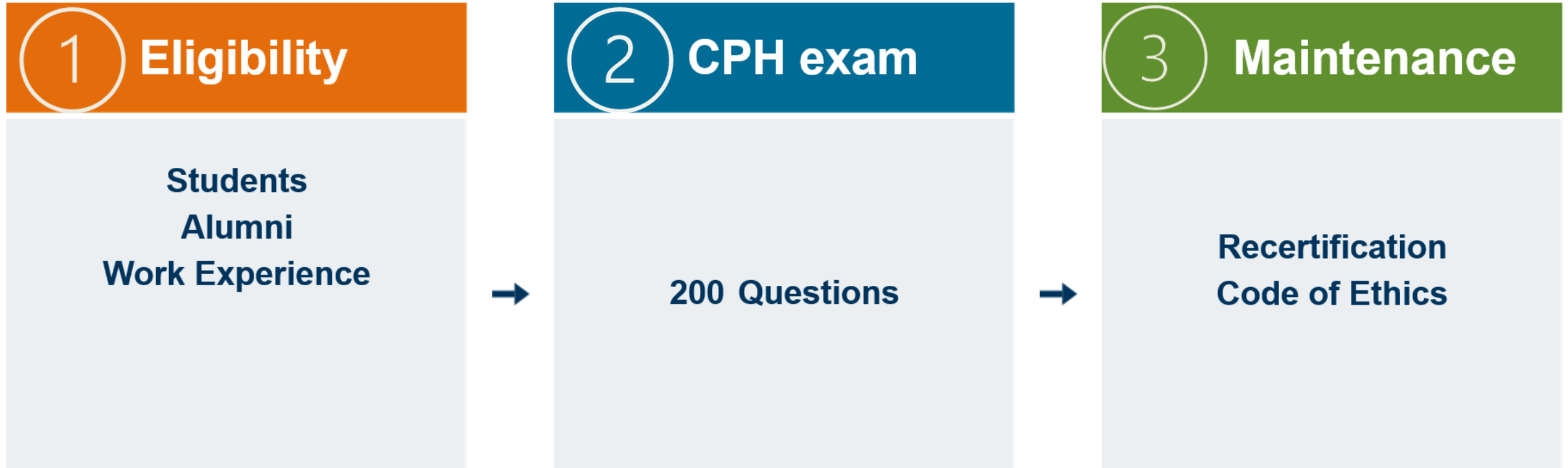
Certifying public health professionals since 2008 through its Certified in Public Health (CPH) certification program.

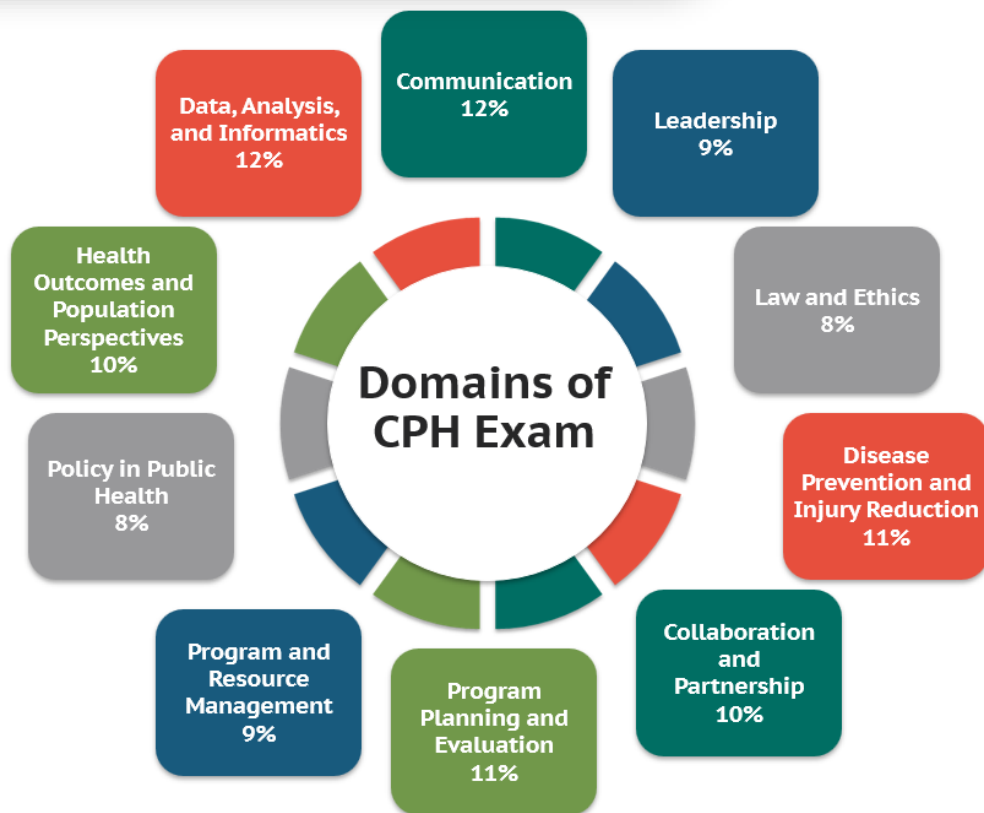
VISION:
To strengthen the public health profession through certification, which highlights the set of skills and knowledge unique to public health and to ensure the public health workforce is prepared.

NBPHE Board Representation



Certification Process





Testing Year Round:
Testing Centers &
Live Online Proctoring

**Thousands of
candidates**

Eligibility

Students

Alumni

Work Experience

Job Task Analysis

PHN Job Task Analysis Committee Members

**Christine Bacsa, LTC, AN, MPH, BSN, RN,
PHNA-BC**

- Deputy Chief, Public Health Nursing
Branch,
US Army

Heather Black, BSW, BSN, RN

- Chief Nurse,
New Mexico Department of Health

**Aisha Brooks, DNP, MPH, RN, FADLN,
FAAN**

- Senior Health Policy Administrator,
U. S. Public Health Service

Lorne Carroll, MPH, BSN, RN

- Public Health Nurse 3,
Alaska Section of Public Health Nursing

Judy Didion, PhD, RN

- Retired Professor,
Oakland University

Katie Eilers, MPH, MSN, RN

- Director, Office of Family and
Community Health,
Washington State Department of Health

**Rick García, PhD, RN, CCM, FAOHN,
FAADN**

- Chief Executive Officer,
Organization for Associate Degree
Nursing

Kenya Gomez, MSN, RN, CCM

- Director,
Connected Care Health Solutions

Jax Hermer, DNP, RN, IBCLC

- Program Manager,
Tacoma-Pierce County Health
Department

Monica Hughes, DNP, RN, CNE, NE-BC

- Associate Professor,
Texas State University

Lindsay Novacek, DNP, RN, CCHP, CPHN

- Director of Nursing Continuing
Education,
North Carolina DHHS Division of Public
Health

Lucille Rayford, PhD, RN, PHN

- Nursing Director,
Los Angeles County Department of
Public Health

Liz Stevens, MPH, BSN, RN, CPHN, SANE

- Assistant Director of Public Health,
Durham County

Melody Viscara-Kellar, RN, BSN

- Deputy Director of Clinical & Nursing
Services,
Madera County Department of Public
Health

Billy Wiggins, MSN, RN, CPH, CM

- Director of the Bureau of Professional
Practice,
South Carolina Department of Public
Health

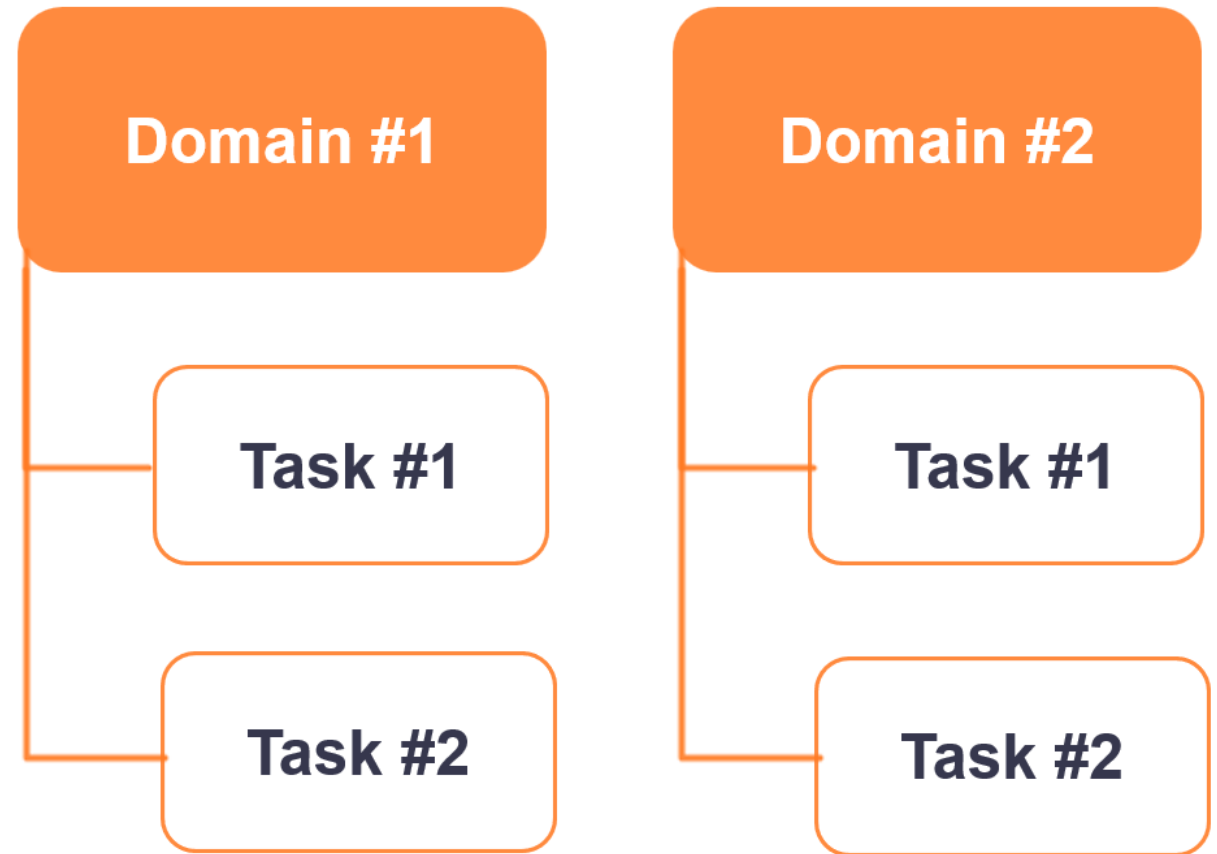
PHN Job Task Analysis Committee Responsibilities

**Established
in 2024 to:**

- Review PHN resources and draft a content outline for a public health nursing exam.
- Develop the exam content domains, and task statements that are essential for the profession.
- Analyze the JTA survey results.

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.



JTA Survey Timeline

**March
2025**

**Launched JTA
Survey**



**May
2025**

**JTA Survey
Closed**



**August
2025**

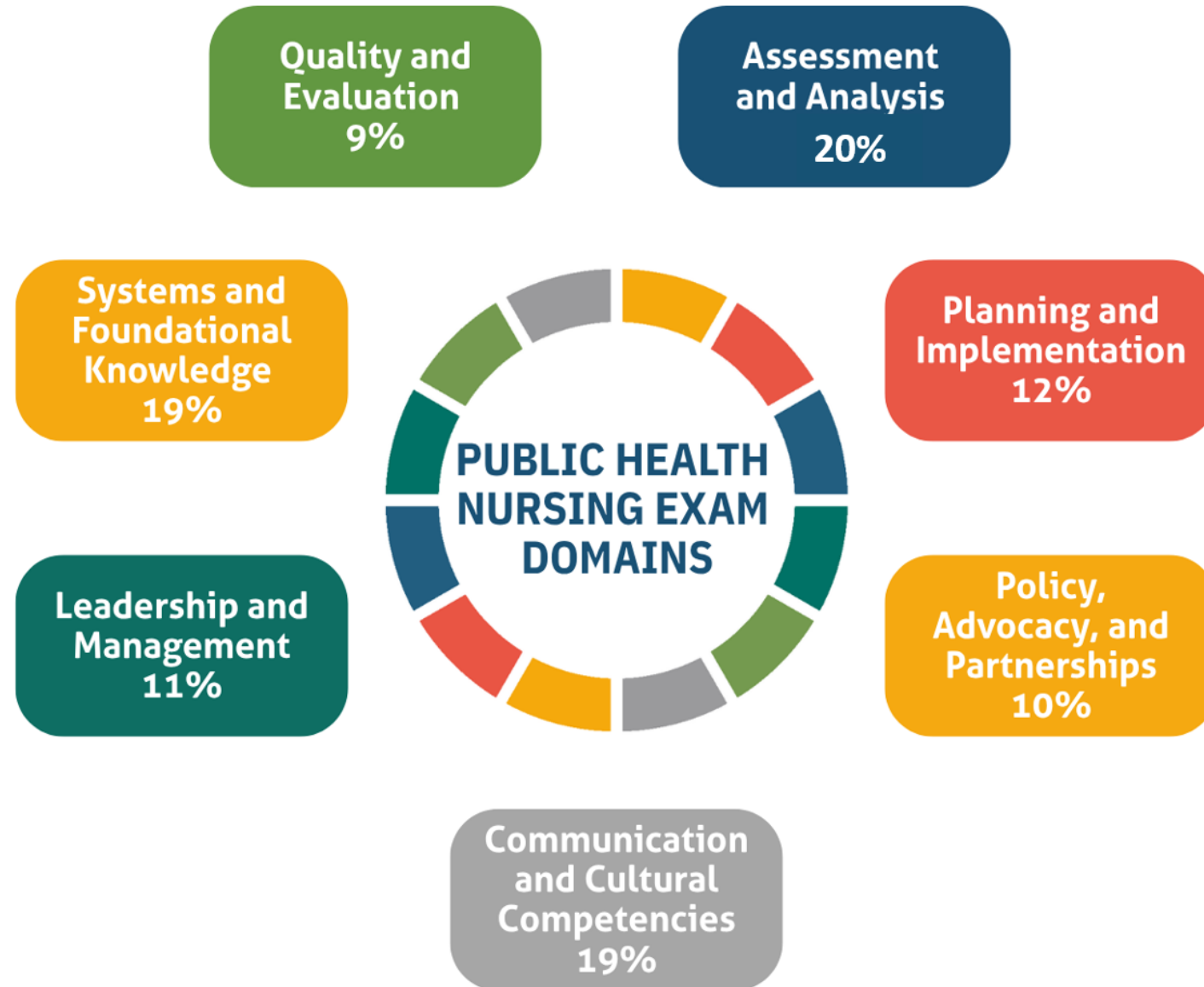
**Convened JTA
Committee to
Analyze Results
& Develop Exam
Content Outline**

Survey Response Rate



NBPHE received 1,147 usable responses from public health nurses.

Content Outline



Eligibility

Eligibility Criteria

Active RN License	▪ Yes
Education Level or Degree Level	▪ Diploma, Associate Degree in Nursing, or higher from an accredited nursing program.
Clinical Practice Hours	▪ For Diploma or Associate Degree in Nursing: At least 2 years FTE or 4,160 hours of public health nursing practice (if PHN role is not FTE). ▪ For Bachelor of Science or Higher in Nursing: At least 1 year FTE or 2,080 hours of public health nursing practice (if PHN role is not FTE). ▪ For Graduate Degree or Doctorate in Public Health or Public Health Nursing*. No clinical or practice hour requirement. *Includes: Master's or Doctorate in Community Health or Community Health Nursing, Master's or Doctorate in Population Health or Population Health Nursing.

Item Writing

Call for Volunteers



PUBLIC HEALTH NURSING ITEM WRITING COMMITTEE

APPLY TO VOLUNTEER



**Deadline:
November 15, 2025**



Timeline – Next Steps

December 2025/
January 2026

Convene Item
Writing
Committee to
Write Items



Spring/Summer
2027



The Workforce

Strengthening the Public Health Nursing Workforce

- Validating and recognizing public health nurses' specialized skills.
- Helping to improve the health and safety of entire communities.
- Enhancing employer recruitment and retention efforts.
- Increasing professional opportunities for public health nurses.





Questions





PUBLIC HEALTH TRAINING
CENTER NETWORK

The Public Health Training Center Network: A Partner in Workforce Development

Betty Bekemeier, PhD, MPH, RN, FAAN

On behalf of the PHTC Network

PHN Workforce Learning Lab

Oct. 22, 2025

What We Do

The Public Health Training Center Network (PHTCN) helps sustain a skilled public health workforce by providing access to world-class professional development, experiential learning, and consulting and technical assistance.

Professional Development



We offer a comprehensive set of resources to help public health professionals build core skills and strategic competencies required to address current and emerging public health challenges.

Experiential Learning



We help students gain valuable practical experience through funded field placements at agencies in underserved communities.

Consulting and Technical Assistance



We provide access to expertise and other resources that help our community partners understand and plan for local workforce development needs.





Professional Development (Training)

Training Priority Areas

Strategic Skill Areas

- Effective Communication
- Data-Based Decision Making
- Justice, Equity, Diversity, & Inclusion
- Resource Management
- Change Management
- Systems and Strategic Thinking
- Community Engagement
- Cross-Sectoral Partnerships
- Policy Engagement

HHS Priorities

State and Regional Needs



Continuum of Training Modalities



Ex. Leadership and/or Management



Region 7



Region 4



Public Health
Management
Certificate

Region 10



Region 6

Diversity Leadership: A Strategic Approach

Ex. Communications



VIRTUAL WORKSHOP

Designing Effective Meetings



Region 8

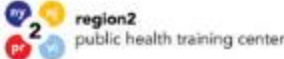


Best Practices in Public Health Communication to Promote Equity and Inclusion

How can we use health literacy principles to improve the inclusivity and efficacy of public health communications?



Region 1



Strategic Storytelling: Using Data to Tell a Story and Telling Stories with Data

Mark Dessauer, MA
Vice President of Learning
Spitfire Strategies



Livestreaming
February 2nd 2021
12-1pm ET

Region 2

Health Literacy: The Teach-back Method
Health Literacy: Using Plain Language to Improve Health Literacy
Health Literacy: Why Does It Matter?

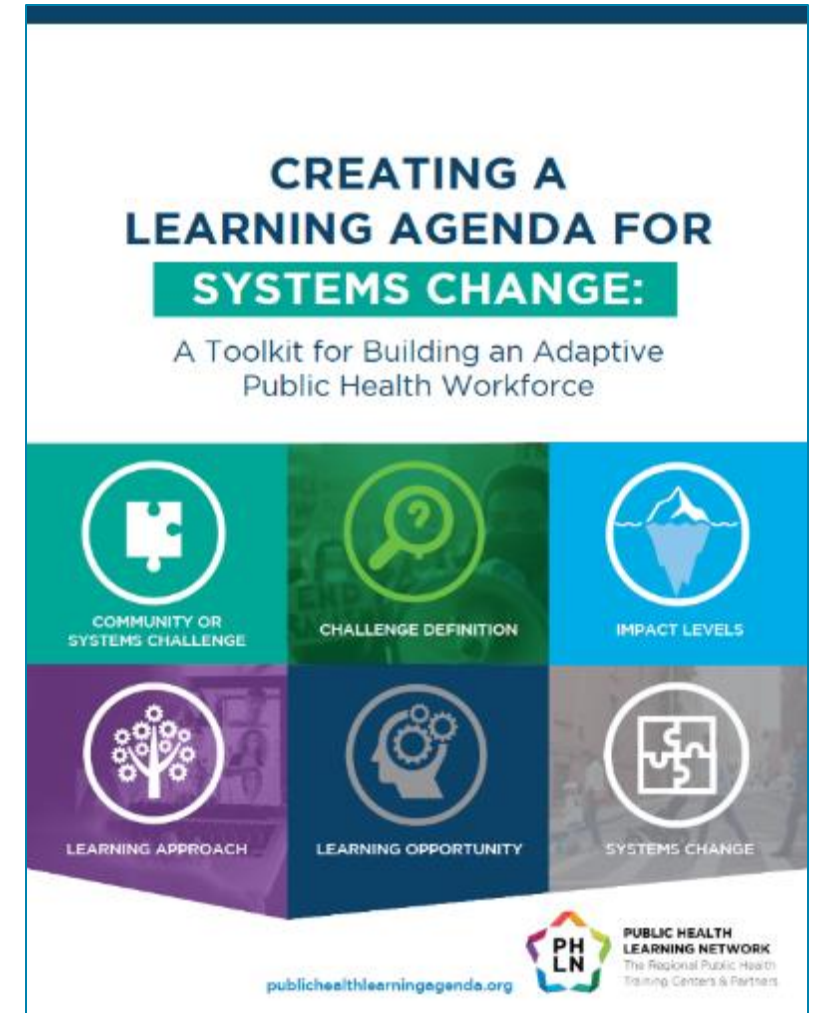
Region 3

National Initiative: Learning Agenda Toolkit

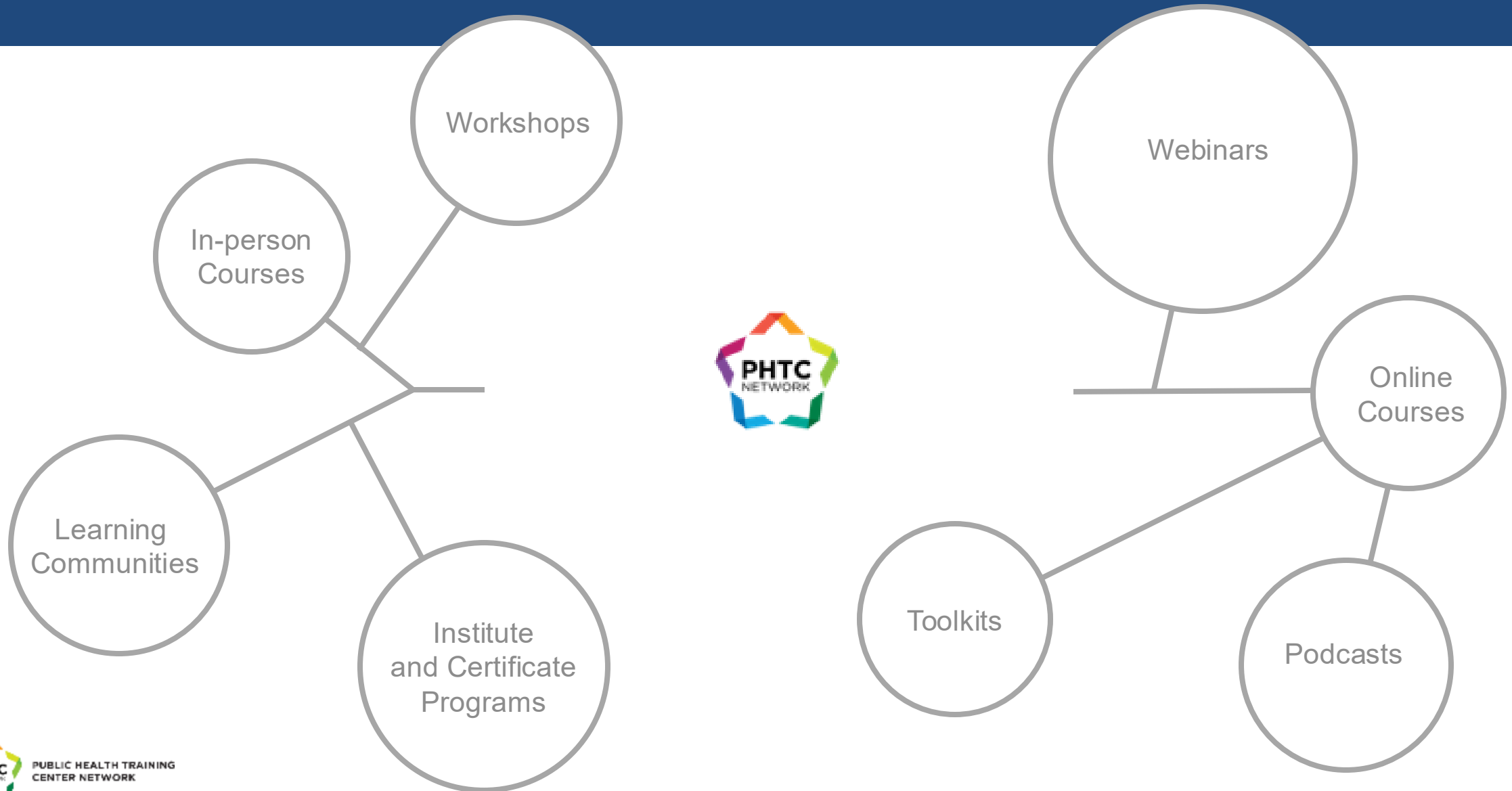
The *Public Health Learning Agenda for Systems Change* (PHLASC) helps public health organizations and their partners envision **how the public health workforce can address and achieve systems change.**

The Toolkit includes:

- Conceptual Learning Framework
- Three Tools:
 - **Rapid Self-Assessment Tool**
 - **Discussion Guide**
 - **Learning Approach Planning Tool**



TRAINING Individuals and Teams





Consulting & Technical Assistance

Technical Assistance & Consultation



region2

public health training center

Technical Assistance Examples

- New York City Department of Health and Mental Hygiene: **Training Needs Assessment regarding Emergency Response**.
- New York State Association of County Health Officials NYSACHO: Development and facilitation of **quantitative survey and qualitative interviews for the enumeration** of the public health workforce.
- New York State Department of Health: **Providing subject-matter experts** for the development of grant writing workshops.
- New Jersey, Rutgers Center for Public Health Workforce Development: **Providing continuing education credits for nurses** who participate in our web-based and classroom-based programming.
- Puerto Rico: Supporting the **project dissemination** of “Saludame Saludable Campaign” in response to Hurricane Fiona



PUBLIC HEALTH TRAINING
CENTER NETWORK

PH WINS for All

Partnership

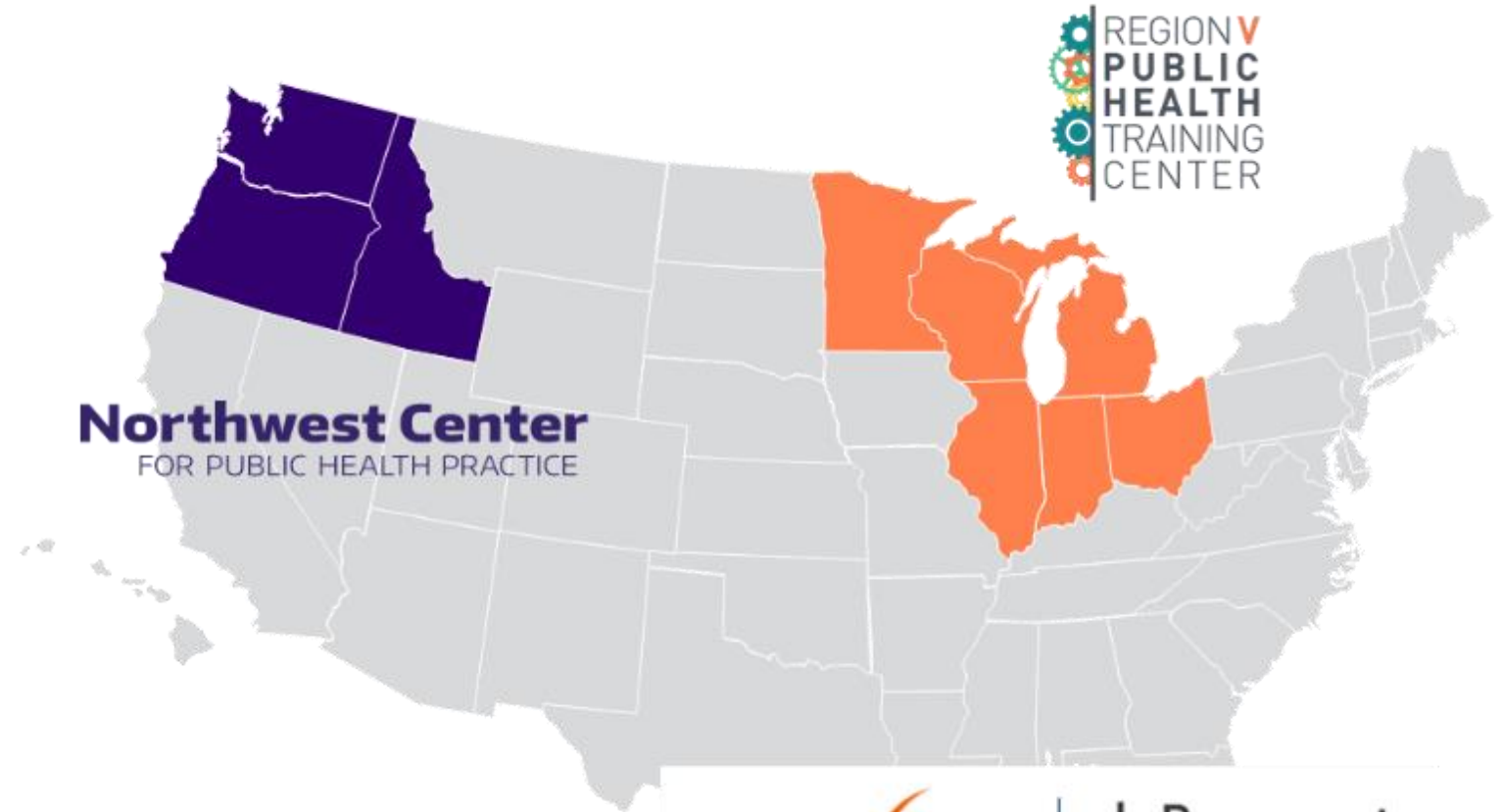
- de Beaumont Foundation
- Regions V and X Public Health Training Centers
 - Region V: IL, MI, IN, MN, OH, WI (~500 LHDs)
 - Region X: AK, ID, OR, WA (~80 LHDs)

Participation

- 8,097 individuals across 223 LHDs in Regions V and X
 - **47% response rate**
- **National response rate: 35%**



PUBLIC HEALTH TRAINING
CENTER NETWORK



(Kulik et al., 2023)

PH WINS
PUBLIC HEALTH WORKFORCE
INTERESTS AND NEEDS SURVEY

de Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

astho

Consulting Services



Custom training design



Communicable
Disease Interview
Skills Lab



Opioid Use
Prevention & Pain
Management
Learning Modules

Virtual conferences



Coaching and training on virtual facilitation skills

Public Health Training Center Network

We are a consortium of ten regional Public Health Training Centers that collectively represent the nation's most comprehensive resource for public health workforce development.

Our Impact

Our ten regional Public Health Training Centers offer convenient and flexible training that addresses critical public health issues. Together, we are building and sustaining a skilled public workforce—today, and for the future!

[LEARN MORE >>](#)

1,000,000+

Learners

25,000

Hours of instruction

11,000

Trainings

978

Students Placed

<https://phtcn.org>



Find your regional center

Your regional Public Health Training Center is a valuable resource for high-quality training and support developed specifically to meet your local workforce development needs. Contact them to learn more about professional development and experiential learning opportunities, as well as consulting and technical assistance services.

[FIND MY CENTER >>](#)

PHTC Network Co-Chairs



Betty Bekemeier, PhD, MPH, RN, FAAN

Professor, UW School of Nursing

Director, Northwest Center for Public Health Practice

School of Public Health, University of Washington

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Melissa (Moose) Alperin, EdD, MPH, MCHES

Director, Region IV Public Health Training Center

Rollins School of Public Health, Emory University

moose.alperin@emory.edu

Public Health Training Center Network:

<https://phtcn.org>



VISIT PHTCN.org
....and your own Public Health
Training Center!

Peer-to-Peer Dialogue

What are some of the resources you have used to provide a general PHN orientation for those new to the field?

What additional resources are needed to prepare new PHNs?

What additional educational resources or programs are most needed today (preparation for specific roles/functions, quality improvement, leadership development, etc.)?



Remember to Visit the PHN Learning Lab Library

- Hosted on APHN Website, Accessible from Home Page
- Session Content, PHN Workforce Publications and Other Resources, Stories from the Field
- <https://www.phnurse.org/>



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See you on November 19!

Building an Organizational Culture supporting Public Health Nurses

