



Community Health Care Worker (Health Occupations, General TOP: 1201.00)

October 2021

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Community Health Care Worker. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, **the number of jobs related to Community Health Care Worker are expected to increase** for all three aligned occupations.
- Community Health Care Worker is anticipated to experience a **low risk of automation** for all three related occupations.
- In 2020 there were 90 regional completions in programs related to the occupations identified as aligned with Community Health Care Worker and 96 openings, indicating an **undersupply**.
- Typical entry-level education is a **postsecondary nondegree award** for Patient Representatives, a **high school diploma or equivalent** for Community Health Workers, and a **Bachelor's degree** for Health Education Specialists.
- **Median annual wage** upon completion of \$32,436.
- 74% of students are **employed within a year** after completing a program.
- 52% of students **attained a living wage** within a year of completion.
- +50% **change in earnings** for completers.
- 48% of students were **part time**, 12% **skill builders**, 31% **first-generation**, and 74% **economically disadvantaged**.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are three occupations in the standard occupational classification (SOC) system that were identified as related to Community Health Care Worker for this analysis. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
21-1091	Health Education Specialists	Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Use data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May link health systems, health providers, insurers, and patients to address individual and population health needs. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs.	Certified Diabetes Educator, Clinical Instructor, Community Health Consultant, Education Coordinator, Health Education Coordinator, Health Education Specialist, Health Educator, Health Promotion Specialist, Public Health Educator, Public Information Officer
21-1094	Community Health Workers	Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.	Apprise Counselor, Community Health Outreach Worker, Community Health Program Coordinator, Community Health Program Representative, Community Health Promoter, Community Health Worker (CHW), Community Nutrition Educator, HIV CTS Specialist (Human Immunodeficiency Virus Counseling and Testing Services Specialist)
29-2099.08	Patient Representatives	Assist patients in obtaining services, understanding policies and making health care decisions.	Access Representative, Admissions Coordinator, Case Manager, Medicaid Service Coordinator (MSC), Patient Access Coordinator, Patient Access Specialist, Patient Advocate, Patient Navigator, Patient Resource Worker, Patient Service Representative

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Community Health Care Worker are expected to increase for all three related occupations.

Exhibit 2 – Five-year projections for Community Health Care Worker in the South Central Coast region

SOC	Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change
21-1091	Health Education Specialists	275	308	33	12%
21-1094	Community Health Workers	269	307	38	14%
29-2098 (for 29-2099.08)	Health Information Technologists, Medical Registrars, Surgical Assistants, and Healthcare practitioners and Technical Workers, All Other (for Patient Representatives)	353	393	40	11%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupations is \$23.33 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Community Health Care Worker in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
21-1091	Health Education Specialists	\$23.53	\$29.76	\$40.05
21-1094	Community Health Workers	\$18.51	\$22.58	\$27.48
29-2098(for 29-2099.08)	Health Information Technologists, Medical Registrars, Surgical Assistants, and Healthcare practitioners and Technical Workers, All Other (for Patient Representatives)	\$17.86	\$23.56	\$35.55

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for community health workers, and what they are looking for in potential candidates. To identify job postings related to Community Health Care Worker the following standard occupational classifications were used:

11-3011	Health Education Specialists
21-1094	Community Health Workers
29-2099	Healthcare Practitioners and Technical Workers, All Other

Top Occupations

In 2019, there were 255 employer postings for the occupations related to Community Health Care Worker.

Exhibit 4 – Top occupations in job postings and risk of automation tables

SOC Code	Occupation	Job Postings, Full Year 2019
21-1091	Health Education Specialists	234
21-1094	Community Health Workers	19
29-2099	Healthcare Practitioners and Technical Workers, All Other	2

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
21-1091	Health Education Specialists	Low
21-1094	Community Health Workers	Low
29-2099	Healthcare Practitioners and Technical Workers, All Other	Low

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Community Health Care Worker are listed in Exhibit 5. Community Liaison is mentioned as the job title in 3% of all relevant job postings (8 postings).

Exhibit 5 –Job Titles

Title	Job Postings, Full Year 2019
Community Liaison	8
Coder Educator Medical Coding Trainer	7
Educator	7
Clinical Educator	4
Kids Club Staff	4

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Community Health Care Worker field. The top employer posting job ads was Anthem Blue Cross. The top worksite cities in the region for these occupations were San Luis Obispo, Thousand Oaks, Lancaster, Santa Barbara, and Santa Maria.

Exhibit 6 – Top Employers (n=203)

Employer	Job Postings, Full Year 2019
Anthem Blue Cross	27
Dignity Health	19
Antelope Valley Hospital	11
Community Memorial Health System	10
Hospital Corporation of America	8

Source: Labor Insight/Jobs (Burning Glass)

Skills

Health Education is the most sought after skill for employers hiring for jobs related to Community Health Care Worker.

Exhibit 7 –Job Skills (n=230)

Skills	Job Postings, Full Year 2019
Health Education	55
Teaching	53
Patient Care	48
Cardiopulmonary Resuscitation (CPR)	35
Patient/Family Education and Instruction	31
Acute Care	27
Quality Assurance and Control	27

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with most Community Health Care Worker postings in the South Central Coast. Note: 6% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries employing the most in the Community Health Care Worker field, 2019

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Health Care and Social Assistance	127	57.0%
Finance and Insurance	38	17.0%
Professional, Scientific, and Technical Services	19	8.5%
Arts, Entertainment, and Recreation	12	5.4%
Educational Services	11	4.9%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 9 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
21-1091	Health Education Specialists	Bachelor’s degree	None
21-1094	Community Health Workers	High school diploma or equivalent	Short-term on-the-job training
29-2099.08	Patient Representatives	Postsecondary nondegree award	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 90 regional completions (2020) and 96 regional openings (2020) in the South Central Coast region in programs related to the occupations identified as aligned with Community Health Care Worker.

Exhibit 10 – Completions and Openings

5 Regional Institutions had Related Programs (2020)	90 Regional Completions (2020)	96 Annual Openings (2020)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2019)
44.0000	Human Services, General	49
19.0501	Foods, Nutrition, and Wellness Studies, General	40
51.2201	Public Health, General	1

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from current students and exiters of regional Health Occupations, General programs (TOP: 1201.00) for the 2017-18 academic year.

- **Median annual wage** upon completion of \$32,436.
- 74% of students are **employed within a year** after completing a program.
- 52% of students **attained a living wage** within a year of completion.
- +50% **change in earnings** for completers.
- 48% of students were **part time**, 12% **skill builders**, 31% **first-generation**, and 74% **economically disadvantaged**.

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Community Health Care Worker. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.