** Peer Health Education Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

September 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Peer Health Education workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties.) There is a projected annual gap of about 2,406 students in the Bay region and 672 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1261.00 - Community Health Care Worker in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at City College of San Francisco (CCSF) and in the region.

# Introduction

This report profiles Peer Health Education Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco.

|  |
| --- |
| * **Health Educators (SOC 21-1091):** Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs. Excludes “Community Health Workers” (21-1094). |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 28% |
| * **Community Health Workers (SOC 21-1094):** Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs. Excludes “Health Educators” (21-1091). |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 28*%* |
| * **Social and Human Service Assistants** **(SOC 21-1093):** Assist in providing client services in a wide variety of fields, such as psychology, rehabilitation, or social work, including support for families. May assist clients in identifying and obtaining available benefits and social and community services. May assist social workers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse, human relationships, rehabilitation, or dependent care. Excludes "Rehabilitation Counselors" (21-1015), "Psychiatric Technicians" (29-2053), "Personal Care Aides" (39-9021), and "Eligibility Interviewers, Government Programs" (43-4061). |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 35*%* |

# Occupational Demand

**Table 1. Employment Outlook for Peer Health Education Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Health Educators | 2,320 | 2,538 | 217 | 9% | 1,660 | 332 | $14.67 | $27.58 |
| Community Health Workers | 1,999 | 2,244 | 245 | 12% | 1,505 | 301 | $15.79 | $27.97 |
| Social and Human Service Assistants | 12,061 | 13,720 | 1,659 | 14% | 9,120 | 1,824 | $13.97 | $20.66 |
| **Total** | **16,381** | **18,502** | **2,121** | **13%** | **12,285** | **2,457** | **$14.29** | **$22.53** |

*Source: EMSI 2019.2*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Peer Health Education Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Health Educators | 688 | 744 | 56 | 8% | 482 | 97 | $14.88 | $28.61 |
| Community Health Workers | 683 | 754 | 71 | 10% | 498 | 100 | $17.11 | $31.22 |
| Social and Human Service Assistants | 3,472 | 3,905 | 433 | 12% | 2,569 | 514 | $14.67 | $22.18 |
| **TOTAL** | **4,843** | **5,403** | **560** | **12%** | **3,549** | **710** | **$15.04** | **$24.37** |

*Source: EMSI 2019.2*

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (September 2018 - August 2019)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
| Health Educators | 1,340 | 474 |
| Social and Human Service Assistants | 1,178 | 386 |
| Community Health Workers | 141 | 52 |
| **Total** | **2,659** | **912** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Peer Health Education Occupations for latest 12 months (September 2018 - August 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Nurse Educator | 113 | Community Liaison | 31 |
| Health Educator | 108 | Diabetes Educator | 21 |
| Outreach Specialist | 106 | Education Specialist | 18 |
| Registered Nurse | 79 | Victim Advocate | 17 |
| Educator | 77 | Human Services Specialist | 17 |
| Clinical Nurse Educator | 64 | Community Lead | 16 |
| Advocate | 62 | Manager | 15 |
| Coordinator | 53 | Regional Coordinator | 14 |
| Health Coach | 51 | Community Support Facilitator | 14 |
| Community Coordinator | 49 | Child Care Coordinator | 14 |
| Social Services Coordinator | 47 | Social Work Assistant | 13 |
| Case Management Assistant | 46 | Home Visitor | 13 |
| Social Services Assistant | 35 | Health Wellness Coach | 13 |
| Lactation Consultant | 32 | Health Coach, Contract | 13 |

**Table 4b. Top Job Titles for Peer Health Education Occupations for latest 12 months (September 2018 - August 2019) Mid-Peninsula**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Nurse Educator | 49 | Case Management Assistant | 10 |
| Clinical Nurse Educator | 36 | Social Services Coordinator | 9 |
| Outreach Specialist | 34 | Home Visitor | 9 |
| Health Coach | 31 | Community Liaison | 9 |
| Health Educator | 27 | Clinical Informatics Educator, Critical Care | 9 |
| Educator | 26 | Clinical Informatics Educator | 9 |
| Registered Nurse | 23 | Management Analyst | 8 |
| Coordinator | 20 | Health Educator, Access, Services | 8 |
| Community Coordinator | 14 | Critical Care Nurse | 8 |
| Advocate | 14 | Social Worker | 7 |
| Community Lead | 12 | Manager | 7 |
| Social Services Assistant | 10 | Housing Counselor | 7 |
| Public Service Aide | 10 | Health Coach, Contract | 7 |
| Lactation Consultant | 10 | Victim Advocate | 6 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Peer Health Education Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Services for the Elderly and Persons with Disabilities (624120) | 3,093 | 3,902 | 26% | 19% |
| Local Government, Excluding Education and Hospitals (903999) | 2,013 | 2,118 | 5% | 12% |
| Other Individual and Family Services (624190) | 1,535 | 1,788 | 16% | 9% |
| HMO Medical Centers (621491) | 689 | 871 | 26% | 4% |
| Child and Youth Services (624110) | 683 | 742 | 9% | 4% |
| Residential Mental Health and Substance Abuse Facilities (623220) | 658 | 708 | 8% | 4% |
| State Government, Excluding Education and Hospitals (902999) | 572 | 603 | 5% | 3% |
| General Medical and Surgical Hospitals (622110) | 452 | 432 | -4% | 3% |
| Environment, Conservation and Wildlife Organizations (813312) | 415 | 501 | 21% | 3% |
| Temporary Shelters (624221) | 376 | 411 | 9% | 2% |
| Vocational Rehabilitation Services (624310) | 345 | 313 | -9% | 2% |
| Other Social Advocacy Organizations (813319) | 338 | 367 | 9% | 2% |
| Outpatient Mental Health and Substance Abuse Centers (621420) | 311 | 340 | 9% | 2% |
| Grantmaking Foundations (813211) | 305 | 389 | 28% | 2% |
| Hospitals (Local Government) (903622) | 272 | 290 | 7% | 2% |
| Other Community Housing Services (624229) | 269 | 319 | 19% | 2% |
| Human Rights Organizations (813311) | 233 | 279 | 20% | 1% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 229 | 248 | 8% | 1% |
| Religious Organizations (813110) | 226 | 233 | 3% | 1% |
| Community Food Services (624210) | 204 | 214 | 5% | 1% |
| Hospitals (State Government) (902622) | 201 | 227 | 13% | 1% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 181 | 189 | 4% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Peer Health Education Occupations in Bay region and Mid-Peninsula Sub-Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Kaiser Permanente | 84 | Mission Neighborhood Health Center | 16 | San Francisco Aids Foundation | 31 |
| Sutter Health | 51 | UC San Francisco Medical Center | 15 | SFMTA | 18 |
| Sutter Health Sacramento Sierra Region | 36 | YWCA | 13 | Kaiser Permanente | 17 |
| Hospital Corporation of America | 36 | Homefirst Services | 13 | Sutter Health | 16 |
| San Francisco Aids Foundation | 32 | Heluna Health | 13 | UC San Francisco Medical Center | 15 |
| Anthem Blue Cross | 32 | Gap Inc. | 13 | Mission Neighborhood Health Center | 15 |
| Lululemon Athletica | 27 | City and County of San Francisco | 13 | University California | 13 |
| Lucile Packard Childrens Hospital | 27 | California State University | 13 | Sutter Health Sacramento Sierra Region | 13 |
| UC San Diego | 26 | Alta Bates Summit | 13 | County San Mateo | 11 |
| Sutter Medical Center | 24 | County San Mateo | 12 | City and County of San Francisco | 11 |
| La Clinica De La Raza | 21 | Alternative Family Services | 12 | Healthright 360 | 10 |
| Laica De La Raza Inc | 20 | Vida | 11 | Dignity Health | 10 |
| American Red Cross | 20 | Thrive Support Services | 11 | Vida | 9 |
| YMCA | 18 | Quest Diagnostics Incorporated | 11 | Vida Health | 8 |
| SFMTA | 18 | Covenant House California | 11 | Lululemon Athletica | 8 |
| County Santa Clara | 18 | Contra Costa Arc | 11 | Lucile Packard Children’s Hospital | 8 |
| University California | 16 | Vida Health | 10 | California State University | 8 |

*Source: Burning Glass*

# Educational Supply

There are three community colleges in the Bay Region issuing 51 awards on average annually (last 3 years) on Community Health Care Worker – TOP 1261.00. There is one college (CCSF) in the Mid-Peninsula Sub-Region issuing 38 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1261.00 - Community Health Care Worker in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificates | Total |
| **Mission** | Silicon Valley | 3 | 1 | 4 |
| **San Francisco** | Mid-Peninsula |  | 38 | 38 |
| **Santa Rosa** | North Bay | 3 | 6 | 9 |
| **Total Bay Region** | | **6** | **45** | **51** |
| **Total Mid-Peninsula Sub-Region** | |  | **38** | **38** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 2,457 annual openings for the Peer Health Education occupational cluster and 51 annual (3-year average) awards for an annual undersupply of 2,406 students. In the Mid-Peninsula Sub-Region, there is also a gap with 710 annual openings and 38 annual (3-year average) awards for an annual undersupply of 672 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1261.00 - Community Health Care Worker**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (1261.00) | Bay (1261.00) | Mid-Peninsula (1261.00) | City College of San Francisco (1261.00) |
| % Employed Four Quarters After Exit | 74% | 73% | 71% | 71% | 71% | 71% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $8,440 | $8,440 | $8,641 | $8,400 |
| Median % Change in Earnings | 46% | 50% | 66% | 66% | 47% | 47% |
| % of Students Earning a Living Wage | 63% | 55% | 47% | 47% | 47% | 46% |

*Source: Launchboard Pipeline (version available on 9/12/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Peer Health Education Occupations in Bay Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Case Management | 436 | Data Collection | 168 | Lifting Ability | 109 |
| Teaching | 428 | Educational Programs | 161 | Health Promotion Programs | 106 |
| Patient Care | 335 | Quality Assurance and Control | 153 | Social Media | 104 |
| Customer Service | 331 | Community Health | 141 | Spreadsheets | 104 |
| Health Education | 326 | Motivational Interviewing | 131 | Curriculum Development | 102 |
| Mental Health | 312 | Trauma | 130 | Rehabilitation | 102 |
| Scheduling | 286 | Conflict Management | 127 | Social Services Industry Knowledge | 101 |
| Social Services | 281 | Public Speaking | 127 | Patient/Family Education and Instruction | 99 |
| Cardiopulmonary Resuscitation (CPR) | 269 | Treatment Planning | 127 | Health Insurance Portability and Accountability Act (HIPAA) | 96 |
| Budgeting | 262 | Behavioral Health | 120 | Newsletters | 94 |
| Public Health and Safety | 222 | Diabetes Diagnosis / Treatment | 118 | Customer Checkout | 91 |
| Data Entry | 211 | Record Keeping | 118 | Training Programs | 90 |
| Staff Management | 203 | Acute Care | 115 | Developmental Disabilities | 89 |
| Psychology | 197 | Customer Contact | 113 | Health and Human Services | 88 |
| Crisis Intervention | 185 | Project Management | 113 | Program Development | 87 |

*Source: Burning Glass*

**Table 10. Certifications for Peer Health Education Occupations in Bay Region (September 2018 - August 2019)**

Note: 55% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 572 | Domestic Violence | 15 |
| Registered Nurse | 323 | Nurse Practitioner | 14 |
| First Aid CPR AED | 180 | Security Clearance | 11 |
| Basic Life Saving (BLS) | 123 | Certified Nurse Educator | 11 |
| American Heart Association Certification | 58 | Personal Fitness Trainer Certification | 10 |
| Basic Cardiac Life Support Certification | 49 | Licensed Clinical Social Worker (LCSW) | 10 |
| Certified Diabetes Educator (CDE) | 44 | Certified Teacher | 10 |
| Certified Lactation Consultant | 42 | Certified Nurse Operating Room (CNOR) | 10 |
| Registered Dietitian | 34 | Certified Dialysis Nurse | 10 |
| Certified Health Education Specialist | 31 | Certified Cargo Security Professional | 9 |
| Social Work License | 26 | CDL Class C | 9 |
| Counseling Certification | 21 | Ca License | 9 |

*Source: Burning Glass*

**Table 11. Education Requirements for Peer Health Education Occupations in Bay Region**

Note: 36% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 317 | 19% |
| Associate Degree | 258 | 15% |
| Bachelor’s Degree or Higher | 937 | 66% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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