

# Labor Market Information Report

# Community Health Outreach Worker Occupations

# Diablo Valley College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**May 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Community Health Outreach Workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 1,332 students in the Bay region and 453 students in the East Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1261.00 Community Health Care Worker programs 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 Diablo Valley College and in the region.

This report profiles Community Health Outreach Worker Occupations in the 12 county Bay region and in the East Bay sub-region for existing low unit, local certificate(s) for state chaptering at Diablo Valley College.

* **Health Education Specialists (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: 24%
* **Community Health Workers (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: 24%
* **Community and Social Service Specialists, All Other (21-1099):** All community and social service specialists not listed separately.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

## Occupational Demand

**Table 1. Employment Outlook for Community Health Outreach Worker Occupations in Bay Region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Health Education Specialists | 2,214 | 2,415 | 201 | 9% | 1,560 | 312 | $27 | $61 |
| Community Health Workers | 1,655 | 1,890 | 235 | 14% | 1,292 | 258 | $23 | $51 |
| Community and Social Service Specialists, All Other | 6,197 | 6,651 | 453 | 7% | 4,207 | 841 | $25 | $51 |
| **Total** | **10,066** | **10,956** | **890** | **9%** | **7,059** | **1,411** |  |  |
| Source: EMSI 2021.3 | | | | | | | | |

**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 Community Health Outreach Worker Occupations in East Bay Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Health Education Specialists | 661 | 722 | 60 | 9% | 466 | 93 | $25 | $63 |
| Community Health Workers | 533 | 610 | 77 | 14% | 418 | 84 | $19 | $49 |
| Community and Social Service Specialists, All Other | 2,056 | 2,199 | 142 | 7% | 1,382 | 276 | $26 | $51 |
| **Total** | **3,250** | **3,531** | **281** | **9%** | **2,266** | **453** |  |  |
| Source: EMSI 2021.3 | | | | | | | | |

**East Bay Sub-Region includes:** Alameda, Contra Costa Counties

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

**Table 3. Number of Job Postings by Occupation for latest 12 months (May 2021 - April 2022)**

| **Occupation** | **Bay Region** | **East Bay** |
| --- | --- | --- |
| Health Educators | 1,812 | 553 |
| Community Health Workers | 361 | 134 |
| Community and Social Service Specialists, All Other | 467 | 140 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Community Health Outreach Worker Occupations for latest 12 months (May 2021 - April 2022) Bay Region**

| **Title Bay** | | **Title** | |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| Health Educator | 46 | | Health Educator I/II | 22 | | |
| Clinical Nurse Educator | 42 | | Health and Wellness Coach | 21 | | |
| Educator | 36 | | Healthcare Specialist | 19 | | |
| Community Liaison | 28 | | Nurse Educator | 18 | | |
| Health Coach | 27 | | Lactation Consultant | 18 | | |
| Clinical Educator II | 27 | | Clinical Nurse Educator & Specialist | 17 | | |
| Wellness Specialist | 25 | | Registered Nurse Clinical Educator | 14 | | |
| Health Screener | 25 | | Operating Room Clinical Nurse Educator | 13 | | |
| Community Lead | 24 | | Diabetes Educator/Dietician | 13 | | |
| Source: Burning Glass | | | | | | |

**Table 4b. Top Job Titles for Community Health Outreach Worker Occupations for latest 12 months (Apr 2021 - Mar 2022) East Bay Sub-Region**

| **Title** | **East Bay** | **Title** | **East Bay** |
| --- | --- | --- | --- |
| Clinical Educator II | 17 | Health/Wellness Coach | 8 |
| Health Educator | 15 | Nurse Educator Emergency Services | 8 |
| Health Educator I/II | 15 | Community Health Advocate | 7 |
| Clinical Nurse Educator | 14 | Community Liaison | 7 |
| Health Screener | 11 | Clinical Educator II - Or/Pacu | 6 |
| Lactation Consultant | 11 | Community Living Instructor Dsp | 6 |
| Nurse Educator Perioperative Services | 10 | Educator | 6 |
| Client Service Officer | 9 | Health & Wellness Coach | 6 |
| Health Educator II | 9 | Social Justice Organizer | 6 |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Community Health Outreach Worker Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Local Government, Excluding Education and Hospitals | 2,088 | 2,083 | 0% | 21% |
| Services for the Elderly and Persons with Disabilities | 1,107 | 1,274 | 15% | 11% |
| Other Individual and Family Services | 590 | 740 | 25% | 6% |
| State Government, Excluding Education and Hospitals | 559 | 585 | 5% | 6% |
| HMO Medical Centers | 463 | 531 | 15% | 5% |
| General Medical and Surgical Hospitals | 370 | 359 | -3% | 4% |
| Child and Youth Services | 259 | 290 | 12% | 3% |
| Other Social Advocacy Organizations | 229 | 289 | 26% | 2% |
| Environment, Conservation and Wildlife Organizations | 222 | 229 | 3% | 2% |
| Grantmaking Foundations | 203 | 214 | 5% | 2% |
| Source: EMSI 2021.3 | | | | |

**Table 6. Top Employers Posting Community Health Outreach Worker Occupations in Bay Region and East Bay Sub-Region (May 2021 – April 2022)**

| **Employers** | **Bay** | **Employer** | **East Bay** |
| --- | --- | --- | --- |
| Sutter Health | 88 | Alameda Health System | 44 |
| Alameda Health System | 68 | Sutter Health | 38 |
| University California | 54 | La Clinica De La Raza | 25 |
| Hospital Corporation of America | 50 | Toolworks | 18 |
| Iqvia | 47 | Eden Inc. | 15 |
| Lucile Packard Children’s Hospital | 32 | Kaiser Permanente | 14 |
| Jenny Craig | 31 | Asian Health Services | 11 |
| Kaiser Permanente | 30 | Jenny Craig | 11 |
| Anthem Blue Cross | 30 | St. Charles Health | 10 |
| La Clinica De La Raza | 29 | Highland General Hospital | 10 |
| Source: Burning Glass | | | |

## Educational Supply

There are four (4) community colleges in the Bay Region issuing 79 awards on average annually (last 3 years ending 2018-19) on TOP 1261.00 Community Health Care Worker. In the East Bay Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

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

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Canada | Mid-Peninsula | 0 | 4 | 4 |
| Mission | Silicon Valley | 2 | 1 | 3 |
| San Francisco | Mid-Peninsula | 0 | 67 | 67 |
| Santa Rosa | North Bay | 2 | 3 | 5 |
| **Total** |  | **4** | **75** | **79** |
| Source: Data Mart | | | | |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,411 annual openings for the Community Health Outreach Worker occupational cluster and 79 annual (3-year average) awards for an annual undersupply of 1,332 students. In the East Bay Sub-Region, there is also a gap with 453 annual openings and no annual (3-year average) awards for an annual undersupply of 453 students.

## Student Outcomes

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

| **Metric Outcomes** | **Bay All CTE Programs** | **East Bay All CTE Programs** | **State 1261.00** | **Bay 1261.00** | **East Bay 1261.00** |
| --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to their Field of Study | 74% | 71% | 85% | 85% | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $40,463 | $41,009 | $41,229 | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 21% | 5% | 4% | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 50% | 32% | 32% | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. | | | | | |

## Skills and Education

**Table 9. Top Skills for Community Health Outreach Worker Occupations in Bay Region (May 2021 - April 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Patient Care | 530 | Health Promotion Programs | 207 |
| Teaching | 526 | Community Health | 204 |
| Public Health and Safety | 350 | Budgeting | 196 |
| Scheduling | 341 | Vaccination | 175 |
| Customer Service | 331 | Patient/Family Education and Instruction | 159 |
| Health Education | 314 | Motivational Interviewing | 153 |
| Educational Programs | 284 | Project Management | 147 |
| Staff Management | 242 | Data Collection | 143 |
| Acute Care | 240 | Quality Assurance and Control | 140 |
| Cardiopulmonary Resuscitation (CPR) | 237 | Social Services | 139 |
| Life Support | 229 | Primary Care | 132 |
| Mental Health | 226 | Social Media | 131 |
| Onboarding | 226 | Advanced Cardiac Life Support (ACLS) | 128 |
| Case Management | 211 | Staff Development | 126 |
| Source: Burning Glass | | | |

**Table 10. Education Requirements for Community Health Outreach Worker Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 201 | 12% |
| Associate's degree | 219 | 13% |
| Bachelor's degree and higher | 1,310 | 75% |
| Source: Burning Glass | | |

*Note: 44% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.*

## 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/  
Statewide CTE Outcomes Survey  
Employment Development Department Unemployment Insurance Dataset  
Living Insight Center for Community Economic Development  
Chancellor’s Office MIS system

## Contacts

For more information, please contact:

• Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [leila@baccc.net](mailto:leila@baccc.net)

• John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544