

Perceptions and Motivations of the Inaugural Certified in Public Health Examinees, 2008

The National Board of Public Health Examiners (NBPHE)

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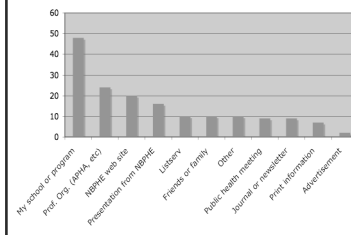
Why Would People Take the Certificate in Public Health Exam?

- Voluntary exam
- Still, not that well known . . . yet
- Costs money

Statistics on the Inaugural Exam

- 693 Took the Exam
- 690 completed the post exam survey

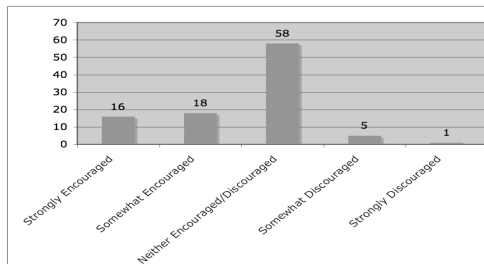
How Did You Learn about the Exam?



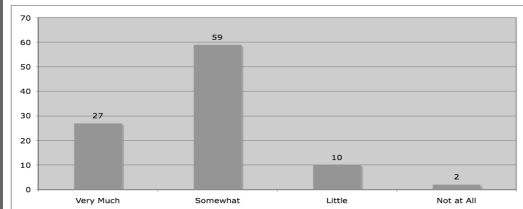
Top 4 sources

- School/Program
- Prof. Organization
- NBPHE website
- Presentation from NBPHE representative

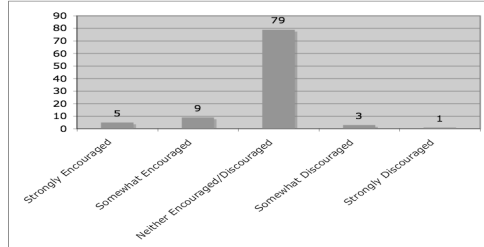
Did Your School/Program Encourage/Discourage You From Taking the Exam?



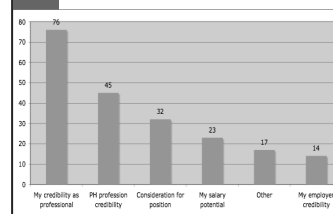
Did Your PH School/Program prepare you to take this exam?



Did Your Employer Encourage/Discourage You From Taking the Exam?



Why Did You Take the Exam?



- Top Reasons
- My credibility as a PH professional
- Improve the credibility of the PH Profession
- Consideration for a Higher Level Position
- My salary potential

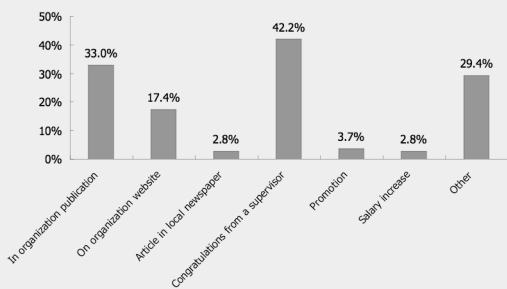
If You Earn a CPH, What Outcomes Do You Expect to Result?

Increase Professional Credibility	71%
Consideration for Promotion/High Level Position	33%
Increased Respect from Supervisors	27%
Increased Respect from Coworkers	27%
No appreciable change	25%
Increased support for Continuing Ed.	25%
Higher credibility for my organization	20%
Increased salary	18%

In 2009, Recognition Received and Sought

- Only 26% of respondents received recognition for becoming CPH
 - Congratulations from supervisor and note in organizational publication were most common recognitions
- Salary increase was the most sought recognition by the 74% who were not recognized

The 26% of respondents who were recognized for becoming CPH were recognized in the following ways. (n=109)



Encouragement and Motivation

- Survey data 2009
- The respondents were strongly motivated to take the exam on a personal level, with 82% paying their own exam fee

How Reasonable Was the Fee?

Very Reasonable	6%
Somewhat Reasonable	46%
Not Reasonable	46%

Was the Reduced Rate for Early Registration an Incentive?

Yes	63%
No	35%

Early Registration Deadline is November 22 \$350

Did you find the exam difficult?

Extremely difficult	25%
Moderately difficult	65%
Not at all difficult	1%
Not sure	6%

How fair was the exam as a measure of "required understanding"?

Very fair	10%
Somewhat fair	37%
Neutral	18%
Somewhat unfair	28%
Very unfair	5%

Purpose of the exam

To ensure that students and graduates from schools and programs of public health accredited by the Council on Education for Public Health (CEPH) have mastered the knowledge and skills relevant to contemporary public health practice.

What motivated the CPH exam takers?

- People took the exam to differentiate themselves as a public health professional and to enhance public health as a profession
- Less important, they saw the CPH exam as a way of improving their chances for a better position or improve their income

Feedback for schools/programs?

- Most CPH Exam takers felt their education prepared them for the exam.
- Most of the schools/programs were neutral about whether their graduates should take the exam.
- Nevertheless, half of those who took the exam learned about it from their school/program

Employment Setting

Gov't Public Health	28%
Academic/Education	25%
Private/Non Profit	12%
Hospital	8%
Business or Corporation	4%
Clinical	3%
Other	4%
Not currently employed	16%

Feedback for Employers?

- Most employers were neutral about taking the exam
- Most employees want increased professional credibility and respect with passage of the exam (doesn't cost \$\$)
- Some employees want a promotion or pay raise

Feedback for NBPHE?

- Our fees are high compared to the perceived worth (at least for these early test takers)
- People appreciate the discount for early registration (Nov. 22, 2009 is the deadline for early registration)
- The exam was tough, but fair for most.