

# LAKE COUNTY TRIBAL HEALTH CONSORTIUM, INC.

## JOB DESCRIPTION

**TITLE: COMMUNITY ENGAGEMENT/OUTREACH COORDINATOR**  
**DEPARTMENT: PUBLIC HEALTH**  
**SUPERVISOR: TOBACCO EDUCATION COORDINATOR**  
**CLASSIFICATION: FULL - TIME NON-EXEMPT**

### POSITION SUMMARY:

The Community Engagement/Outreach Coordinator (CEOC) will be in charge of completing activities to achieve the two proposed policies of the grant-funded Project. These two policies are i. to adopt and implement and Ask, Advise, Refer protocol in clinic departments and ii. to partner with at least 2 of the 6 federally recognized Tribes in Lake County to adopt and implement a policy to prohibit smoking, including the use of electronic smoking devices (ESDs), in outdoor recreational and playground areas, where youth congregate on the Rancheria. CEOC works with and seeks to broaden community engagement in tobacco control efforts. The CEOC is responsible for scheduling meetings, arranging meeting logistics, working with community members on agenda development, taking meeting minutes, seeking regular consultation with statewide partners to increase training and coordination of community efforts, and tracking the activities in which community members are engaged. The CEOC will manage the department's social media platforms. The CEOC maintains a rapid response method in order to disseminate information to all community members in a timely manner.

### ESSENTIAL FUNCTIONS:

#### -Policy Development (30%)

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- Provide education sessions to Tribal key opinion leaders to inform them on Tobacco Outdoor Policy and its potential benefits to AI/AN health and wellness.
- Develop 15-25 policy packets about commercial tobacco use and impacts on AI/AN health, etc.
- With Tobacco Education Coordinator facilitate the yearly review of the Midwest Academy Strategy Chart to assess and remanuever short, intermediate and long-term goals, organizational considerations, allies, targets, and tactics to implement a smoke-free recreation area for youth on a Tribal Rancheria.
- Partner with at least 1 additional federally-recognized Tribe in Lake County and coordinate the facilitation of the Midwest Academy Strategy Chart.
- Assist with creating and/or adapting a model Tobacco Cessation Policy that includes the assessment of patients for tobacco use, referral to treatment and case-managed follow-up and support.
- Provide technical assistance to LCTHC clinic adopting and not adopting tobacco policies.
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- In collaboration with tribal community coalition and 2 federally recognized tribes create policy to prohibit smoking, including the use of Electronic Smoking Devices (ESDs), in outdoor recreational/playground area i.e. areas where children/youth congregate on the Rancherias.

#### Tribal Community Coalition and Community Outreach (30%)

- Facilitate quarterly Tribal Community Coalition meetings to learn community perspective of commercial tobacco cessation and community-clinic linkages.
- Facilitate monthly meetings for the Tribal Community Sub-Coalition(s), comprised of individuals representing the partnered Tribe for the implementation of the smoke-free policy on the rancheria.
- Prepare meeting presentation materials and take meeting minutes of all Tribal Community Coalition and Sub-Coalition meetings.
- Keep accurate attendance records of all Tribal Community Coalition and Sub-coalition meetings, including sign-in sheets and documentation of attendance into database tracking platform.
- Develop, manage, and track incentives to provide to Tribal Community Coalition members.
- Regularly contact Tribal partners to maintain relationships and community-clinic linkages.
- Strategize new ways to engage the community with tobacco education, prevention, and cessation.
- Participate in the planning and execution of events hosted by the department such as the Annual Garden, Blessing, Annual Walk to Stop Diabetes, and Youth GONA.
- Attend and/or participate in the planning of Tribal community events and contribute opportunities for tobacco education activities, including the distribution of materials on topics such as secondhand/third hand smoke, aerosols, electronic smoking devices, etc.
- Attend tribal and non-tribal meetings to share Tobacco Education Program's activities, share resources, network and to promote integrated tobacco control.

- Assist and coordinate Tribal Community Coalition members and Tobacco Cessation Workshops participants to produce 1-2 Digital Stories a year to increase community awareness of the effects of commercial tobacco use on AIAN health.
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Tobacco Cessation Support and Tobacco Cessation Workshops (15%)

- Lead Tobacco Cessation Workshops using the Second Wind/Second Wind First Breath curriculum to assist patients in their cessation journey.
- Assist the Youth Health Program Coordinator in leading Tobacco Cessation Workshops for youth utilizing the Project SUN (Stop the Use of Nicotine) curriculum.
- Provide cessation support to patients referred to the Tobacco Education Program in coordination with the Tobacco Health Education Specialist.

Youth Outreach Activities (10%):

- Yearly, coordinate with the Youth Health Program Coordinator to work with Assist Health Specialist to Youth Wellness Group members to create and display 3-6 posters regarding secondhand/third hand smoke, aerosols, the long-lasting effects of commercial tobacco use, dangers of Electronic System Devices (ESDs), tobacco marketing targeting youth and Native Americans.
- Develop and distribute fact sheets that summarize how the Outdoor Smoke-free policy on the Rancheria will protect Native children.
- Develop Tobacco-Free Signage for placement at 2-4 outdoor recreation/playground area, i.e., places where children/youth regularly congregate on the Rancherias.
- Participate in youth-oriented activities to distribute fact sheets on the benefits of tobacco-free playgrounds/recreational areas.
- Circulate Outdoor Policy draft to our 6 federally recognized tribes, tribal youth leaders, Tribal EPA directors and tribal stakeholders.
- Provide training to Youth Wellness Group members on leadership, capacity and skills to provide education on policies that protect children and youth from tobacco-related risks, including emerging products.
- Assist the Youth Health Program Coordinator in creating 1-2 Digital Stories each year with Youth Wellness Group members that increases community awareness of commercial tobacco and vaping products, and its long-lasting health effects and effects on AIAN youth.

Work with the Youth Health Program Coordinator and Health Coaches to complete grant youth activities. Social Media (10%)

- Manage and expand the department's social media platforms, including but not limited to Facebook, Instagram, and YouTube.
- Yearly develop and review a social media strategy plan to assess current social media outreach strengths and weaknesses, and identify strategies to improve use of platforms.
- Create and maintain a 30-day content plan to publish onto social media platforms.
- Create content to publish onto social media platforms utilizing tools such as Canva and Venngage.
- Regularly post onto Social Media platforms from reliably-sources health promotion content such as diabetes prevention and management, commercial tobacco use prevention and cessation, and overall health and wellbeing practices.
- Consistently promote LCTHC Public Health classes, workshops and events such as the Diabetes Prevention Program, Diabetes Self-Management Workshop, Chronic Disease Self-Management Workshop, Tobacco Cessation Workshops, Annual Garden Blessing, Annual Walk to Stop Diabetes, and Annual Youth GONA.
- Coordinate with the Executive Assistant to update and maintain the Tobacco Education Program information on the LCTHC website.

Other Program Activities (5%):

- Attend weekly Tobacco Education Program Team planning meetings.
- Participate in conference calls, webinars, and trainings regarding implementation of tobacco control policies
- Monthly, contribute posts to InfoHub to share information about challenges and successes related to policy creation, adaptation and implementation.
- Assist with evaluation activities, data collection and analysis as need it.
- Ability to multi-task, work under pressure and meet all deadlines
- Other duties as assigned by Tobacco Education Coordinator and Diabetes Education Program Manager.

**EDUCATION, EXPERIENCE, CERTIFICATES AND LICENSES:**

- Bachelor degree in related Health Promotion Field, preferred

BOD Approved: 6/2022

- Experience in strategic planning, coalition building, community organizing, and community advocacy.
- Background in health care field with knowledge of first aid
- Current CPR and First Aid certification
- Valid CA drivers license
- Experience with the use of computer, email, telephone, voice mail and fax machine.

All LCTHC employees are expected to:

- Provide the highest possible level of service to clients;
- Promote teamwork and cooperative effort among employees;
- Maintain safe practices; and
- Abide by the LCTHC policies and procedures as they may from time to time be updated.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. **Sitting / Mobility:** Approximately 25% of time is spent working at a desk. Balance of time (approximately 75%) is spent moving around work areas. **Communication:** Ability to effectively communicate with co-workers, patients and members of outside agencies, in person, by telephone, and by email. Frequently stand and walk for extended periods; stoop, kneel, and crouch to pick up or move objects, pushing and pulling, physical ability to lift and carry objects weighing up to 50 lbs. without assistance; physical ability to lift and move heavier objects with assistance; normal manual dexterity and eye-hand coordination; corrected vision and hearing to normal range; verbal communication; uses kitchen utensils and knives, stove tops, ovens, barbeque grill and other heated cooking equipment. Use of standard office equipment, including computer, telephone, calculator, copiers, and fax. Work is performed in an office/clinic environment and outside with exposure to different weather conditions; continuous contact with other staff and the public.

**INDIAN PREFERENCE:** Preference may be given to qualified Native American Indians according to the Indian Preference Hiring Act, CFR 25 USC 472. Other than Indian Preference, Lake County Tribal Health Consortium, Inc. adheres to all provisions of the Equal Employment Opportunities Act.

**NOTICE OF DRUG-FREE WORKPLACE ACT REQUIREMENT:** LCTHC is committed to maintaining a drug free and alcohol free workplace. LCTHC believes that a healthy, productive workforce free from the effects of drugs is very important to all employees and patients. Substance abuse is incompatible with the health, safety, efficiency and the success of LCTHC. Employees who are under the influence compromise LCTHC’S interests, endanger their own and the health and safety of others and can cause a number of other work-related problems. As a condition of employment, each applicant receiving a job offer from LCTHC must take and pass a required drug screen test.

**HIPAA Health Insurance Portability and Accountability:**

This act was enacted to deal with three main areas with regard to patient information.

- Security of health information
- Standards of electronic transactions
- Privacy of individually identifiable health information

***IMPORTANT DISCLAIMER NOTICE***

*The job duties, elements, responsibilities, skills, functions, experience, educational factors and the requirements and conditions listed in this job description are representative only and not exhaustive of the tasks that an employee may be required to perform. The employer reserves the right to revise this job description at any time and to require employees to perform other tasks as circumstances or conditions of its business, competitive considerations, or work environment change.*

**Lake County Tribal Health is an At-Will Employer. Either the employee or LCTHC can terminate the employment at will, without advance notice, at any time, with or without cause.**

I have read and understand all aspects of this job description

_____	_____
Employee Signature	Date
_____	_____
Supervisor/Dept. Manager	Date
_____	_____
HR Signature	Date