

DUTY STATEMENT

Employee Name:	Position Number: 580-302-8336-909
Classification: Health Program Specialist II	Tenure/Time Base: Permanent/ Full-Time
Working Title: Digital Media and School Behavioral Health Response Lead	Work Location: 1616 Capitol Avenue, Sacramento, CA 95814
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Healthy Communities	Branch/Section/Unit: Office of School Health

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures.

All California Department of Public Health (CDPH) employees perform work that is of the utmost importance, where each employee is important in supporting and promoting an environment of equity, diversity, and inclusivity, essential to the delivery of the department's mission. All employees are valued and should understand that their contributions and the contributions of their team members derive from different cultures, backgrounds, and life experiences, supporting innovations in public health services and programs for California.

Competencies

The competencies required for this position are found on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resource's Job Descriptions webpage](#).

Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by partnering with education and health organizations at the state and local level to support the health, safety, and well-being of California's 7.5 million students, staff, and their communities in the state's 10,000 TK-12 schools. The Office of School Health develops and disseminates scientific guidance and policies; supports school-based health centers; and facilitates collaboration between state and local education and health officials.

The Health Program Specialist II (HPS II), serves as the Digital Media and School Behavioral Health Response Lead to project manage the development of smartphone and social media safe use guidelines and other behavioral health prevention curriculums in partnership with Staff Services Manager I (specialist) in CDPH Maternal Child, and Adolescent Health (MCAH). The HPS II will work closely with researchers and program specialists within the Office of School Health (OSH), with mental and behavioral health leaders across the Office, as well as contractors, and other internal and external partners. A primary role of the position is to devise and align behavioral health strategies and recommendations for

children, youth, and families around safe digital technology use, and other emerging issues in schools.

In collaboration with the digital technology response lead in the CDPH Maternal, Child, and Adolescent Health (MCAH) Division in the Center for Family Health, the HPS II is responsible for providing leadership, direction, and technical consultation to the departmental efforts around guidance on digital technology use by children and youth. The HPS II co-leads, in partnership with SSM I (specialist) from CDPH Maternal, Child, and Adolescent Health, cross departmental efforts on the creation of community driven, evidence-informed harm reduction health guidance around digital media and technology use by children and youth. The HPS II partners with contractors, researchers, content experts, and program specialists in addressing other emerging behavioral health issues and co-leads the development of population-based prevention curricula and other health education communication products and materials. These efforts will center youth engagement, community voice and expert advice, integrate CA-specific data, and integrate with national guidance and recommendations in this space.

The HPS II co-leads in partnership with SSM I (specialist) from CDPH MCAH, a multi-disciplinary team of managerial, professional, and technical staff, as well as external partners and focus groups, on highly sensitive and complex cross-cutting efforts to promote healthy child and youth behaviors related to digital technology use and other emerging school behavioral health issues. The HPS II coordinates multiple workgroups, liaises with other statewide initiatives (such as the Children and Youth Behavioral Health Initiative (CYBHI)), and ensures that programmatic policies align across CDPH and the CA Health and Human Services Agency.

The Health Program Specialist II works under the general direction of the Health Program Manager (HPM) II, Chief of the Office of School Health and functions as a highly skilled technical expert and statewide consultant on school-based health. This position may require in-state and out-of-state travel (5%), with possible overnight stay.

Special Requirements

- Conflict of Interest (COI)
- Background Check and/or Fingerprinting Clearance
- Medical Clearance
- Travel: 5% (in state and out of state travel may be required with possible overnight stay)
- Bilingual: Pass a State written and/or verbal proficiency exam in
- License/Certification:
- Other:

Essential Functions (including percentage of time)

- 40% Provides leadership, direction, and technical consultation to CDPH on complex behavioral health issues around the health effects of digital technology use by children and youth, centered on equity, youth voice, and community input. Serves as a lead coordinator and subject matter expert on the health effects of social media and digital technology on children and youth for the department along with members of OSH in collaboration with the digital technology response lead in the CDPH MCAH. Collaborates with an interdisciplinary team including subject matter experts and contractors to develop digital technology and population-based behavioral health prevention curricula and communications materials. Develops and launches the strategic direction of the initiative and tracks priorities, activities, and ensures timely completion of projects. Develops and promotes prevention best practices in behavioral health and healthy social media and digital technology use, with a focus on reducing disparities, stigma, and inequities while promoting optimal behavioral health and well-being. Regularly monitors and tracks emerging behavioral health issues among TK-12 students and school communities and develops appropriate action plans, procedures, or guidelines in alignment with CDPH behavioral health strategic plans and CYBHI initiatives. Actively participates in OSH and department management and leadership forums and presents, disseminates information, and collaborates to advance the goals of CDPH's behavioral health initiatives.
- 25% Responsible for attending, facilitating, and coordinating meetings with CDPH programs, local health jurisdictions and behavioral health departments, state and federal officials, community-based organizations, associations, and participating in advisory groups and committees, as appropriate. Represents OSH/CDPH at behavioral health meetings as appropriate and coordinates trainings to support department-wide capacity building for staff and programs. Proactively reaches out to internal and external partners to develop and maintain inclusive and collaborative relationships with partners and program staff from other centers, divisions, and offices throughout the department. Collaborates closely with the OSH Chief *and lead* School Health Researcher around implications of digital media guidance and recommendations on CA schools and their communities.
- 15% Plans, develops, and oversees the timely submission of drills, legislative analysis, grant proposals, and reports, as applicable, relating to issues around digital media effects on children and youth, in collaboration with the department's leadership, Office of Legal

Services, Office of Communications, and Office of Legislative and Government Affairs. Advises on policy implications both within and outside the Department. Stays abreast of emerging issues, new research, and the evidence around digital media effects on children and youth. Takes responsibility for special projects across programs, as assigned by the OSH Chief and departmental leadership, and developing program policy regarding those assignments. Facilitates and presents approved materials at webinars and assists with providing technical assistance and consultation as appropriate through monitoring and providing responses via the OSH Safe Schools inbox. Responsible for editing and reviewing reports, issue memoranda, position papers, budget change proposals, webinar content, press releases, controlled correspondence, bill analyses, presentations, articles for publication and others, as needed.

15% Responsible for creating presentations, guidance, and other program and policy deliverables based on the trajectory of priorities and projects. The HPS II will be responsible for coordinating with other state departments and agencies on initiatives with a focus on child and youth behavioral health.

Marginal Functions (including percentage of time)

5% Perform other job-related related duties as required.

I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.

I have read and understand the duties and requirements listed above and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)

Supervisor’s Name:	Date	Employee’s Name:	Date
Supervisor’s Signature	Date	Employee’s Signature	Date

HRD Use Only:

Approved By:
Date: