



*Cerro Gordo County
Department of Public Health*

MEDIA RELEASE

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Health Department Employee Earns Certified Communicator in Public Health Credential

(Mason City) - The National Public Health Information Coalition (NPHIC) has announced that Kara Ruge, Marketing and Public Information Officer with the Cerro Gordo County Department of Public Health, has earned the Certified Communicator in Public Health (CCPH) credential. She has demonstrated expertise in public health communications knowledge by successfully completing and passing a rigorous portfolio review process. Certification is maintained through successful completion of a recertification process every five years.

The NPHIC oversees the application and review process certifying individuals as Certified Communicators in Public Health (CCPH). A "Public Health Communicator" is defined as someone whose primary responsibility is the development and dissemination of information intended to reduce the burden of disease and injury throughout the general population or to targeted subsets of the general population by utilizing appropriate messages, messengers, and means. By obtaining national certification as a CCPH, it shows expertise in the profession.

"Kara's achievement of the Certified Communicator in Public Health credential exemplifies her personal leadership style which captivates the media and public community," said Ron Osterholm, Health Director, Cerro Gordo County Department of Public Health. "Kara has a talented gift of providing a very clear and simple message to the public during a time of crisis that results in maintaining public calmness."

Kara joins only one other CCPH in Iowa.

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