

**Program Endorsement Brief: 1299.00 – Other Health Occupations
Health Coach (Certificate)**

Los Angeles/Orange County Center of Excellence, November 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to one occupation: *health education specialists* (21-1091). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹ While the Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for this occupation, real-time labor market data from the LA/OC region shows that there are opportunities in the region that do not require a bachelor’s degree. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupation.

Based on the available data, there appears to be a supply gap for *health education specialists*. Although this occupation has a typical entry-level education of a bachelor’s degree, more than one-third of incumbent workers have completed some college (includes an associate degree) or less. Additionally, *health education specialists* have an entry-level wage exceeding the self-sufficiency standard wage in both Los Angeles and Orange counties. **Due to all of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **221 jobs available annually** in the region due to new job growth and replacements, **which is more than the 108 awards conferred annually** by educational institutions in the region.

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- **Living Wage Criteria** – In Los Angeles County, the entry-level wage for *health education specialists* is **above** the self-sufficiency standard hourly wage (\$18.10/hour).²
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for *health education specialists*.
 - National-level educational attainment data indicates that 39% of workers in the field have completed some college (includes an associate degree) or less.

Supply:

- Between 2017 and 2020, **five community colleges** in the LA/OC region issued awards in Other Health Occupations programs, conferring an average of **108 awards**.
- Between 2016 and 2019, there were no non-community college institutions in the region that conferred awards in relevant programs.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for *health education specialists*. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 13% through 2025. There will be more than 200 job openings per year through 2025 due to job growth and replacements.

This report includes employment projection data by Emsi which uses EDD information. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	1,378	1,556	178	13%	174
Orange	375	419	44	12%	47
Total	1,753	1,976	223	13%	221

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 11/15/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages

The labor market endorsement in this report considers the hourly wages for *health education specialists* in Los Angeles County, as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County — The typical entry-level hourly wage for *health education specialists* is \$24.44, which is **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Experienced workers can expect to earn approximately \$45.89/hour, which is above the self-sufficiency standard wage estimate.

Orange County — The typical entry-level hourly wage for *health education specialists* is \$23.40, which is **above** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Experienced workers can expect to earn approximately \$43.96/hour, which is above the self-sufficiency standard wage estimate.

Job Postings

Over the past 12 months, there have been 189 online job postings with “health” and “coach” in the job title AND an associate degree as a requirement. The top skills were health education, behavioral health, mental health, onboarding, and case management. The top employers, by number of job postings, in the region were Kaiser Permanente and Anthem Blue Cross.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for *health education specialists*. National-level educational attainment data indicates that 39% of workers in the field have completed some college (includes an associate degree) or less.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in Other Health Occupations (TOP 1299.00). The college with the most completions in the region is Mt. San Antonio. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
1299.00	Other Health Occupations	East LA	-	-	45	15
		LA Southwest	-	-	23	8
		Mt. San Antonio	82	-	104	62
		LA Subtotal	82	-	172	85
		Orange Coast	-	37	10	16
		Santiago Canyon	-	5	18	8
		OC Subtotal	-	42	28	23
Supply Total/Average			82	42	200	108

Non-Community College Supply — Between 2016 and 2019, there were no non-community college institutions in the region that conferred awards in relevant programs.

Appendix A: Occupational demand and wage data by county

Exhibit 3. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Health Education Specialists (21-1091)	1,378	1,556	178	13%	174	\$24.44	\$33.55	\$45.89
Total	1,378	1,556	178	13%	174			

Exhibit 4. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Health Education Specialists (21-1091)	375	419	44	12%	47	\$23.40	\$32.13	\$43.96
Total	375	419	44	12%	47			

Exhibit 5. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Health Education Specialists (21-1091)	1,753	1,976	223	13%	221	Bachelor's degree
Total	1,753	1,976	223	13%	221	

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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