

# CHES (Certified Health Education Specialist) Practice (Sample)

## Study Guide



**Everything you need from our exam experts!**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

**Remember:** successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## Questions

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- 1. What does the Public Health Model primarily involve?**
  - A. Development of health education programs**
  - B. Quantifying Epidemiological Data**
  - C. Assessing community needs**
  - D. Conducting hands-on health workshops**
  
- 2. Which type of validity measures how results might generalize across different populations?**
  - A. Convergent validity**
  - B. Discriminant validity**
  - C. External validity**
  - D. Content validity**
  
- 3. What is the primary purpose of SWOT analysis?**
  - A. To develop team dynamics**
  - B. To understand organizational culture**
  - C. To minimize planning time by assessing strengths and weaknesses**
  - D. To evaluate employee performance**
  
- 4. Which of the following is NOT an element of program evaluation?**
  - A. Inputs**
  - B. Activities**
  - C. Marketing strategies**
  - D. Outcomes**
  
- 5. Which Area of Responsibility focuses on planning health education?**
  - A. Area of Responsibility I**
  - B. Area of Responsibility II**
  - C. Area of Responsibility III**
  - D. Area of Responsibility IV**

- 6. Which of the following is a step in the CDCynergy process?**
- A. Launch the plan and obtain feedback**
  - B. Conduct market research and analysis**
  - C. Establish a social assessment**
  - D. Implement an evaluation strategy**
- 7. What does a Health Impact Assessment evaluate?**
- A. The financial implications of health policies**
  - B. Health professionals' qualifications**
  - C. The potential effects of a policy or program on population health**
  - D. The accessibility of health services**
- 8. What does the SMOG readability formula assess?**
- A. Statistical significance of data**
  - B. Readability of communication materials**
  - C. Accuracy of health information**
  - D. Effectiveness of health education programs**
- 9. What does sensitivity refer to in the context of disease testing?**
- A. The ability to identify all screened individuals with the disease.**
  - B. The ability to identify only non-diseased individuals.**
  - C. The appropriateness of measures across different backgrounds.**
  - D. The design type that estimates disease frequency.**
- 10. What advanced degree is focused specifically on public health?**
- A. Masters of Arts**
  - B. Masters of Science in Public Health**
  - C. Doctor of Philosophy**
  - D. Masters of Public Health**

## Answers

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1. B
2. C
3. C
4. C
5. B
6. A
7. C
8. B
9. A
10. D

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## **Explanations**

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## 1. What does the Public Health Model primarily involve?

A. Development of health education programs

**B. Quantifying Epidemiological Data**

C. Assessing community needs

D. Conducting hands-on health workshops

The Public Health Model primarily involves the quantification of epidemiological data, as it provides a systematic and scientific foundation for understanding health issues within populations. By analyzing data related to the frequency, distribution, and determinants of health-related states or events, public health professionals can identify trends, risk factors, and health disparities. This quantitative approach is essential for implementing appropriate interventions and developing policies aimed at improving community health. While assessing community needs is a critical component of public health, it is often informed by the analysis of epidemiological data. The development of health education programs and conducting hands-on health workshops are important activities within public health, but they often stem from the insights gained through data analysis. Therefore, quantifying epidemiological data serves as the cornerstone of the Public Health Model, guiding all other public health activities and decision-making.

## 2. Which type of validity measures how results might generalize across different populations?

A. Convergent validity

B. Discriminant validity

**C. External validity**

D. Content validity

External validity is the type of validity that specifically addresses the extent to which the results of a study can be generalized to, or have relevance for, settings, people, times, and measures beyond the conditions of the original study. This concept is crucial for understanding how findings can apply to a broader population or various contexts, making it an essential component in evaluating research studies, particularly in health education. When researchers assess external validity, they consider the diversity of the sample population, the environment in which the study is conducted, and the specific interventions applied. For example, a study conducted in a clinical setting may have different implications if generalized to a community health setting. Ensuring that findings are applicable to a wide range of scenarios enhances the practical utility of the research, allowing health educators to effectively apply evidence-based practices across different groups. In contrast, convergent validity focuses on the degree to which two measures that should theoretically be related are indeed related. Discriminant validity examines whether concepts or measurements that are supposed to be unrelated are actually unrelated, while content validity assesses whether a test or measurement encompasses the entire domain of the concept being studied. Each of these types of validity serves a distinct purpose in research design, but none directly address the generalizability of results across varying

### 3. What is the primary purpose of SWOT analysis?

- A. To develop team dynamics
- B. To understand organizational culture
- C. To minimize planning time by assessing strengths and weaknesses**
- D. To evaluate employee performance

The primary purpose of SWOT analysis is to identify and assess an organization's internal strengths and weaknesses, along with external opportunities and threats. This analytical framework provides valuable insights that inform strategic planning, enabling organizations to capitalize on their strengths, address weaknesses, and navigate external factors effectively. In this context, SWOT analysis serves as a vital tool for decision-makers to streamline their planning processes, ensuring that key elements are considered without unnecessary delays or oversights. By focusing on assessing these four critical areas, organizations can create actionable strategies that make the best use of their resources and position them for success. While developing team dynamics, understanding organizational culture, and evaluating employee performance are important aspects of organizational management, they are not the primary focus of SWOT analysis. Instead, this analysis facilitates a broader understanding of the organization's overall landscape, which can indirectly influence these other areas but is not limited to them.

### 4. Which of the following is NOT an element of program evaluation?

- A. Inputs
- B. Activities
- C. Marketing strategies**
- D. Outcomes

Program evaluation typically involves several key elements, and the correct understanding of these components is crucial for effective assessment of health education programs. Inputs refer to the resources that are utilized for implementing a program, including funding, staff, and materials. Activities encompass the actual initiatives or interventions that are carried out to achieve the objectives of the program. Outcomes represent the results or impacts of those activities, reflecting the effectiveness of the program in achieving its goals. Marketing strategies, while potentially relevant to the promotion and awareness of a program, are not a standard element within the framework of program evaluation itself. Instead, they may be considered part of the overall program plan or implementation phase but do not directly contribute to evaluating the program's effectiveness or success. By focusing on inputs, activities, and outcomes, program evaluation aims to assess the efficiency and effectiveness of a program in achieving its desired effects.

**5. Which Area of Responsibility focuses on planning health education?**

- A. Area of Responsibility I**
- B. Area of Responsibility II**
- C. Area of Responsibility III**
- D. Area of Responsibility IV**

The focus on planning health education falls under Area of Responsibility II. This area is specifically dedicated to planning effective health education programs. It involves assessing the needs of the target population, setting goals and objectives, and creating a strategy to deliver educational content effectively. By understanding the principles of program planning, health education specialists can ensure that their programs are tailored to the specific needs of their audience, thereby increasing the likelihood of successful outcomes. Other areas of responsibility encompass different aspects of health education, such as assessment, implementation, and evaluation, but it is in Area of Responsibility II that the foundational work of strategizing and developing educational initiatives primarily takes place. This makes it crucial for health education specialists to be well-versed in planning methodologies and practices to effectively serve their communities.

**6. Which of the following is a step in the CDCynergy process?**

- A. Launch the plan and obtain feedback**
- B. Conduct market research and analysis**
- C. Establish a social assessment**
- D. Implement an evaluation strategy**

In the CDCynergy process, one of the essential final steps is to launch the plan and obtain feedback. This step is crucial because it allows health educators and program planners to implement their intervention or campaign in the community while simultaneously gathering community responses and data on its effectiveness. By launching the plan, they can evaluate its impact, note any challenges encountered, and determine necessary adjustments. Feedback from the target audience helps in refining the program for future implementation and ensures that it meets the community's needs effectively. While conducting market research and analysis, establishing a social assessment, and implementing an evaluation strategy are important components of the health program planning process, they come earlier in the CDCynergy model. Each of these steps sets the groundwork needed before actually launching the plan, but the act of launching and obtaining feedback is specifically designed to assess the program's real-time performance and solicit input from stakeholders. This ongoing cycle of implementation and feedback is critical for continuous improvement in public health initiatives.

## 7. What does a Health Impact Assessment evaluate?

- A. The financial implications of health policies
- B. Health professionals' qualifications
- C. The potential effects of a policy or program on population health**
- D. The accessibility of health services

A Health Impact Assessment (HIA) is a systematic process used to evaluate the potential effects that a proposed policy, program, or project may have on the health of a population. It aims to inform decision-makers about the possible health outcomes that could result from their decisions. The key components of an HIA typically include assessing baseline health conditions, evaluating potential positive and negative health effects, and providing recommendations to mitigate risks and enhance benefits. This is crucial in the context of public health, as it helps ensure that health considerations are integrated into decision-making processes across various sectors, ultimately contributing to improved population health outcomes. By identifying the health implications before implementation, stakeholders can make more informed and health-conscious decisions. This focus on the potential effects explicitly aligns with the purpose of an HIA.

## 8. What does the SMOG readability formula assess?

- A. Statistical significance of data
- B. Readability of communication materials**
- C. Accuracy of health information
- D. Effectiveness of health education programs

The SMOG readability formula is specifically designed to assess the readability of communication materials. This formula helps evaluate how easily readers are able to understand a text based on the number of polysyllabic words it contains. By doing so, it provides a way to estimate the education level required for a reader to comprehend the material. This tool is especially important in health education, as it ensures that written communications can be accessed and understood by a wide audience, which is crucial for effective health promotion and education. The other options mention different components of health education and research. The statistical significance of data is related to analyzing research findings, not textual readability. The accuracy of health information pertains to the veracity and correctness of the content provided, while the effectiveness of health education programs deals with how well such programs achieve their intended outcomes. None of these options addresses the specific purpose of evaluating text readability, which is the core function of the SMOG formula.

**9. What does sensitivity refer to in the context of disease testing?**

- A. The ability to identify all screened individuals with the disease.**
- B. The ability to identify only non-diseased individuals.**
- C. The appropriateness of measures across different backgrounds.**
- D. The design type that estimates disease frequency.**

Sensitivity in the context of disease testing refers to the test's ability to correctly identify individuals who have the disease. Essentially, it measures how well a test can detect true positives, meaning it identifies all those who are affected by the condition being screened for. A test with high sensitivity will catch most individuals with the disease, minimizing the number of false negatives, where individuals who have the disease are incorrectly identified as disease-free. This aspect of testing is crucial in disease screening, especially for conditions where early detection significantly improves outcomes. For instance, in screening for certain cancers or infectious diseases, a highly sensitive test ensures that most cases are captured for further diagnostic testing or intervention. The other options do not accurately describe sensitivity. They address different aspects related to diagnostic testing or other concepts, such as specificity, appropriateness of measures across backgrounds, or design types for estimating disease frequency. By focusing on the ability to identify all individuals with the disease, the concept of sensitivity becomes an essential parameter in evaluating the reliability and effectiveness of a screening or diagnostic test.

**10. What advanced degree is focused specifically on public health?**

- A. Masters of Arts**
- B. Masters of Science in Public Health**
- C. Doctor of Philosophy**
- D. Masters of Public Health**

The Masters of Public Health (MPH) is specifically designed to provide a comprehensive education in various aspects of public health. This degree typically focuses on core areas such as epidemiology, biostatistics, health policy, environmental health, and social and behavioral sciences. The curriculum is tailored to equip students with the skills needed to address public health challenges, implement health promotion programs, and inform policy decisions that affect health outcomes on a community or global scale. This specialization distinguishes the MPH from other advanced degrees, such as a Masters of Arts or Masters of Science, which may not necessarily focus exclusively on public health topics. Even though a Doctor of Philosophy can involve public health research, it is often broader and can encompass various fields, including but not limited to public health. Therefore, the Masters of Public Health effectively prepares graduates for careers in health education, health administration, epidemiology, and other related fields within the public health sector.

## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://ches.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**

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