COMMUNITY HEALTH WORKERS' ROLE INADVANCING EQUITY

August 24, 2021

countyhealthrankings.org
YOUR FACILITATORS TODAY

Ericka Burroughs-Girardi
Senior Outreach Specialist
CHR&R

Thomas (Tommy) Jaime
Communications Specialist
CHR&R

Joanne Lee
Collaborative Learning Director
Healthy Places by Design

TODAY’S GUESTS

Ashley Rodriguez, CCHW, CCHWI
CHW Section Chair
American Public Health Association

Jenna Grant
Resource Development Manager
Tulsa Health Department
QUESTIONS WE WILL ANSWER

- Who: Are Community Health Workers?
- What: Are their responsibilities?
- How: Does their work advance equity and how can you support them?

LET’S RE-TWEET NOW...

Follow @CHRankings
**SUPPORTING COMMUNITIES WITH**

DATA  
EVIDENCE  
GUIDANCE  
STORIES

**WHAT DOES THE EVIDENCE* SAY ABOUT CHW’S?**

- **Expected Beneficial Outcomes**
  - Increased patient knowledge
  - Increased access to care
  - Increased healthy behaviors
  - Increased preventive care

- **Likely to decrease disparities**

*What Works for Health
JOIN US FOR MORE DISCUSSION – TODAY!

‣ **When:** Immediately following the webinar

‣ **What:** Interactive learning experience, opportunity to share ideas and ask questions

‣ **How:** Videoconference and/or phone via Zoom

‣ **Why:** Deepen the webinar learning, allow further exploration

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CHWs, CHRs, PROMOTORES – WHO WE ARE

A CHW is:

• Trusted member of, or deeply understands, the community he/she serves
• Liaison between health and social services and the community

A CHW builds individual and community capacity through:

• Outreach
• Community education
• Informal counseling
• Social support
• Advocacy

Act as a liaison between the healthcare system, patients, and families/caregivers
CHW SKILLS & FUNCTIONS

- Care Team
- Home Visits
- Outreach
- Education
- Linkages

Social Needs Assessments
- Resource Connection
- Peer Support
- Trusted Patient Relationships
- Socialization

Assessment | Addressing social needs | Coordination, follow-up, & resource referrals | Education | Engagement | Empowerment

Source: https://www.astho.org/Programs/Child-and-Teen-Wellness-Committee/StateApproachesToCHWCertification/Source/
CHWs AS PART OF A HEALTHCARE TEAM

- Trusted peer
- Address health literacy
- Navigate complex care system
- Provide care coordination
- Warm hand-off
- Conduct home visits
- Provide education
- Address social determinants
UNDERSTANDING THE CHW ROLE

• Unique skill set to meet people where they are physically & mentally
• Assess for clinical & social needs
• Provide support through education, informal counseling
• Linkages to appropriate services
CHWs & COVID-19 RESPONSE

What benefits do CHWs bring to COVID-19 research?

CHWs drive community-engaged outreach to address widespread COVID-19 misinformation because they:

- Are passionate, compassionate, and have a desire to serve their community.
- Are trusted members of their community and can improve trust in public health leaders and encourage community members to take part in clinical research.
- Share life experiences and have a keen understanding of the culture, ethnicity, language, socioeconomic, and social determinants of health of the communities they serve.
- Have a seat at the table for planning, developing, and disseminating health initiatives while encouraging the community to follow health recommendations and decrease risky behaviors.

TOOL FOR STAKEHOLDERS

Advancing CHW Engagement in COVID-19 Response Strategies

A Playbook for Local Health Department Strategies in the United States

http://communitybasedworkforce.org/
Community Health Workers Sustainability

Community Health Workers (CHW) programs are led by the Division of Diabetes Translation to gather CHW, CHW allies, and state health department representatives to explore issues related to developing a sustainable infrastructure to promote long-term sustainability and financing of CHW programs.

This document provides an overview of technical assistance developed by CDC staff to engage key drivers associated with sustainability of CHW long-term sustainability and financing CHW programs. It also highlights examples from three states that have taken significant steps in supporting the CHW workforce, including training, certification, and reimbursement mechanisms. Finally, the document provides an illustrative example of one state's work on each of the key drivers associated with engaging CHWs in sustainability.

Source: https://www.cdc.gov/diabetes/programs/stateandlocal/resources/chw-sustainability.html
In 2020 a bill legislating CHW certification was on track for approval by the Oklahoma State Legislature, but didn’t pass before the session was cut short due to COVID-19.
The Route 66 CHW Training drew participants from across the state and from a variety of organizations including public health, hospitals and health care systems, nonprofits, and universities.

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<td>Anytime</td>
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Myanmar's military seized control of the country's infrastructure in early February, suspending most television broadcasts and monitoring images. The New York Times

Anthuaneet Bonilla
Fluent in English and Spanish

Anthuaneet is a local resident and entrepreneur. She is passionate about helping the local business community and workers connect to the COVID-19 resources they need. When her colleague fell ill to COVID, she felt confused and frustrated not knowing what to do. Luckily, the hospital could do a rapid test. Thanks to the rapid test, he was able to quarantine on time, stop the spread within the family, and get back to work.

Call or Text Anthuaneet at 918-752-4637

How we can help

- **ADVICE + GUIDANCE**
  If you have questions about testing, accessing, and setting, or other COVID-related issues, and need accurate information in English, Spanish, and Arabic.

- **FREE TESTING**
  If you are experiencing symptoms or have been exposed to COVID-19, we can guide you with free rapid COVID testing at a location near you.

- **VACCINE INFO**
  If you're looking for information on who's eligible to receive the COVID-19 vaccine, we're helping to answer your questions.

Get in touch with us

- Call
- Text
- Facebook
- Instagram
My understanding of how Community Health Workers can advance equity has...

- Significantly improved.
- Moderately improved.
- A little improved.
- Not improved.
CHR&R RESOURCE

WHAT WORKS? Strategies to Improve Rural Health

July 2016
A report by County Health Rankings & Roadmaps and the University of Wisconsin Population Health Institute

Clinical Care

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A look inside

QUESTIONS?
WE WANT TO HEAR FROM YOU!
Click the link to answer a few questions about today’s webinar

JOIN US FOR OUR UPCOMING WEBINAR!
A Dialogue about Poverty in America
September 28, 2021

Register at countyhealthrankings.org/webinars

Christine Muganda
Data & Analytics Team Lead
CHR&R

David Riemer
Senior Fellow
Community Advocates
Public Policy Institute
SPECIAL TOPICS WEBINAR:
IDENTIFYING EQUITABLE SOLUTIONS WITH WHAT WORKS FOR HEALTH

August 26, 2021
Register at countyhealthrankings.org/webinars

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