

# COMMUNITY HEALTH WORKERS' ROLE IN ADVANCING EQUITY

August 24, 2021

[countyhealthrankings.org](http://countyhealthrankings.org)



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County Health Rankings & Roadmaps is a program of the  
University of Wisconsin Population Health Institute.



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## YOUR FACILITATORS TODAY

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**Ericka Burroughs-Girardi**  
Senior Outreach Specialist  
CHR&R



**Thomas (Tommy) Jaime**  
Communications Specialist  
CHR&R



**Joanne Lee**  
Collaborative Learning Director  
Healthy Places by Design

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## TODAY'S GUESTS

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



**Jenna Grant**  
Resource Development Manager  
Tulsa Health Department

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## QUESTIONS WE WILL ANSWER

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

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## LET'S RE-TWEET NOW...

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## SUPPORTING COMMUNITIES WITH



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## 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*

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## 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



Photo by Chris Montgomery on Unsplash

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## CHWs, CHRs, PROMOTORES – WHO WE ARE



A CHW is a:

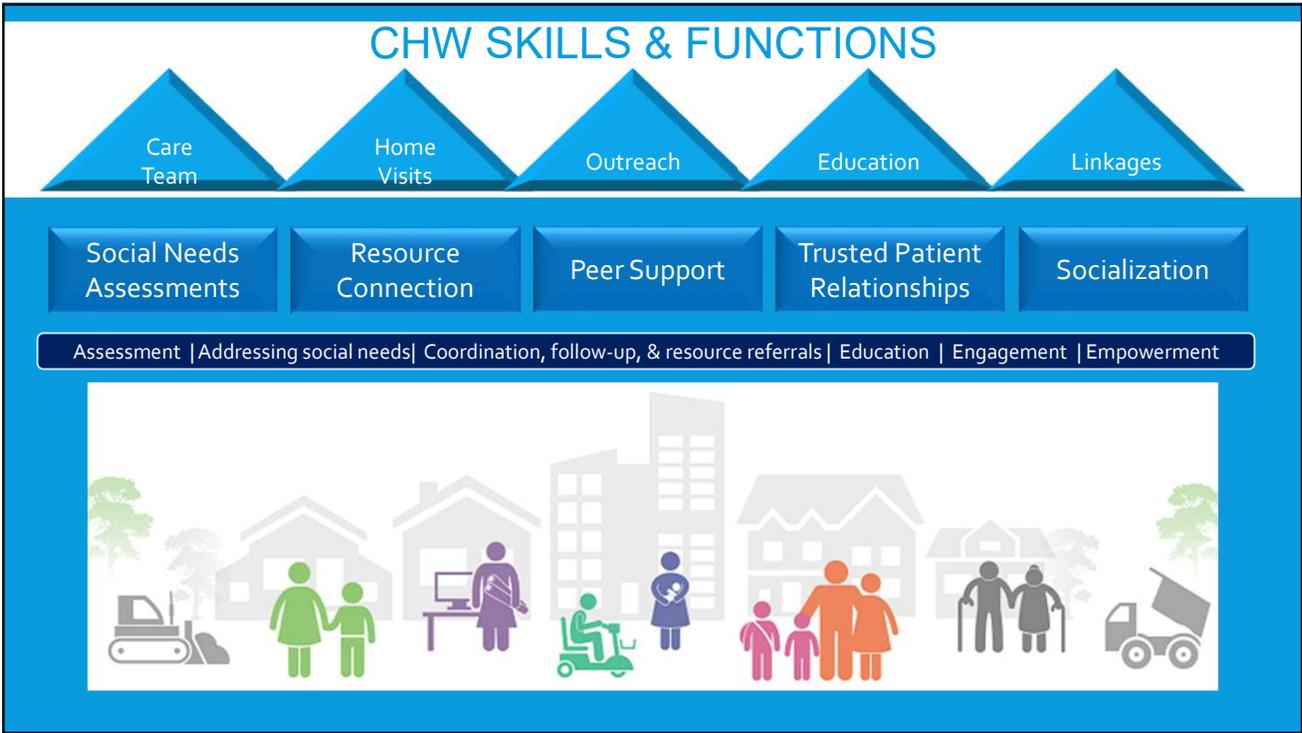
- Trusted member of, or deeply understands, the community he/she serves
- Liaison between health and social services and the community

A CHW builds individual and community capacity through:

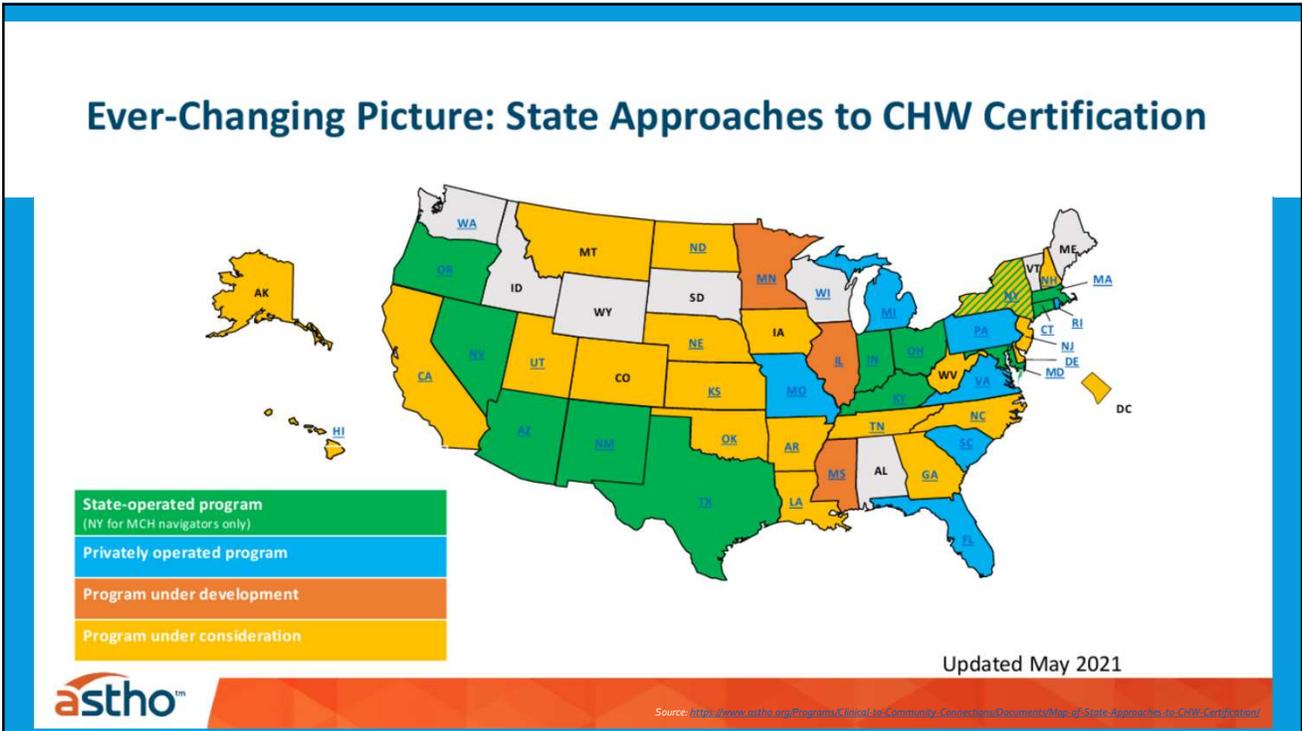
- Outreach
- Community education
- Informal counseling
- Social support
- Advocacy

Act as a liaison between the healthcare system, patients, and families/caregivers

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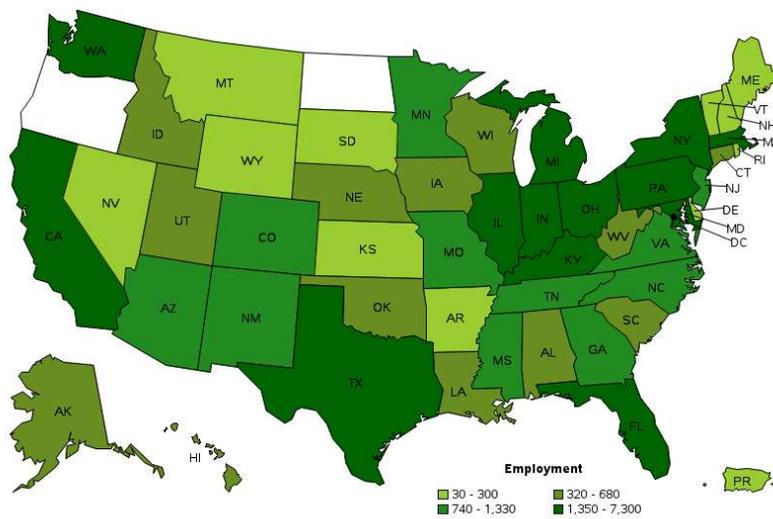


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Employment of community health workers, by state, May 2020



Blank areas indicate data not available.

Source: U.S. Bureau of Labor Statistics <https://www.bls.gov/oes/current/oes211094.htm#st>

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## 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



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CLAS

Culturally and Linguistically Appropriate Services

For us, CLAS is a way to improve the quality of services provided to all individuals, which will ultimately help reduce health disparities and achieve health equity. CLAS is about respect and responsiveness: **Respect** the whole individual and **Respond** to the individual's health needs and preferences.

What is CLAS?

CHWs ADDRESSING EQUITY IN COMMUNITIES

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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



Source: [https://od6coofe-eae1-492b-8e7d-80ac6b5a3c8.filesusr.com/ugd/7ec423\\_c7b74700666e4dacb794850c5bdbfb29.pdf](https://od6coofe-eae1-492b-8e7d-80ac6b5a3c8.filesusr.com/ugd/7ec423_c7b74700666e4dacb794850c5bdbfb29.pdf)



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# CHWs & COVID-19 RESPONSE



**BMJ Global Health**

Home / Archive / Volume 7, Issue 6

Practice

**Division of the role of community health workers in the COVID-19 pandemic**

**Community health workers and non-clinical patient navigators: A critical COVID-19 pandemic workforce**

**Abstract**

The COVID-19 pandemic has resulted in substantial morbidity and mortality and challenged public health agencies and healthcare systems worldwide. In the U.S., physical distancing orders and other consequences. Populations worse COVID-19 health outcomes. Recommendations to engage about risk and prevention, to COVID-19.

**What you need to know about COVID-19 and the role of community health workers in the Latino community**

Denise Octavia Smith, MBA, CHW, PN  
Executive Director  
National Association of Community Health Workers

Colleen Barbero, PhD  
Health Scientist, Applied Research and Translation Team  
CDC's Division for Heart Disease and Stroke Prevention





**States Engage Community Health Workers to Combat COVID-19 and Health Inequities**

June 22, 2020 | by Kristin Higgins

As recent data shows, COVID-19's infection and death rates illustrate the profound social and ethnic disparities in the nation's health care system and the social and economic inequalities that affect health outcomes. To curb COVID-19 and improve the quality of care delivered to communities that have faced decades of discrimination, a few states are bolstering their community health workforce.




**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

**The role of community health workers in COVID-19 vaccination**

**implementation support guide**

26 April 2021




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# TOOL FOR STAKEHOLDERS





**Community-Based Workforce Alliance**

**Advancing CHW Engagement in COVID-19 Response Strategies**

A Playbook for Local Health Department Strategies in the United States

<http://communitybasedworkforce.org/>

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# SUSTAINABILITY



Source: <https://familiesusa.org/our-work/c-h-w/>

## Community Health Workers Sustainability

[Community Health Worker Forum: Engaging Community Health Workers in the Development of a Statewide Infrastructure for Sustainability](#)

The Community Health Worker (CHW) Forum was led by the Division of Diabetes Translation to gather CHWs, CHW allies, and state health department representatives to explore issues related to developing a statewide infrastructure to promote long-term sustainability and financing of CHWs.

[Engaging Community Health Workers in Diabetes Self-Management Education Programs](#) [PDF - 948KB]

This document provides an overview of a technical assistance tool developed by CDC staff to explain key drivers associated with engaging community health workers (CHWs) in Diabetes Self-Management Education and Support (DSMES) programs. It also highlights examples from three states that have done significant work in supporting the CHW workforce, including training, certification, and reimbursement initiatives. Finally, the document provides an illustrative example of one state's work on each of the key drivers associated with engaging CHWs in DSME.

Source: <https://www.cdc.gov/diabetes/programs/stateandlocal/resources/chw-sustainability.html>

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## County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



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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.

**Oklahoma State Legislature**

HOME LEGISLATORS LEGISLATION COMMITTEES CALENDARS VIDEO DIRECTORY

**Bill Information for HB 3449**

HB 3449 by McEntire and McCortney Receive Email Updates for this Measure (LENS)

Public health; creating the Oklahoma Community Health Worker Act; effective date.

History	Amendments	Bill Summaries	Versions	Votes	Co Authors
<b>History For HB 3449</b>					
Action	Journal Page	Date	Chamber		
First Reading	81	02/03/2020	H		
Authored by Representative McEntire	81	02/03/2020	H		
Second Reading referred to Rules	199	02/04/2020	H		
Withdrawn from Rules Committee	247	02/17/2020	H		
Referred to Appropriations and Budget	247	02/17/2020	H		
Withdrawn from Appropriations and Budget Committee	309	02/26/2020	H		
Referred to Rules	309	02/26/2020	H		
CR; Do Pass Rules Committee	356	03/02/2020	H		
Authored by Senator McCortney (principal Senate author)	356	03/02/2020	H		
General Order	587	03/10/2020	H		
Third Reading, Measure passed: Ayes: 89 Nays: 1	588	03/10/2020	H		
Referred for engrossment	588	03/10/2020	H		
Engrossed, signed, to Senate	661	03/11/2020	H		
First Reading	706	03/11/2020	S		
Second Reading referred to Health and Human Services	781	04/06/2020	S		

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### Data supports CHWs' positive impact

CHWs "contributed substantially to improvements in care team productivity and outcomes" for patients, says a study, "Community Health Worker Integration into the Health Care Team Accomplishes the Triple Aim in a Patient-Centered Medical Home: A Bronx Tale," published in the Journal of Ambulatory Care Management. Adding CHWs to the care team also reduced costs, with the hospital saving \$2.30 for every \$1 it invested in a CHW.

The study, co-written by Matos and published in 2014, found that after adding CHWs to a patient-centered medical home in the South Bronx, New York:

- Emergency department visits fell by 5%.
- Hospitalizations dropped by 12.6% among patients with diabetes and other chronic health problems.
- There was a net savings of \$1,135 per patient.
- There was a net savings of \$170,213 annually generated by each CHW.
- The improvements led to the hospital achieving the additional \$250 per member, per month enhanced reimbursement rate for care coordination.

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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.

DATE	TIME	FORMAT	TOPIC
Oct 2, 2020	Anytime	ONLINE 1	CHW as a Workforce
Oct 8, 2020	1:00 – 3:30PM	Live Zoom SESSION 1	Communication & Documenting Your Work
Oct 9, 2020	1:00 – 3:00PM		Capacity Building Skills
Oct 15, 2020	1:00 – 3:00PM	Live Zoom SESSION 2	Service Coordination and Navigation
Oct 16, 2020	1:00 – 3:00PM		Health Insurance Navigation
Oct 22, 2020	1:00 – 3:00PM	Live Zoom SESSION 3	Professional Skills & Conduct
Oct 23, 2020	1:00 – 2:30PM		Individual & Community Assessment Skills
Nov 6, 2020	Anytime	ONLINE 2	Chronic Disease
Nov 13, 2020	Anytime	ONLINE 3	Behavioral Health



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Have questions about COVID? Need a rapid test?

We have answers (and much more)

We're here to help connect you with free testing and other COVID-related resources.

Call 918-528-7271 or [Get in Touch](#)

Free COVID tests are available for those who need them

[Learn More](#)

If any of the following apply to you, call us to get a free test

- I am experiencing COVID symptoms such as fever or chills, cough, shortness of breath or difficulty breathing, fatigue, muscle or body aches, headache, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, diarrhea.
- I was in close contact with someone with confirmed COVID-19 within 6 feet for a total of 15 minutes or more.
- I need a test to return to my job. My employer is requiring it.

Have questions?

Our team is standing by to help you

Name

Email

Message

[Submit](#)

# RapidResultsTulsa.com

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### Nem Lun

#### Fluent in English, Zomi & Burmese

Nem has worked in Jenks and Tulsa as a Zomi/Burmese Interpreter for her community and is currently preparing to attend medical school. She is passionate about youth and women empowerment, well-being and quality of life for all Zomi/Burmese speaking people in Tulsa County. Nem is working on this project in order to connect the Zomi/Burmese community to COVID Rapid Response testing and other local services.

Call or Text Nem at 918-594-4747

### How we can help

01

#### ADVICE + GUIDANCE

If you have questions about testing, quarantining, event safety, or other COVID-related issues, we're happy to provide information in English, Spanish, Zomi, and Burmese.

02

#### FREE TESTING

If you are experiencing symptoms or have been exposed and need a COVID test, we can connect you with free Rapid or PCR testing at a location near you.

03

#### VACCINE INFO

If you're looking for information on who is eligible to receive the COVID-19 vaccine, we're happy to answer your questions.

Get in touch with us



Call



Text



Facebook



Instagram



COVID ka kisitna:

RAPID RESULTS TULSA

COVID sumpiak kullo kisit theihna na kisam hiam? Hong huh thei ung!

Ki thuza ni. Hong sam un.

918-594-4747 RapidResultsTulsa.com

Why do you get Covid tested?

RAPID RESULTS TULSA

Do you need a free Covid test? We can help!

Get in touch:

918-528-7271 RapidResultsTulsa.com

Zopau leh kawlpau ading 918-594-4747 ah hong sam un.

¿Por qué se hace la prueba de COVID?

RAPID RESULTS TULSA

¿Necesita una prueba de COVID? ¡Le podemos ayudar a obtener una Gratis!

Comuníquese con nosotros para más información

918-528-7271 RapidResultsTulsa.com



Myanmar's military seized control of the country's infrastructure in early February, suspending most television broadcasts and canceling flights. *The New York Times*

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**Anthuanet Bonilla**  
Fluent in English and Spanish

Anthuanet is a local realtor and entrepreneur. She is passionate about helping the local business community and workers connect to the COVID resources they need. When her adult son 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 Anthuanet at 918-732-4627

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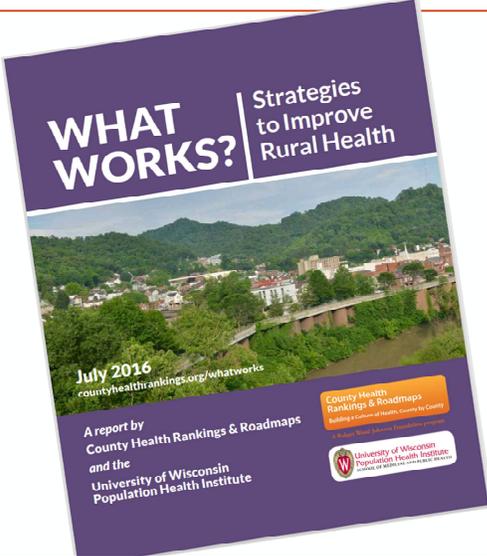
## POLL

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- ▶ My understanding of how Community Health Workers can advance equity has...
  - Significantly improved.
  - Moderately improved.
  - A little improved.
  - Not improved.

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# CHR&R RESOURCE



		Clinical Care							
	Evidence Rating	Community Engagement	Education	Employers or Business	Government	Decision Maker			Public Health Professionals or Educators
						Health Care Professionals	Non-Profit Leaders	Local Government	
Access to Care									
<b>Community health workers</b> Engage professional or lay health workers to provide education, referral and follow-up, case management, home visiting, etc. for those at high risk for poor health outcomes.	SE				•		•	•	•
<b>Federally qualified health centers (FQHCs)*</b> Increase support for non-profit health care organizations that receive federal funding and deliver comprehensive care to uninsured, underinsured, and vulnerable patients regardless of ability to pay.	SS	•			•		•		•
<b>Higher education financial incentives for health professionals serving underserved areas*</b> Expand incentives such as scholarships and loans with service requirements and loan repayment or forgiveness programs for health care providers who practice in rural or other underserved areas.	SE				•		•		•
<b>Medical homes</b> Provide continuous, comprehensive, whole person primary care that uses a coordinated team of medical providers across the health care system.	SS				•	•	•		
<b>Nurse residency programs*</b> Implement programs that continue education, mentoring, and support for novice nurses following graduation.	SE		•		•		•		
<b>Rural training in medical education*</b> Expand medical school training and learning experiences focused on the skills necessary to practice successfully in rural areas.	SS		•						
<b>Telemedicine*</b> Deliver consultative, diagnostic, and treatment services remotely for patients who live in areas with limited access to care or would benefit from frequent monitoring; also called telehealth.	SS				•		•		•
<b>Telemental health services*</b> Provide mental health care services (e.g., psychotherapy or counseling) via telephone or videoconference.	SE				•		•		•

*A look inside*

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**WE WANT TO HEAR FROM YOU!**

Click the link to answer a few questions about today's webinar

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## **JOIN US FOR OUR UPCOMING WEBINAR!**

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**A Dialogue about Poverty in  
America**

**September 28, 2021**

Register at  
[countyhealthrankings.org/webinars](https://countyhealthrankings.org/webinars)



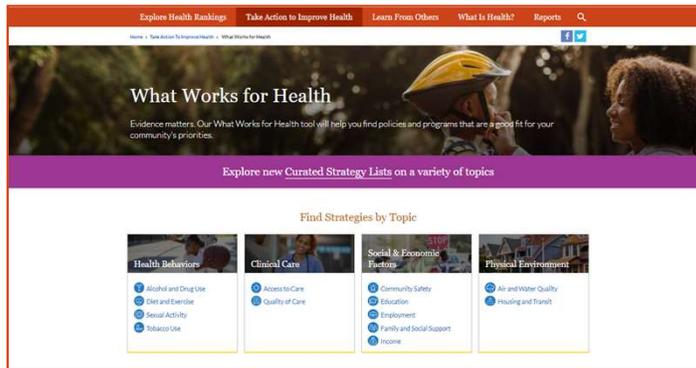
**Christine Muganda**  
Data & Analytics  
Team Lead  
CHR&R



**David Riemer**  
Senior Fellow  
Community Advocates  
Public Policy Institute

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## SPECIAL TOPICS WEBINAR: IDENTIFYING EQUITABLE SOLUTIONS WITH WHAT WORKS FOR HEALTH



**August 26, 2021**

Register at  
[countyhealthrankings.org/webinars](https://countyhealthrankings.org/webinars)

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## ...& MUCH MORE ON THE CHR&R WEBSITE



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• Follow [@CHRankings](https://twitter.com/CHRankings)



• Sign up for our newsletter  
[CountyHealthRankings.org/subscribe](https://CountyHealthRankings.org/subscribe)

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- ▶ **Why:** Deepen the webinar learning, allow further exploration



*Post-Webinar Discussion Group*

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**THANK YOU!**

Visit us at [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

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