

Community Health Worker Document Resource Center

AREB COFFEE BREAKS 2021

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Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

Division for Heart Disease and Stroke Prevention



MODERATOR:

Welcome to today's Coffee Break presented by the Applied Research and Evaluation Branch in the Division for Heart Disease and Stroke Prevention at the Centers for Disease Control and Prevention.

My name is Allison White, and I will be acting as today's moderator.

Today's presenters are Refilwe Moeti and Betsy Rodriguez.

Refilwe is a Public Health Educator, and I am an ORISE Policy Research and Health Communications Fellow.

We're both in the Division for Heart Disease and Stroke Prevention.

Betsy is a Senior Public Health Advisor in the Division of Diabetes Translation.

Before we begin...

- All phones have been placed in SILENT mode.
- Any issues or questions?
 - Use Q&A box on your screen
 - Email AREBheartinfo@cdc.gov



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MODERATOR:

Before we begin, there are some housekeeping items.

All participants have been muted; however, to improve audio quality, please mute your phones and microphones throughout the webinar until prompted.

If you have questions during the presentation, please enter it into the Q&A box located at the bottom of your screen.

If you are having issues with audio or seeing the presentation, please message us using the chat box or send us an email at AREBheartinfo@cdc.gov.

Please hold your questions until we reach the end of the presentation.

Since this is a training series on applied research and evaluation, we hope you will complete the poll at the end of the presentation and provide us with your feedback.

Disclaimer

The information presented here is for training purposes and reflects the views of the presenters.
It does not necessarily represent the official position of the
Centers for Disease Control and Prevention.

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MODERATOR:

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So, without further delay, let's get started.

Refilwe and Betsy, the floor is yours.

A table of contents slide with a background of light gray hexagons. On the left side, there are four colored bars corresponding to the sections: blue, dark blue, orange, and yellow. The text for each section is to the right of its respective bar. At the bottom of the slide, there is a horizontal bar composed of several colored segments: dark blue, yellow, blue, green, red, green, yellow, and blue. A small number '4' is located in the bottom right corner of the slide.

■	About Community Health Workers (CHWs)
■	About the CHW Document Resource Center
■	How to Use the CHW Document Resource Center
■	Q&A

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Thank you, Allison.

In today's presentation, Betsy and I will be answering three key questions:

- First, who are Community Health Workers?
- Second, what is the CHW Document Resource Center?
- And third, how do you use this Resource Center?

We will then close out with Q&A and a brief poll.

DEFINITION OF A COMMUNITY HEALTH WORKER (CHW)



A Community Health Worker (CHW) is a **frontline public health worker** who:

- is a **trusted member** and/or has an unusually close understanding of the community served
- serves as a **liaison/link/intermediary** between health/social services and the community
- facilitates **access to services**
- improves the quality and **cultural competence** of service delivery
- builds **individual and community capacity** by increasing health knowledge



It's important to always start the conversation about community health workers with conveying **who** they are.

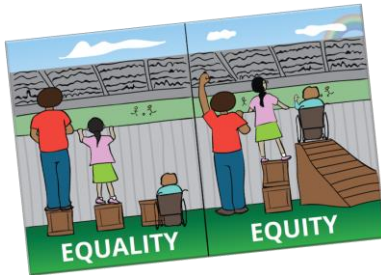
So, who is a Community Health Worker?

The American Public Health Association provides a widely accepted definition of a Community Health Worker. That is, a Community Health Worker, often referred to as a CHW, is a frontline public health worker who:

- ...is **a trusted member and / or has a close understanding of the community served**. **This is** among the most noted and distinctive attributes of CHWs as a profession, and it is valued by priority populations, health care systems, and community-based organizations, to name a few.
- **The trusting relationship with community members enables a CHW to serve as a link between health and/or social services and community members, facilitate community members' access to services in both clinical and community sectors, and improve the quality and cultural competence of service delivery.**

- Also, CHWs continually challenge health inequities, demand social justice, and ***build individual and community capacity.***

COMMUNITY HEALTH WORKERS: EQUITY AND SOCIAL JUSTICE



- Salaries / Compensation and Benefits
 - Fairness
 - Sustainable financing
 - Socio-economic status
- Intersectionality
- Power imbalances and inequities

It's also important for discussions of the CHW workforce to address issues related to equity and social justice.

CHWs' salaries and benefits include issues related to fairness, sustainable financing of the CHW workforce, and their socio-economic status.

Intersectionality acknowledges that the majority of CHWs have multiple identities that create overlapping and interdependent systems of discrimination or disadvantage. That is, about 75% CHWs are people of color, 70% are women., and 45% are bilingual and/or have immigrant backgrounds.

And lastly, power imbalances and inequities speak to the fact that CHWs often have to contend with organizational cultural biases.

To address these issues, partnerships representing different sectors, such as potential employers, community-based organizations, federally qualified health centers, etc. are critical in building and supporting a sustainable CHW workforce.



Among the CHW workforce and CHW allies, there is a call for the authentic and meaningful engagement of CHWs in partnerships. This is reflected in the CHW mantra of “Nothing about us without us.” The origins of this mantra come from both a global context and a group that often experiences marginalization – specifically from people with disabilities in South Africa.

One way of supporting the CHW workforce is for practitioners to leverage and use national-level resources. So, what is an example of such a resource?

NACHW



CHW Document Resource Center

**A Database for
CHW Leaders, State and
Local Government
Practitioners, Employers and
Payers.**

**Login and Begin your
Search Today!**

**[https://nachw.org/chw-
document-resource-
center/](https://nachw.org/chw-document-resource-center/)**

The CHW Document Resource Center was developed in
collaboration with the
Centers for Disease Control and Prevention
and the
National Association of Chronic Disease Directors.

The CHW Document Resource Center, of course!

I'll now pass the presentation over to Betsy to highlight it.

WHAT IS THE CHW DOCUMENT RESOURCE CENTER?

- A one-stop, searchable online database of over 800 curated documents related to state policy advancements and workforce development practices for CHWs.

WHAT IS IT?



Thank you, Refilwe.

First, let me start by answering the question:

- What is the CHW Document Resource Center?

It is a one-stop, searchable online database of over 800 curated documents related to state policy advancements and workforce development practices for CHWs.

This is the nation's largest searchable collection of documents on policies around CHWs, and they are primarily state-level documents.

The main use of this resource center is to find information on the process other states have gone through in advancing policies around CHWs. This can help you:

- understand policy options available to your state; or
- learn about experiences in other states who have pursued policies or investments similar to ones you are considering for your state.

WHO DEVELOPED CHW DOCUMENT RESOURCE CENTER?

The CHW Document Resource Center was developed in collaboration with:

- Centers for Disease Control and Prevention
 - Division for Heart Disease and Stroke Prevention
 - Division of Diabetes Translation
- National Association of Chronic Disease Directors
- National Association of Community Health Workers

It was developed collaboratively with three organizations:

- the CDC;
- the National Association of Chronic Disease Directors, commonly referred to as NACDD; and
- the National Association of Community Health Workers, commonly referred to as NACHW.

WHO SHOULD USE THE CHW DOCUMENT RESOURCE CENTER?

- Documents found in this resource center are most useful for:
 - State government officials
 - CHW leaders
 - Current and potential payers and employers of CHWs
 - Organizations involved in advancing and/or considering policies on CHWs
- This resource center is not a resource for individual CHWs looking for tools to inform or improve their practice

While the Document Resource Center can be used by anyone interested in learning about, supporting, and/or engaging CHWs, there are several potential users who may find it particularly helpful. These include:

- State government officials;
- CHW leaders;
- Current and potential payers and employers of CHWs; and
- Organizations involved in advancing and/or considering policies on CHWs.

It is important to note that Resource Center was not designed to be a resource for individual CHWs who may be looking for tools to inform or improve their practice.

WHAT IS INCLUDED IN THE CHW DOCUMENT RESOURCE CENTER?

- The resource center focuses on four main topic areas:
 - Certification
 - Sustainable Financing
 - State Policies
 - Workforce Development

There are a wide variety of documents in the Resource Center. Examples include:

- reports,
- policy studies,
- meeting minutes,
- brochures,
- state legislative bills, and,
- other materials that show how state-level groups have created definitions, policies, and workforce development programs for CHWs.

While most documents focus on one state, there are several multi-state, regional, and national resources.

The document collection focuses on four main topic areas, which pertain to:

- Considering or developing CHW Certification;
- Exploring sustainable financing for CHWs;
- Implementing state policies; and
- Supporting CHW Workforce Development.



**SUSTAINABLE FINANCING
OF COMMUNITY HEALTH WORKER
EMPLOYMENT**

**WHAT IS INCLUDED
IN THE CHW
DOCUMENT
RESOURCE CENTER?**

There are 3 resources that highlight these topics through state examples, and they will be placed in the Resource Center very soon. One document focuses on major strategic options for the sustainable financing of CHW employment. This author of this document is Carl Rush, a key CHW ally who is very knowledgeable and passionate about this topic.



Assessing the Community Health Worker (CHW) Workforce at the State and Local Level

WHAT IS INCLUDED
IN THE CHW
DOCUMENT
RESOURCE
CENTER?

Another document focuses on assessing the CHW workforce at the state and local level.



Statewide Training Approaches for
Community Health Workers

WHAT IS INCLUDED
IN THE CHW
DOCUMENT
RESOURCE
CENTER?

And a third document was completed very recently and is hot off the press!

It focuses on statewide training approaches for CHWs.

WHAT IS NOT INCLUDED IN THE CHW DOCUMENT RESOURCE CENTER?

- Maps or tables showing how states compare with each other.
- Evidence of CHW impact or best practices in employing CHW.
- Curriculum materials from specific local training programs.
- An exhaustive set of relevant documents.

Now that I've talked about what's included in the Resource Center, I'd like to point out what is NOT included.

There are no major maps or tables showing how states compare with each other.

While there are plans to do so, a couple of topics are not yet covered in the resource center.

- One is the evidence of CHW impact; and
- Another is best practices in employing CHWs.

The workforce development documents do not include curriculum materials from specific local training programs.

The Resource Center is not yet an exhaustive set of relevant documents. Indeed, users are invited to submit or suggest documents to add, or to submit requests for documents on specific topics that are not currently covered.

WHAT ARE AREAS FOR EXPANSION FOR THE CHW DOCUMENT RESOURCE CENTER?



Plans for the current year are to continually add to the roughly 800 documents that are currently in the Resource Center.

As I mentioned earlier, there are two key areas for future expansion:

- Evidence of CHW impact; and
- Best practices in employing CHWs.

I'm now going to turn it over to Refilwe to walk us through a demonstration of how to use the Document Resource Center.

HOW CAN YOU USE THE CHW DOCUMENT RESOURCE CENTER?

- Use the resource center to find information on strategies used and lessons learned by other states in advancing policies that support CHWs and CHW sustainability.



Thank you, Betsy!

Again, the overarching purpose of the CHW Document Resource Center is to find information on strategies and lessons learned by other states in advancing policies that support CHWs and CHW sustainability.

➤ <https://nachw.org/chw-document-resource-center/>

When you come to the landing page, you'll scroll down to the bottom of the page titled "Go to Resource Center" and you'll be asked if this is your first visit to the database.

➤ <https://nachw.org/chw-document-resource-center/>

First time users will be prompted to answer two questions:

- One question is: what best describes the work you do? There are a wide variety of options provided such as do you work in a CHW network; a state health department; with a health care provider, payer, etc.;
- And the second question asks you to indicate the state in which you work

We ask you to respond to these questions, as the answers help us keep track of the extent to which the resource center is being used, and to ascertain if we're reaching its intended audience.

➤ https://nachw.org/chw_resources/

Once you've entered the actual Resource page, you will see the four topics mentioned earlier: that is:

- Considering or developing CHW certification
- Exploring Sustainable Financing for CHWs
- The Policy Development Process
- CHW Workforce Development

A brief, summary definition can be found in the question mark beside each topic.

- For example, for purposes of the Resource Center, sustainable financing is refers to: items that capture specific information related to medical coding, billing, and reimbursement practices; it also refers to items that document long-term funding models, funding streams, and innovative approaches to funding of CHW programs.

➤ <https://nachw.org/glossary/>

A checklist is available for each topic in the Glossary of Filter Terms.

Let's look at sustainable financing as an example.

As you're looking through documents, the checklist encourages you to examine things like:

- The extent to which states have supported CHW services by leveraging federal investments such as CDC's CHW-related cooperative agreements of 1305/1422 and now 1815/1817;
- The steps states have taken to expand the evidence base for CHWs in ways that justify sustainable funding of CHW services;
- How states have engaged and worked with Medicaid, specifically considering:
 - Which strategies states have used to stimulate interest in CHWs in the State Medicaid Office;
 - How state CHW initiatives have worked with Medicaid Managed Care organizations; and
 - The point in the policy process where state coalitions reached out to Medicaid officials.
- One last example in the checklist on Sustainable Financing is to consider how states have used marketing and awareness campaigns to clarify who CHWs are.

➤ https://nachw.org/chw_resources/

You can also search for documents by entering a specific keyword, such as "financing." Keep in mind that the search will look only at the words in the document description provided in the resource center, not the full text of the document.

You can further whittle down the number of documents by using the "filter search results" menus.

For example, you can sort the documents in various ways, including by a specific state or by one of the four main topics.

Please help populate the database by sharing documents that might not be included, particularly those from your own states. This can ensure that the Document Resource Center is accurate, up-to-date and useful.

➤ https://nachw.org/chw_resources/?_search=sustainable%20financing

Each resource has a “catalog listing” that looks like this.

For most resources, you can read or download a PDF copy directly from the website.

For copyrighted materials, there will only be a link to the original source.

In that vein, keep in mind that you can communicate about the Resource Center by using the buttons at the bottom of each page, for example:

- If you know of a document that should be added to the site
- If you have any problems on the site, for example if you come across:
 - links that don't work; or
 - material that is copyrighted or should not be available to the public for any reason
- Or If you just have general suggestions

➤ <https://nachw.org/chwcommunicationstoolkit/>

There is a Communications toolkit that we'd like to make you aware of.

Its purpose is to house social media messaging and graphics that prompt intended audiences to visit the CHW Document Resource Center.

The toolkit contains information related to:

- Abouts; for example, information About the Document Resource Center
- Content and how to's – describing information similar to what Betsy and I have presented on this afternoon
- Fact sheets, newsletters, and social media messaging

We encourage everyone to share the content in this toolkit by including it on your own and your colleagues' web pages, newsletters, listservs, social media, etc.

Please do spread the word!

Questions?

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

Division for Heart Disease and Stroke Prevention



MODERATOR

This concludes today's Coffee Break presentation.

At this time, we will take questions from the audience.

Please enter your question into the Q/A feature at the bottom of your screen.

As we wait for questions from the audience, I'll ask our presenters a question to help start the discussion.

Question: A participant in the audience might have the following question: "Since the Document Resource Center is on the National Association of CHW's website, do you have to be their member to be able to access it?"

Answer:

- No, not at all.
- Accessing the Resource Center is not contingent upon having NACHW membership.
- Also, do note that there is no cost to use it, and all content is part of the public domain and can be used without restriction under copyright law.