

Learn About Community Health Workers

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Community Health Workers (CHWs)

Bridges between the health system
and communities



Objectives

- Clearly articulate the potential role of a CHW at your organization or a partnering organization
- Identify three advantages and disadvantages to integrating an emerging profession, such as CHWs, in your area of work and geographic location
- Develop at least one new connection to a rural health colleague interested in community-clinical linkages

Brief Overview

- Community Health Workers (CHWs) in MN
- CHW Education
- CHWs in Action
- Questions



Community Health Worker Definition

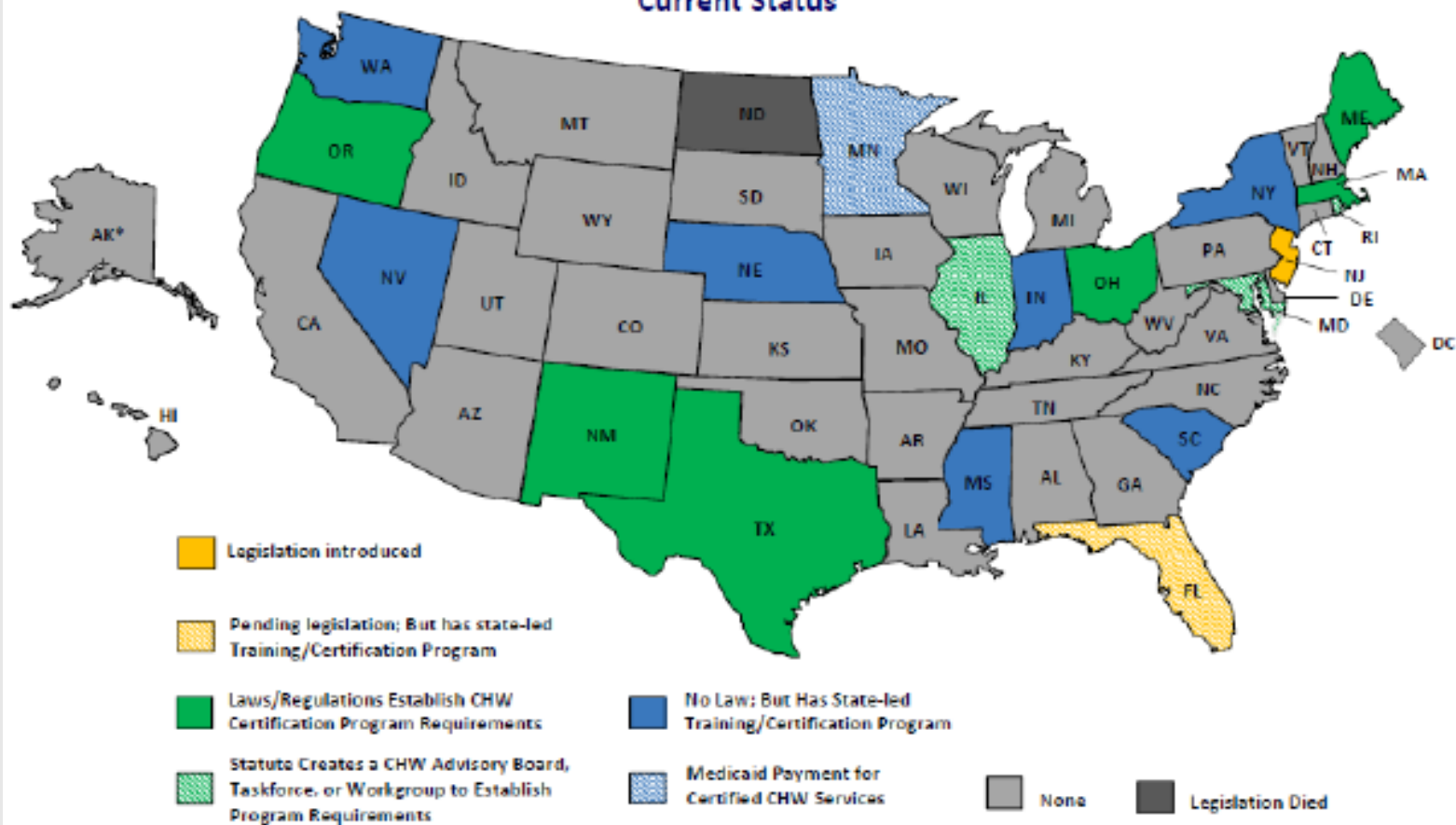
“...a **frontline** public health worker who is **a trusted member** of and/or has an **unusually close understanding** of the community served.

This trusting relationship enables the CHW to **serve as a liaison/link/intermediary** between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

A CHW also **builds individual and community capacity** by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.”

Community Health Workers (CHWs) Training/Certification Standards

Current Status



* AK does not have a state-run CHW training program, but statutorily provides community health aide grants for third-parties to train community health aides.

Last updated: 3/20/2016

CHWs / Job Titles



Community
Health
Representative

Enrollment
Worker

Health
Advocate

Mental Health
Navigator

Outreach
Educator

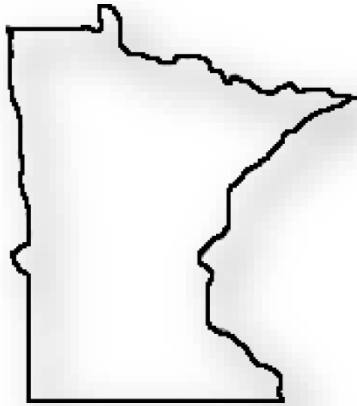
Outreach
Worker

Peer Advocate

Patient
Navigator

Promotores de
salud

History of CHWs in MN



CHW
Survey
by BCBS
(2002)

Focus
Groups
(2002)

HealthCare-
Education-
Industry
Partnership
(2003)

CHW 11-
credit
certificate
program
(2005
enrollment)

Expanded
curriculum
to 14-
credits
(2010)

Community Health Workers (CHWs)

Bridging the gap between communities and health/social service systems:
Core CHW roles



MN CHW Standardized Curriculum

- Role, Advocacy and Outreach
- Organization and Resources
- Teaching and Capacity Building
- Legal and Ethical Responsibilities
- Coordination and Documentation
- Communication and Cultural Competency

Core Competencies



- Healthy Lifestyles
- Heart Disease and Stroke
- Maternal, Child and Teen Health
- Diabetes
- Cancer
- Oral Health
- Mental Health

Health Promotion Competencies



CHW Curriculum

- 14-credit, competency-based certificate program
- Currently taught in 6 schools, others in development

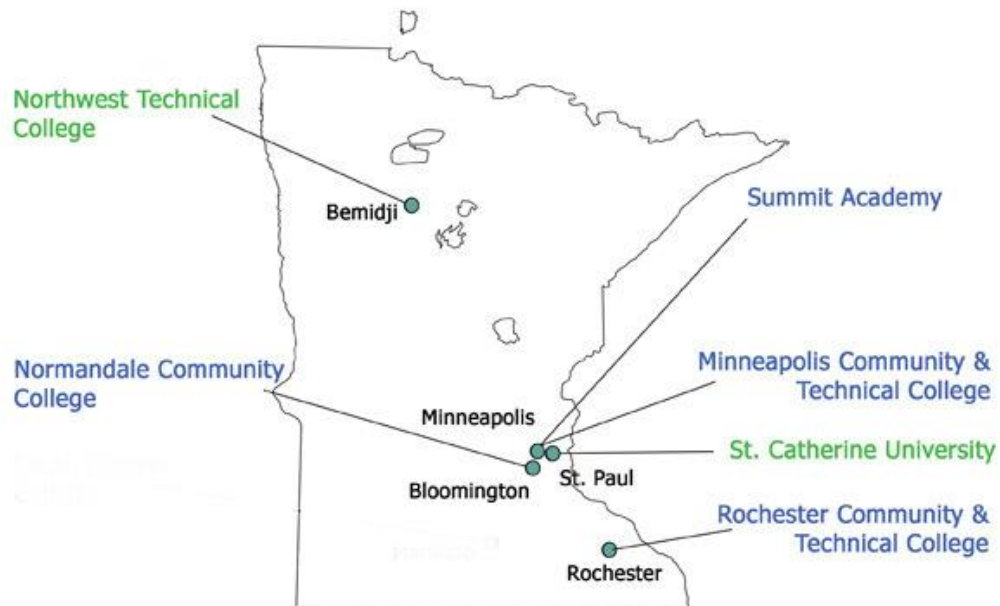
Phase	Components	Credit Hours
1—Role of CHW, Core Competencies	Role, Advocacy and Outreach	2
	Organization and Resources: Community and Personal Strategies	1
	Teaching and Capacity Building	2
	Legal and Ethical Responsibilities	1
	Coordination, Documentation and Reporting	1
	Communication and Cultural Competence	2
2—Role of the CHW, Health Promotion Competencies	Healthy Lifestyle, Heart Disease & Stroke, Maternal, Child and Teen Health, Diabetes, Cancer, Oral Health, Mental Health	3
3—Practice Competencies	Internship	2

CHW Student Internship





Location of CHW Certificate Programs in Minnesota



Program Types:

- Hybrid - Online & In-person Format
- In-person Format

Community Health Worker Spotlight

“Believe you can and you will.”

“I really do believe that if you can help somebody understand they can do something to change or improve their health, they will,” – Connie Norman



Compliments of Northwest Technical College

<http://www.ntcmn.edu/career-paths/health-care/community-health-worker/>

CHWs in Action



CHW Workforce

- **Over 650 Certificate Holders**
 - 83% female
 - 88% non-white
 - Primarily in the Metro, but capacity is growing outstate

CHW Employers

- **2014 Survey of 150 CHWs**
 - “What type of employer?”

CHW Employers	
Community Health Clinic	22%
Public Health Organization	18%
All other Clinics	16%
Health/Social Service Organization	15%
Hospital	14%
Tribal health department / Community organization	8%
Insurance company	6%
School district	2%

- **Survey:** http://www.epi.umn.edu/mch/wp-content/uploads/2015/11/PerspectivesOnTheCHWWorkforce_Summary_WellShare_Sept2015.pdf

CHW Activities

- **2014
Survey of
150 CHWs**
 - “What activities do you do on the job?”

CHW Activity	
Assistance in gaining access to social services or programs	55%
Health promotion / education activities for people at fairs, events	51%
Referral follow-up	48%
Schedule appointments for clients	47%
Social support (e.g. listen and support individuals, run support groups)	45%
Education / counseling	45%
Outreach / case finding or recruitment	41%
Care coordination / case management	34%
Attend appointments with clients	32%
Advocate for your community to improve the healthcare system	30%
Determine eligibility for services	29%
Advocate / organize community to improve issues that impact health	29%
Enroll people into health insurance programs	28%
Home visits	28%
Collect data	27%
Organize community to improve the healthcare system	26%
Peer education or mentoring other CHWs	24%
Health screenings	24%
Provide transportation to clients	24%
Interpretation	20%
Cultural mediation	17%
Direct services (HIV tests, etc.)	16%
Translation	11%
Fundraising or grant writing	11%
Other	3%

CHW Activities

- 2014 Survey of 150 CHWs

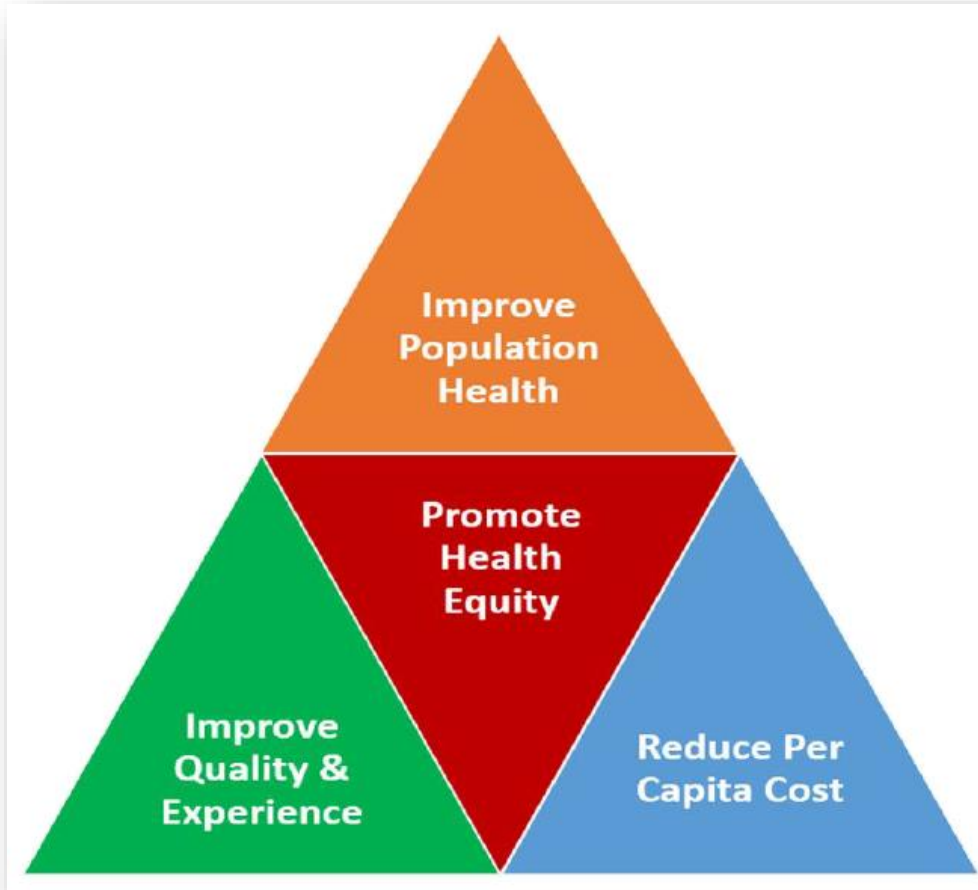
- 5 Roles (CHW Alliance):

1. Bridge between communities and systems
2. Navigator
3. Advocate
4. Provider of services
5. Builder of individual and community capacity

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CHWs and the “Triple Aim”



Questions?

What did you know about
Community Health
Workers before today?

What questions do you
have about Community
Health Workers?

What are some of the
advantages of Community
Health Workers?

Describe how a
Community Health
Worker might be useful as
a team member at your
organization.

Describe some of the challenges and/or successes that might be associated with integrating a CHW into your organization.

What is one way you will
assist with further
mobilizing our
communities?

What are some additional
questions you have
regarding Community
Health Workers?

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