

Community Health Workers 101: Our Future in Michigan



5th ANNUAL SPECTRUM HEALTH CHW CONFERENCE
August 22, 2012 | Grand Rapids, MI

Michigan Community Health Worker Alliance
CHW Network Working Group

MiCHWA is supported by a grant to the University of Michigan School of Social Work from the  **Nokomis Foundation**

Purpose of Presentation

To increase your understanding of...

- CHWs and their role in health and human service systems
- The CHW profession
- Challenges for the CHW profession
- Solutions to sustaining the CHW profession
- The Michigan Community Health Worker Alliance and one of its working groups, the CHW Network



How CHWs are Impacting Health Care & Social Service Systems

National Recognition: CHWs as part of the health care team

Patient Protection & Affordable Care Act of 2010

- Improving quality of service
- Working with patient needs in the home & in the community
- Delivering culturally competent care and information
- Focusing on chronic conditions and social issues
- Assisting patients navigate health and social systems
- Investing in clients => ↓patient costs & ↓system costs



CHW Definition

A Community Health Worker (CHW) is 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.

American Public Health Association,
Community Health Worker Section 2009



Examples of Other CHW Titles

- **Camp Health Aide**
- Case Work Aide
- Community Care Coordinator
- **Community Health Advocate**
- **Community Health Educator**
- Community Health Promoter
- **Community Health Worker**
- **Community Neighborhood Navigator**
- **Community Outreach Worker**
- *Consejera/Animadora*
(counselor/organizer)
- **Family Health Advocate**
- HIV Peer Counselor
- Lay Health Advisor
- **Maternal Child Health Worker**
- Neighborhood Health Advisor
- Outreach Specialist
- **Parent Support Partner**
- **Patient Health Navigator**
- Patient Navigator
- ***Promotor(a) de Salud*** (health promoter)
- Public Health Aide
- **Weight Loss Counselor**



National CHW Core Competencies

- Communication
- Interpersonal
- Teaching
- Knowledge
- Service Coordination
- Advocacy
- Capacity-Building
- Organizational



Silvia, a Camp Health Aide, jumps right into group education at her camp after a long day at work in the fields. *Photo courtesy of Migrant Health Promotion*

These competencies (sometimes called skills) were developed as part of recommendations from the National Community Health Advisor Study in 1998.



National CHW Roles



Photo courtesy of Spectrum Health

- Outreach and Community Mobilization
- Community/Cultural Liaison
- Case Management and Care Coordination
- Home-Based Support
- Health Promotion and Health Coaching
- System Navigation
- Participatory Research

These roles were developed as part of recommendations by the New York State Community Health Worker Initiative in 2011.



CHW as an Emerging Profession

In the past few years, several national groups and organizations have released CHW recommendations, endorsements, or statements legitimizing the use of CHWs within health and human service systems and the communities they serve.

- ASTHO 2012
- CDC Division for Heart Disease and Stroke Prevention 2011
- National Prevention Council 2011
- HHS Action Plan to Reduce Racial and Ethnic Health Disparities 2011
- National Health Action Plan to Improve Health Literacy 2010
- AADE 2010
- PPACA 2010 (H.R. 3590)
- Bureau of Labor Statistics 2010
- AHRQ 2009
- CHIPRA 2009
- APHA 2009, 2001
- NCSL 2008
- AACHW 2008
- Family Strengthening Policy Center 2006
- NFME 2006



Barriers to CHW Sustainability

- Lack of Statewide or National CHW Standards
 - Includes core competencies, training requirements, curriculums, payment structures, etc.
- Unstable Funding
 - No Medicaid reimbursement, grants, insufficient job security and training due to time-limited grants
- Lack of Recognition for What CHWs Do
 - By providers, by funders, by the state, by the public



Solutions to CHW Sustainability

- Standardization of the CHW Profession
 - Certification, higher education-based training, career ladders, streamlined curriculum and competencies
- Policy Change & Funding Stabilization
 - Includes Medicaid reimbursement, Medicare, direct reimbursement, provider and system buy-in
- Legitimization & Support of the CHW Profession
 - Statewide recognition, raising awareness, mapping existing CHWs and programs, increased training programs for continuing education



Michigan Community Health Worker Alliance (MiCHWA)



The Michigan Community Health Worker Alliance's mission is to promote and sustain the integration of community health workers into Michigan's health and human service systems through coordinated changes in policy and workforce development.



MiCHWA's Plan of Action

1. Establish and maintain the infrastructure of MiCHWA
2. Strengthen and support CHW workforce development and education in Michigan
3. Identify and develop sustainable policies and financing mechanisms for CHWs in Michigan
4. Develop and sustain effective communication mechanisms for MiCHWA and CHWs in Michigan
5. Establish and maintain a vibrant network of diverse CHWs and CHW supporters throughout Michigan
6. Develop and implement a process, context, and outcome evaluation of MiCHWA



Michigan CHW Network



The CHW Network is a CHW-led group focused on supporting the profession and promoting CHW leadership. In working to move the CHW profession forward, it is essential that we form a network so that CHWs have a voice in determining our future.

The CHW Network is a place to...

- Share experiences, resources, job postings, & training opportunities
- Empower & strengthen each other
- Provide and receive support from CHWs
- Learn from each other & learn to understand each other
- Talk about issues from the field with people who understand what you do



Final Thoughts: Call to Action

Marta Lugo-Rodriguez

CHW with the REACH Detroit Partnership at CHASS Center, Inc.



1. Join MiCHWA
2. Join a MiCHWA working group
3. Spread the word about MiCHWA!
 - Grab extra brochures from our table
 - Send out the link to MiCHWA's website



Thank You

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- CHW Network Membership Forms and brochures are at our table if you would like to participate or join our mailing list
- Please let us know if you have any questions



Michigan Community Health Worker Alliance

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Michigan Community Health Worker Alliance (MiCHWA)

SAVE THE DATE | 10.11.12

Michigan Community Health Worker Alliance Annual Meeting

When: October 11, 2012 from 9am to 3pm | **Where:** Lansing Community College West, Lansing

Meeting Highlights Include:

- **Dr. Hector Balcazar**, MS, PhD, University of Texas at El Paso
Dr. Balcazar is a nationally-recognized CHW researcher and advocate who will speak on CHW policy, systems integration, and the uniqueness of CHWs
- **Dr. Erin Inman**, BS, PharmD, BCPS, Spectrum Health Healthier Communities
Dr. Inman is the director of the Healthier Communities Department who will speak on CHW cost effectiveness at Spectrum Health
- **Panelists** discussing new CHW initiatives and programs in Michigan
- Opportunities to hear from, work with, and join MiCHWA's **working groups**
Groups: CHW Network, Communications, Education & Workforce, Policy & Finance
- **Posters** highlighting existing Michigan-based CHW programs
- **Updates** on MiCHWA's current activities and future plans