

Community Health Workers 101: Michigan Community Health Worker Alliance (MiCHWA)



WOMEN'S HEALTH LEADERSHIP INSTITUTE TRAINING
October 25-26, 2012 | Detroit, 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

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 Partners



Ingham County
Community Health
Center



MICHIGAN STATE
UNIVERSITY
College of Human Medicine



MiCHWA's Progress

- May 2011 ● A small group begins planning a working meeting to promote CHW sustainability in Michigan
- August 18, 2011 ● Working Meeting: *Sustainable Funding for Community Health Worker Practice and Utilization in Michigan: Planning the Future*, Detroit, MI, funded by the Nokomis Foundation
- August 19, 2011 ● MiCHWA is founded; Nokomis Foundation funds 2011 activities
- October 2011 ● MiCHWA sends members, including two CHWs, to APHA's Annual Meeting/CHW Section
- December 16, 2011 ● MiCHWA's Steering Committee meets face to face, develops MiCHWA's 2012 goals
- December 2011 ● Nokomis Foundation re-funds MiCHWA for 2012
- May 14, 2012 ● MiCHWA hires a full-time project coordinator to organize MiCHWA's activities
- May 18, 2012 ● MiCHWA finalizes an evaluation plan including a logic model and measurable objectives
- July 2012 ● MiCHWA awards three scholarships to send MiCHWA members to APHA's Annual Meeting
- August 22, 2012 ● CHWs present at the *Fifth Annual Spectrum Health CHW Conference* in Grand Rapids, Michigan
- October 3, 2012 ● MiCHWA presents at Michigan's Premier Public Health Conference in Big Rapids, Michigan
- October 11, 2012 ● MiCHWA's Annual Meeting in Lansing, Michigan



Education & Workforce



The Education & Workforce Working Group seeks to learn about CHW education in Michigan and elsewhere in order to make recommendations to MiCHWA's Steering Committee concerning CHW curriculum, certification, and definition of CHW scope of practice.

The Education & Workforce Working Group Goals

- Make recommendations regarding CHW certification and core competencies to MiCHWA
- Assess current CHW employment environment
- Make recommendations regarding CHW training to MiCHWA



Policy & Finance



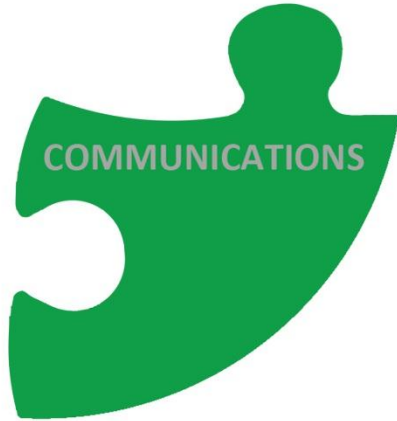
The MiCHWA Policy and Finance working group seeks to achieve comprehensive policy change and sustainable financing for community health worker (CHW) services in Michigan.

The Policy & Finance Working Group Goals

- Achieve policy change that supports and advocates for the sustainable integration of CHWs into Michigan's health and human service systems
- Develop a business case for CHWs in Michigan



Communications



The MiCHWA Communications working group seeks to promote the Michigan Community Health Worker Alliance through communications internally, by supporting working groups' media needs, and externally by disseminating MiCHWA materials to the public.

The Communications Working Group Goals

- Establish MiCHWA's media presence as a way to promote community health workers in Michigan and nationwide.
- Build internal sustainability through a communications infrastructure as a way to streamline MiCHWA activities for members, participants, and those interested in joining.



Michigan CHW Network



The CHW Network is a CHW-led working 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 Michigan CHW Network Working Group Goals

- Establish a vibrant network of diverse CHWs and CHW supporters throughout Michigan
- Promote CHW leaders that will inform and direct the sustainability of CHWs
- Create a larger supportive community of CHWs for resource sharing and to impact policy and advocacy efforts



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**



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
 - Connect with us on social media



Thank You

MARTA LUGO-RODRIGUEZ

REACH Detroit Partnership/CHASS

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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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