

**Logic Model – Michigan Community Health Worker Alliance – 2013**

Individual and System Conditions	MiCHWA Components	Planned Activities	Outputs	Year Two Outcomes	Long Term Outcomes
<p><b>1.1 Mission</b> To promote and sustain the integration of community health workers(CHWs) into Michigan’s health and human service systems through coordinated changes in policy and workforce development</p> <p><b>1.2 Need Statement</b> Currently, CHWs that are housed within health systems and communities are usually grant supported, which results in gaps in service, changes and distortions in services provided and uncertainty for both CHWs and the patients they serve. Fortunately, several states and health systems have developed sustainable systems and/or models of care and reimbursement.</p> <p><b>1.3 Funding (2013)</b> Grant to University of Michigan School of Social Work from The Nokomis Foundation of Grand Rapids, MI</p> <p><b>1.4 Staffing</b> Project Coordinator, Management Team, Students, Volunteer members from Michigan</p>	<p><b>2.1 Governance Structure</b></p>	<p><b>3.1a</b> Membership includes CHWs, professionals, and other CHW supporters  <b>3.1b</b> Steering Committee establishes and maintains governing structures, approves goals, objectives, and working group activities, and procures funds  <b>3.1c</b> Work Groups plan and implement activities and report to the Steering Committee</p>	<ul style="list-style-type: none"> <li>▪ Quarterly face-to-face meetings</li> <li>▪ Monthly conference call meetings</li> <li>▪ Annual Conference/Meeting</li> </ul>	<ul style="list-style-type: none"> <li>▪ MiCHWA endorses a recommended delivery model for education and continuing education for CHWs based on standard core competencies</li> <li>▪ Knowledge and awareness of CHW financial and social benefits increases</li> <li>▪ Knowledge of policies surrounding CHW reimbursements increases</li> <li>▪ Awareness of MiCHWA and CHWs across the state of Michigan increases</li> <li>▪ MiCHWA’ CHW network increases CHW membership by 10%</li> <li>▪ CHW involvement in developing policies and advocating for the CHW profession increases</li> <li>▪ CHW involvement and awareness of MiCHWA activities in other working groups increases</li> <li>▪ Opportunities for CHWs to come together for support, training, and networking increases</li> <li>▪ MiCHWA CHW representation at APHA CHW section committees increases</li> <li>▪ MiCHWA CHW Network relationships with other CHW networks nationwide increases</li> <li>▪ Knowledge and awareness of current research related to CHWs in CHW Network increases</li> <li>▪ MiCHWA keeps on track towards promoting, sustaining, and integrating the CHW profession in Michigan’s health and human service system</li> </ul>	<ul style="list-style-type: none"> <li>▪ The CHW profession will be established, and stakeholders statewide will be aware of the CHW role and its importance as an essential, unique profession within Michigan’s health and human service systems</li> <li>▪ CHW education in Michigan will be standardized, including the development, implementation, and maintenance of an oversight mechanism to regulate CHW education standards in Michigan, and the development, implementation, and maintenance of an education delivery system in alignment with Michigan’s CHW core competencies</li> <li>▪ CHWs and MiCHWA member will have established, strengthened, and maintained formal relationships with policymakers and advocates in pursuit of a sustainable reimbursement mechanism for CHW services</li> <li>▪ CHWs will be united through the MiCHWA CHW network, a group the provides access to continuing education, resources on CHW practice, and support from other CHWs in the field</li> <li>▪ MiCHWA will be a sustainable coalition in pursuit of promoting and sustaining the integration of CHWs into Michigan’s health and human services systems, driven by its members and partnerships and supported by multiple funding mechanisms.</li> </ul>
	<p><b>2.2 Education &amp; Workforce Workgroup</b></p>	<p><b>3.2a</b> Finalize core-competency based standards for CHWs in Michigan  <b>3.2b</b> Determine delivery models for CHW education in Michigan  <b>3.2c</b> Conduct outreach to employers to build a workforce development plan for CHWs in Michigan  <b>3.2d</b> Identify and recommend model for CHW continuing education in Michigan to the Steering Committee  <b>3.2e</b> Determine a recommendation for incumbent worker certification of CHWs in Michigan</p>	<ul style="list-style-type: none"> <li>▪ CHW core-competency based standards</li> <li>▪ Delivery model for CHW education</li> <li>▪ Workforce development plan</li> <li>▪ CHW continuing education model</li> <li>▪ CHW incumbent worker certification model</li> </ul>		
	<p><b>2.3 Policy &amp; Finance Workgroup</b></p>	<p><b>3.3a</b> Initiate ROI analysis on financial and health benefits of investing in CHWs in Michigan  <b>3.3b</b> Complete CHW program outcome analysis to document community benefits of CHW programs in Michigan  <b>3.3c</b> Collaborate with MPCA, NASW and partner organization to finalize a policy brief making the case for CHW reimbursement  <b>3.3d</b> Produce one-page policy summaries for targeted audiences  <b>3.3e</b> Work with partners to identify specific sustainable funding mechanisms for CHW services  <b>3.3f</b> Identify processes needed to include CHWs as funded or reimbursed providers or health care team members within Medicaid Managed Care Plan contracts  <b>3.3g</b> Identify policies proposed or enacted in other states relating to CHW training and certification</p>	<ul style="list-style-type: none"> <li>▪ ROI analysis of investing in CHWs</li> <li>▪ CHW program outcome analysis</li> <li>▪ Policy brief for CHW reimbursement</li> <li>▪ One-page policy summaries</li> <li>▪ Identified sustainable funding mechanisms for CHWs</li> <li>▪ Process for including CHWs in health and human service providers or teams</li> <li>▪ Policy language related to CHW training and certification</li> <li>▪ Policy implications for governance and oversight procedures for CHW certification</li> </ul>		
	<p><b>2.4 Communication Workgroup</b></p>	<p><b>3.4a</b> Assist working groups with communication needs on an ongoing basis  <b>3.4b</b> Launch and implement a statewide campaign to increase awareness of MiCHWA and CHWs in Michigan through the Web, social media, email, and product creation and dissemination</p>	<ul style="list-style-type: none"> <li>▪ Communications request template for working groups</li> <li>▪ Working group products and materials</li> <li>▪ MiCHWA and CHW Network brochures</li> <li>▪ CHW slogan</li> <li>▪ MiCommunity CHW Awareness Campaign video</li> <li>▪ MiCHWA’s UPDATE newsletter</li> </ul>		
	<p><b>2.5 Michigan CHW Network Workgroup</b></p>	<p><b>3.5a</b> Increase CHW Network membership by 10%  <b>3.5b</b> Participate in CHW policy development and advocacy through training, writing, or collaboration with the Policy and Finance Working Group  <b>3.5c</b> Increase CHW awareness of MiCHWA activities through monthly working group reports at each CHW Network meeting  <b>3.5d</b> Finalize recommendations to the Education and Workforce Group for CHW certification and training in Michigan  <b>3.5e</b> Gather CHWs in person at the regional or state level for support and training at least 4 times  <b>3.5f</b> Have at least 2 MiCHWA Network members be active members of American Public Health Association (APHA) CHW section committees in 2013  <b>3.5g</b> Establish a reciprocal connection with other CHW networks nationwide, by sending Network updates on a quarterly basis and by working with at least 4 invited guests from 4 different states during CHW Network meetings  <b>3.5h</b> Keep up to date of current literature related to CHWs by conducting literature reviews on a quarterly basis with the assistance of MiCHWA interns and students</p>	<ul style="list-style-type: none"> <li>▪ Collaboration with Policy and Finance</li> <li>▪ Recommendations on CHW certification and training delivered to Education and Workforce</li> <li>▪ 4 in person training and support opportunities identified</li> <li>▪ 2 Michigan MiCHWA Network members participate in APHA CHW section committees</li> <li>▪ Updates sent quarterly</li> <li>▪ Literature review conducted quarterly</li> </ul>		
	<p><b>2.6 Program Evaluation Advisory Board</b></p>	<p><b>3.6a</b> Implementation evaluation and documentation of the facilitating factors and challenges  <b>3.6b</b> Outcome evaluation of MiCHWA’s immediate and intermediate results and participant impacts  <b>3.6c</b> Context evaluation to examine how the environment surrounding MiCHWA affects the project implementation and goal attainment</p>	<ul style="list-style-type: none"> <li>▪ Monthly meetings with the MiCHWA Evaluation Team</li> <li>▪ Deliverables: Annual program logic models, Gantt chart, project workplan, evaluation portfolio, evaluation database, evaluation reports (quarterly, annual, final report)</li> </ul>		