



NATIONAL ASSOCIATION OF  
Community Health Centers®

# HEALTH CENTER PROFESSIONAL DEVELOPMENT PROGRAM

COMMUNITY HEALTH WORKER 101, POWERED BY



**LIVE WEBINAR #1**  
OCTOBER 3, 2023  
11:00 – 12:30 PM ET



# THE NACHC MISSION

## **America's Voice for Community Health Care**

The National Association of Community Health Centers (NACHC) was founded in 1971 to promote efficient, high quality, comprehensive health care that is accessible, culturally and linguistically competent, community directed, and patient centered for all.





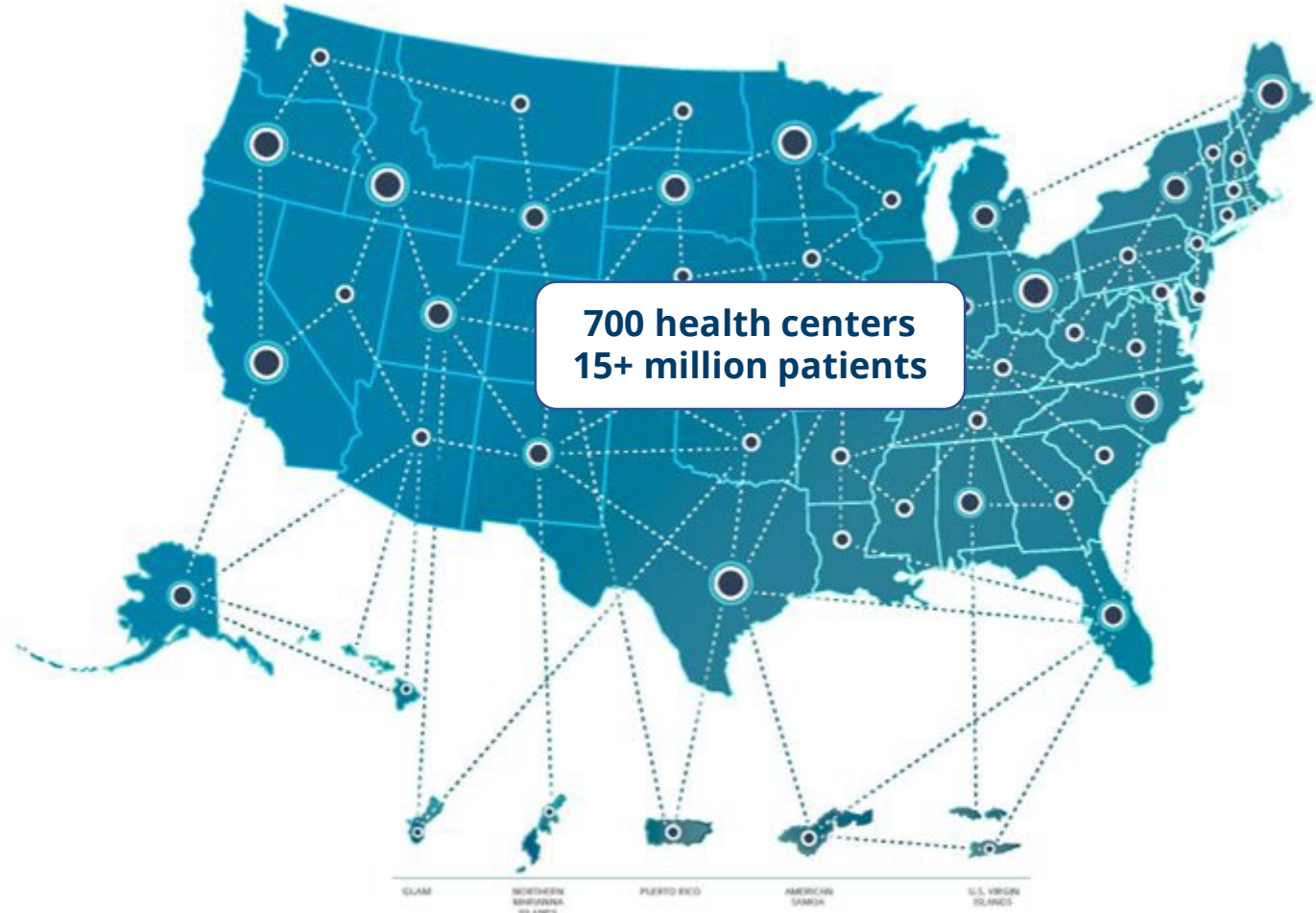
# Welcome!

**You are part of a national community of health center Community Health Workers working to provide care and support to the health center patients who need it most.**

**An exciting opportunity to learn, share, and grow in your role.**

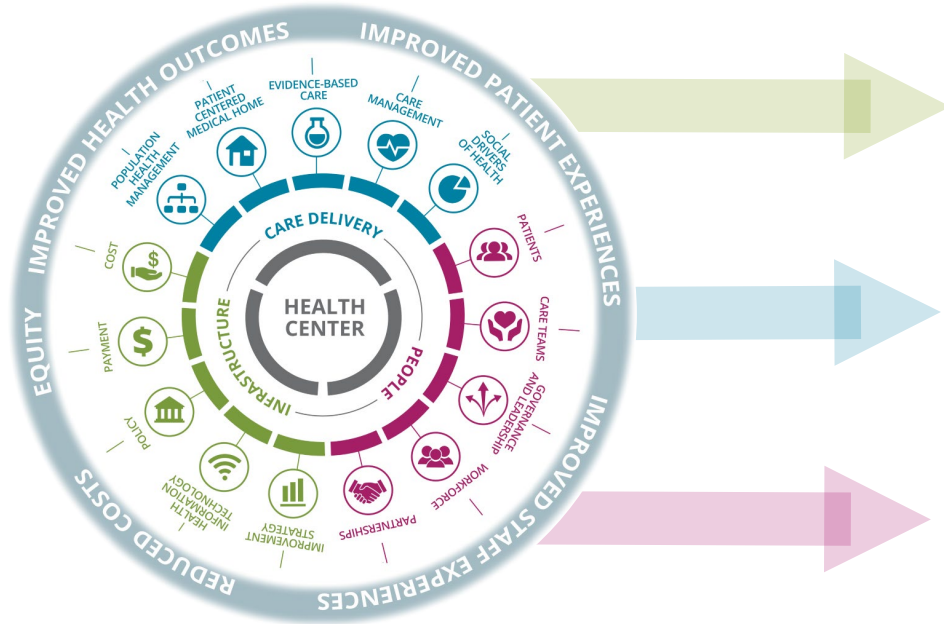
***30 health center staff participants strong!***

This Professional Development Course is a NEW offering through **NACHC's Elevate National Learning Forum**





# NACHC's Elevate National Learning Forum



- ✓ Monthly webinars
- ✓ Supplemental sessions
- ✓ Evidence-Based Action Guides
- ✓ Action Briefs
- ✓ eLearning modules
- ✓ Tools & Resources
- ✓ [Online Learning Platform](#)
- ✓ NEW Professional Development Courses, including **Care Management Essentials**

**Provides guided application of the Value Transformation Framework**

For more information on how to leverage the VTF and Elevate for systems transformation, review the [Action Brief: How to Use the VTF and Elevate](#)



# Care Management Intermediate: **Course Timeline**

## Pre-Work

- ✓ Register for Elevate (completed)
- ✓ **Complete [VTE Assessment](#)**
- ✓ Block calendar for sessions

## Course: September 13, 2023 – December 19, 2023

**Sep 13<sup>th</sup> – Oct 3<sup>rd</sup>**  
Modules 1-8

**Oct 3<sup>rd</sup>**  
**Live Session #1**

**Oct 4<sup>th</sup> – Oct 31<sup>st</sup>**  
Modules 9-11

**Oct 31<sup>st</sup>**  
Live Session #2

**Nov 1 – Dec 5<sup>th</sup>**  
Modules 12-14

**Dec 5<sup>th</sup>**  
Live Session #3

**Dec 6<sup>th</sup> – Dec 19<sup>th</sup>**  
Asynchronous modules 12-14

**Dec 19<sup>th</sup>**  
Closing Session



# Complete the **VTF Assessment**

**Health centers are required to complete the VTF Assessment for course participation... WHY?**

The VTF Assessment enables health centers to measure progress in areas important to value transformation.

The VTF Assessment can be completed by yourself, your supervisor, or another member of the health center team.



# Meet The Trainers!



**Deborah Thompson, MPA**  
*Trainer*

*Live Session 1: CHW Roles in Building  
Community Health*



**Katie Ebinger, MPH, MSW**  
*Trainer*

*Live Session 2: Developing Cultural  
Humility*



**Priscilla Gilbert**  
*Trainer*

*Live Session 3: Coaching for Effective  
Communication and Behavior Change*



**Tinika Roland, MBL**  
*Trainer*

*Live Session 4: Utilizing Community  
Resources*



**HealthTeamWorks®**

Health. Equity. Resilience.



# CHW PROFESSIONAL SKILLS

## Live Learning

## Session #1

CHW Roles in Building Community Health

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Presented by Iowa Chronic Care Consortium



# CHW Roles in Building Community Health

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Deborah H. Thompson, MPA  
Founder/President DHT Consulting & Training



# WHAT WE'LL COVER

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- Review and explore CHW roles, competencies and personal characteristics
- Introduce the role of public health
- Review examples of community health assessments
- Discuss connections between public policy, health and health inequities
- Discuss how advocacy can make a difference

# Core CHW Roles

1. Cultural Mediation Among Individuals, Communities, and Health and Social Service Systems
2. Providing Culturally Appropriate Health Education and Information
3. Care Coordination, Case Management, and System Navigation
4. Providing Coaching and Social Support
5. Advocating for Individuals and Communities
6. Building Individual and Community Capacity
7. Providing Direct Service
8. Implementing Individual and Community Assessments
9. Conducting Outreach
10. Participating in Evaluation and Research

# Core CHW Skills

1.	Communication Skills
2.	Interpersonal and Relationship-Building Skills
3.	Service Coordination and Navigation Skills
4.	Capacity Building Skills
5.	Advocacy Skills
6.	Education and Facilitation Skills
7.	Individual and Community Assessment Skills
8.	Outreach Skills
9.	Professional Skills and Conduct
10.	Evaluation and Research Skills
11.	Knowledge Base

# Breakout Session!

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- **Click the link in the chat box to view these lists in your breakout room and to see the discussion questions.**
- **Breakout room rules:**
  - **Let everyone who wants to, have a chance to answer. Be mindful of the length of your responses.**
  - **Ask questions of your peers if some of the roles and competencies are unclear. We're learning together!**
  - **No judgement allowed! We're all good people who want to help our communities.**
- **Jump in quick – time goes quickly!**
- **No reporting out but will pause to see if any questions came up that could not be answered.**

# Questions?

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# What is public health?



THAT'S PUBLIC HEALTH

APHA

APHA  
150

What is Public Health?



# Population Health

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**“A population-based approach focuses on societies as a whole rather than individuals.**

**A population-based approach can be used to inform educators, policymakers, and community leaders all of whom play different roles in improving the health of the community.”**



**Mighty Fine, APHA**

# Community Health Assessments

## 2021 COMMUNITY HEALTH NEEDS ASSESSMENT

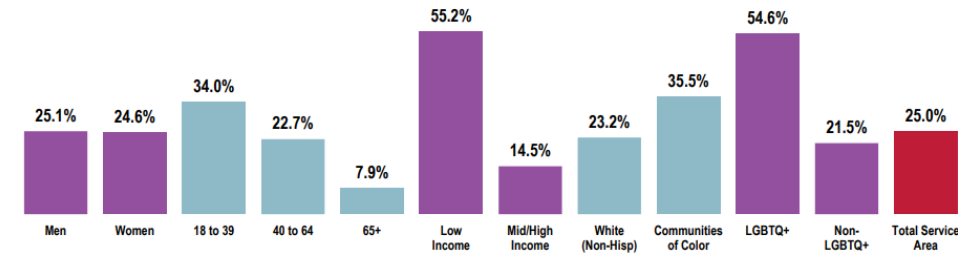
Polk, Warren & Dallas Counties, Iowa

### Sponsored by

UnityPoint Health-Des Moines  
 MercyOne Des Moines  
 Broadlawns Medical Center  
 Polk County Health Department  
 Dallas County Health Department  
 Warren County Health Services  
 United Way of Central Iowa  
 EveryStep  
 Mid Iowa Health Foundation

- Broadlawns Medical Center
- Children and Families of Iowa
- Chrysalis Foundation
- Common Good Iowa
- Community Health Partners
- Continuum of Care
- Corinthian Baptist Church
- Crisis Intervention Advocacy Center
- Dallas County EMS
- Dallas County Health Department
- Dallas County Hospital
- Dallas County Health Department
- Dallas County Sheriff
- Dallas County Veterans Affairs
- DMARC
- DM Area Medical Ed Consortium
- Drake University College of Pharmacy and Health Sciences
- Eat Greater Des Moines
- Evelyn K Davis Center for Working Families
- EveryStep
- Free Clinics of Iowa

### Do Not Have Cash on Hand to Cover a \$400 Emergency Expense (Total Service Area, 2021)



Sources: 2021 PRC Community Health Survey, PRC, Inc. [Item 63]  
 Notes: Asked of all respondents.  
 Includes respondents who say they would not be able to pay for a \$400 emergency expense either with cash, by taking money from their checking or savings account, or by putting it on a credit card that they could pay in full at the next statement.

- Ministerial Alliance
- Oakridge Neighborhood
- Orchard Place
- Perry Public Library
- Pillars of Promise
- Polk County Health Department
- Polk County Health Services
- Polk County Housing Trust Fund
- Proteus
- Sixth Avenue Corridor
- The Harkin Institute
- Trinity Las Americas
- Tyson Inc.
- UnityPoint Health - Des Moines
- Warren County Public Health

# Statewide Health Assessments

## Iowa's 2023-2027 State Health Improvement Plan



Published in January of 2023



# SHA

## State Health Assessment Ohio 2019

Summary report

Released Sept. 9, 2019

## COLORADO'S 2024 PUBLIC AND ENVIRONMENTAL HEALTH IMPROVEMENT PLAN

Published June 2022



# National Healthy People 2023

Objectives and Data ▾


Tools for Action ▾

Priority Areas ▾

About ▾

Custom List (0) 

 Healthy People 2030

Search 



# Healthy People 2030

Building a healthier future for all

[Health.gov/healthypeople](https://health.gov/healthypeople)

# Questions?

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# Policy Matters

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# What is Policy?

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- Socially constructed. People make policy.
- Reflects societal values.
- Experienced differently by people.
- Typically focused on behavior change for focus populations.



# Big P vs. Little p Policies

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## Big P

- Established by policy-making bodies w/legal authority
- Laws, regulations, court decisions, administrative rules
- Society is required to follow them

## Little p

- Created to implement Big P
- Less formal guidelines, procedures
- Fill in the gaps not clearly stated in law
- Training manuals, strategic plans, grant guidance



# Big P vs. Little p Policy: Examples

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## Big P

- Congress and the executive branch revise federal SNAP income eligibility limits.
- The legislature increases the tax on tobacco products.

## Little p

- Your organization passes a healthy snack policy for all meetings and events.
- A local food pantry mandates that fresh produce makeup 25% of what is provided to clients.



# Assignment: Real World Impact of Policy and the Importance of Advocating for Change

## Who is Jessica?

Jessica is a nineteen-year-old pregnant woman with a history of several miscarriages. She finally gave birth to an infant 9 weeks early, weighing in at only 3 pounds. Jessica almost died in the delivery. Her baby is underdeveloped and placed in the neonatal intensive care unit. Tests on the umbilical cord show over 200 toxins.

Three years earlier, Jessica left her parent's home due to her father's substance use disorder. For ten-years prior, her father had been able to remain sober with medication services and substance use treatment, but policy makers decided to reduce funding for mental health and substance use treatment centers to save money. Her dad's condition worsened and he got into an altercation at work. He was then terminated and arrested. Jessica's mother did not complete high school and has depression and so, she could not secure a job that paid a livable wage.

Jessica eventually moved to a low-income neighborhood with failing schools. Her neighborhood is in a food desert and lacks access to healthy foods. There is also a provider shortage due to low Medicaid reimbursements compounding existing workforce shortages. Years before she moved in, county policy makers changed the zoning requirements to permit development of a chemical plant. More recently in an effort to save money, policy makers switched the source of their water from a clean river to a nearby river that was more polluted from the chemical plant. Pollutants have leached into the soil and air causing environmental hazards.



Jessica found a low wage job at a local casino that did not provide any employee benefits. As a result, she has been kept in poverty because state policy makers rejected proposals to make the minimum wage livable. They even moved to block local jurisdictions from implementing their own policies. State policy also exempts casino gaming floors in the Smoke Free Air Act. Jessica lacked the skills to quit her job and felt fortunate to have this one and so, while pregnant, she worked in a casino where smoking was permitted.

Her job did provide her with free snacks as a perk. However, not realizing the impact that high-fat, high-sodium foods would have on her child's health, Jessica took advantage of it to save money. Healthy foods were more expensive and Jessica did not have regular transportation to the nearest grocery store 10 miles away. She also lacked the skills and understanding of how to cook with fresh ingredients. It was easier to eat fast food or heat up high sodium frozen dinners in the microwave.



## Who is Jessica?

Jessica understood the importance of prenatal care. After saving up money so she could afford to miss work and begging a ride from her friend, she was able to go to a clinic about 30 miles away. The navigator on staff was able to sign her up for Medicaid and other state benefits. However, after waiting half the day to be seen she finally met the clinician who was condescending and offensive. Regardless, she couldn't afford to take any more days off anyway and never went back.

At 31 weeks, Jessica developed gestational hypertension and began experiencing severe headaches, nausea, and visual impairment. Luckily, she found a neighbor who was willing to drive her to the ER 30 miles away. She was diagnosed with preeclampsia and was experiencing facial swelling and seizures. The emergency team did an emergency c-section and her son was taken to the NICU. Once his organs were deemed mature enough, he was taken off the machines and sent home with severe cognitive deficits.

At home, her son was also exposed to mildew and mold in the apartment which caused him to develop respiratory problems, including asthma. When Jessica became aware of the issue, she notified her landlord, who told her she could move if she didn't like it. As her city and county lacked policies securing tenant rights, landlords often failed to remediate unhealthy housing.

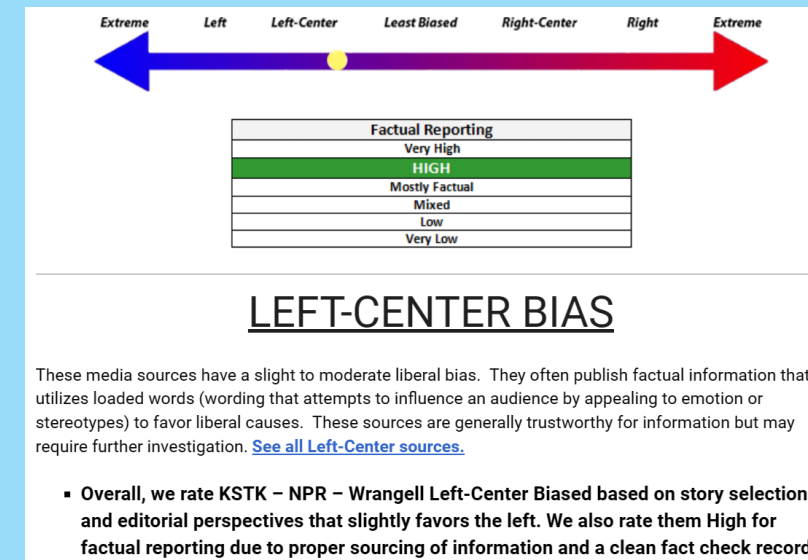
As her son grew, Jessica struggled to find childcare and access to schools with staff to support the educational assistance he needed to thrive. Because the community lacked the support needed for Jessica and her son to progress, her son did not graduate high school – just like his grandmother - and will likely repeat the cycle of poverty.



# Beware of Internet Garbage

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- Use government websites
  - (e.g., state health departments, CDC, DHHS)
- Academic institutions and Journal articles
  - (e.g., Harvard Chan School of Public Health)
- Use MediaBiasFactCheck.com
- Robert Wood Johnson Foundation
- American Public Health Association
- Trust for America's Health
- Brookings Institute
- World Health Organization



# Advocacy Changes Policy

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# **Assignment: Real World Impact of Policy and the Importance of Advocating for Change**

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- 1. Lock in your motivation. What is your why?**
- 2. Who are your role models for change?**
- 3. What is the historical context to be aware of for your population of interest?**
- 4. What are your first or next steps to become an advocate.**



**Joseph R. Campbell**

# Questions?

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# Core CHW Qualities



1. Patient
2. Compassionate
3. Community/Connected
4. Dependable
5. Respectful
6. Self-Directed
7. Committed
8. Flexible
9. Creative
10. Open-Minded

**You did it! Thank you!**

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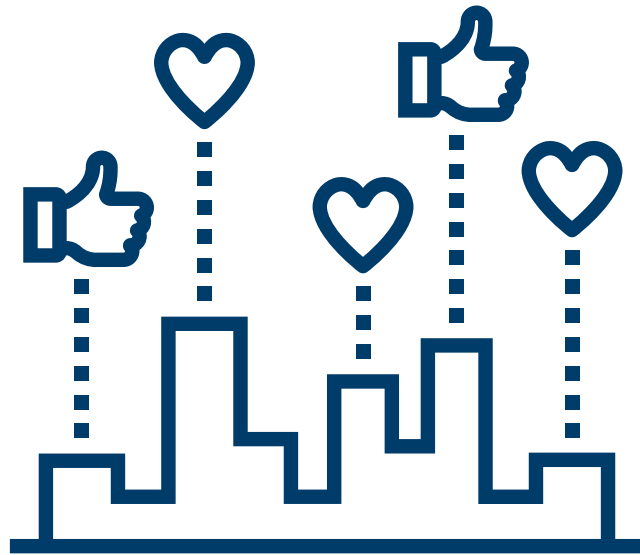




# SELECTED REFERENCES

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- Hanauer, Amy. “The influence of policy.” *YouTube*, uploaded by TEDx Talks, 15 May 2015, <https://www.youtube.com/watch?v=iBRxl3Klhj0>
- Campbell, Joseph R. “Five steps to becoming an advocate.” *YouTube*, uploaded by TEDx Talks, 30, January 2018, <https://www.youtube.com/watch?v=nlo31mMB4P8>
- Dawes, Daniel E. *The Political Determinants of Health*. Johns Hopkins University Press, 2020.



# Provide Us Feedback



# Wrap-Up

***Thank you!***

Next live session will be held on **October 31<sup>st</sup> 11:00 am – 12:30 pm ET**

Questions regarding course content? Contact [caremanagement\\_nachc@healthteamworks.org](mailto:caremanagement_nachc@healthteamworks.org)

Questions on how to access course modules on NACHC's learning forum? VTF Assessment? Contact [QualityCenter@NACHC.com](mailto:QualityCenter@NACHC.com)