COMMUNITY HEALTH WORKERS
Connecting Our Community to Better Health

www.marc.org/communityhealthworkers
OVERVIEW

- Who are Community Health Workers (CHWs)?
- Why do we need CHWs?
- What services do CHWs provide?
- What employment and training opportunities are available?
- How are CHW initiatives funded?
- What regional and state CHW efforts exist?

www.marc.org/communityhealthworkers
WHO ARE COMMUNITY HEALTH WORKERS?
COMMUNITY - SERVICES LINK

Community Health Workers link between the health and human service system.
COMMUNITY – FILLING A NEED

Community Health Workers can fill a vital role in the health care system.
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 worker 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 community health worker 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.

Source: www.apha.org/apha-communities/member-sections/community-health-workers
QUALITIES

- Relationship to community
- Desire to help community
- Empathy
- Persistence
- Creativity / resourcefulness
- Personal strength and courage
- Respectfulness
CHWS ADD VALUE

- Develop peer-to-peer relationships of trust.
- Communicates openly.
- Strengthens care teams.
- Engages clients at multiple points.
- Addresses social barriers of health.
CHW SERVICES

- Client Support
- Health and Human Services System Navigation
- Care Coordination Collaborator
- Health and Community Liaison
- Health Education Support
- Advocacy
TRAINING

- Outreach Methods and Strategies
- Individual and Community Assessment
- Effective Communication
- Cultural Responsiveness and Mediation
- Education to Promote Healthy Behavior Change
- Care Coordination and System Navigation

- Use of Public Health Approaches and Concepts
- Advocacy and Community Capacity Building
- Documentation
- Professional Skills and Conduct
- Introduction to Behavioral Health and Chronic Disease
WHY DO WE NEED COMMUNITY HEALTH WORKERS?
Regional health outcomes improving, but health disparities persist across geography, race, income. Vulnerable populations:

- Disproportionately poor health outcomes.
- Higher rates of diabetes, death from diabetes and preventable hospitalizations.

Source: www.marc2.org/healthdata/assets/HealthStatusDataReport2015.pdf
HOW CHWS HELP

- Reduce health care costs.
- Improve health outcomes.
- Increase health insurance coverage.
- Increase access to and use of preventative care.
- Reduce unnecessary use of urgent and emergency care.
- Improve self-management of chronic diseases.
- Improve cultural competence of provider practices.
- Help address the underlying causes of ill health.
WHAT SERVICES DO COMMUNITY HEALTH WORKERS PROVIDE?
CLIENT ENGAGEMENT

Build individual and community capacity to address the underlying causes of ill health.
WHAT EMPLOYMENT AND TRAINING OPPORTUNITIES ARE AVAILABLE?
EMPLOYERS

- Schools
- Universities
- Clinics
- Hospitals
- Physician offices
- Social service organizations
- Managed care organizations
- Public health agencies
- Faith-based and non-profit organizations
Employers hire CHWs to:
- Connect to community and facilitate change.
- Help tailor programs to community needs.

Education and training ranges from on-the-job training to formal community college-based programs.

Metropolitan Community College in Kansas City offers a CHW course that reinforces the core competencies.
- 100 classroom hours; 60 service learning hours.

HOW ARE CHW INITIATIVES FUNDED?
FINANCING

- CHWs — historically grant-funded.
- Changes in 2010:
  - Affordable Care Act (ACA).
- ACA promotes paying for quality health care.
- Emerging payers include:
  - Medicaid.
  - Medicare.
  - Managed care organizations.
  - Providers such as hospitals or large health systems.

Source: www.urban.org/sites/default/files/alfresco/publication-pdfs/413070-Integrating-Community-Health-Workers-into-a-Reformed-Health-Care-System.PDF
HOW HAVE COMMUNITY HEALTH WORKERS AFFECTED CLIENTS IN THE KANSAS CITY REGION?
FINANCIAL BENEFITS

American Public Health Association 2009 policy statement:

- Increase in insurance rate.
- Improved use of preventive services.
- Improved health outcomes.

FINANCIAL BENEFITS

Reduced health care costs.

- Diabetes: Study: Saved an estimated $80,000–90,000 per CHW.

- Arkansas Community Connector: 23.8 percent reduction in Medicaid spending for long term care.

www.ncbi.nlm.nih.gov/pubmed/21734212
WHAT REGIONAL AND STATE EFFORTS EXIST?
Multi-disciplinary members:
- Federally qualified health centers
- Hospitals
- Social service organizations
- Faith-based organizations
- Educational partners
- Other community-based organizations

Meets the fourth Thursday of every month

Mid-America Regional Council

www.marc.org/communityhealthworkers
STATE EFFORTS

- Missouri and Kansas — funded by the CDC.
- Focused on preventing chronic disease and improving rural health:
  - Missouri — diabetes, heart disease, obesity, promoting school health.
  - Kansas — high blood pressure, stroke, diabetes.
- Building community-clinical links through CHWs.
KC Regional CHW Collaborative
Marlene Nagel
Mid-America Regional Council
600 Broadway, Suite 200
Kansas City, Missouri 64105
m nagel@marc.org
www.marc.org/communityhealthworkers

CHW Community College Course
Monica Johnston/Joanne Thies
Metropolitan Community College
Institute for Workforce Innovation
3444 Broadway, Room 216
Kansas City, Missouri 64111
Office: 816-604-4906
STATE CONTACTS

Missouri:
Barbara Brendel, Health Program Representative III
Missouri Department of Health and Senior Services
920 Wildwood, Jefferson City, Missouri 65109
Barbara.brendel@health.mo.gov
573-522-2840

Kansas:
Community-Clinical Linkages Health Educator
Bureau of Health Promotion, Division of Health
Kansas Department of Health and Environment
1000 SW Jackson, Suite 230, Topeka, Kansas 66612