
KC Regional CHW Collaborative Overview:

MARC's support in building a profession of a new type of health care team member helping patients improve their health outcomes



KC Regional
**COMMUNITY
HEALTH WORKER**
Collaborative

<https://www.marc.org/aging-health/community-health-workers>

KC Regional CHW Collaborative Overview

- CHW/Ps
- Formed Collaborative in 2016
- Focus areas
 - Capacity building
 - Advocacy
 - Sustainability
- Building the professionalism across KS and MO
- Health Forward Foundation & KDHE



Our Ongoing Role in Advocacy

- Tools for employers and community to understand CHW role (video)
- Promote Adding CHWs to health care teams
- Cultural Competence and Language Access
- Sustainable funding solutions
- Marketing strategies to grow awareness of CHWs and their role



What Types of Organizations Hire CHWs

Health care organizations

- FQHCs
- Hospitals
- Primary Care Practices
- Community health organizations
- Local Public Health

Health Insurance Agencies

State Health Departments

School Districts/Head Start



Improving health outcomes— COVID Response from CHW Programs

- Quickly adapting to pandemic needs
- Gaining trust of the community
- Building new partnerships with local health organizations
- Relaying health information in plain language
- Addressing misinformation
- Promoting vaccination
- Helping clients quarantine by delivering basic needs
- Connecting to services



Growing and Sustaining the Professional— CHW Reimbursement Toolkit

- Background/Purpose of Toolkit
 - Grant-funded CHW programs
 - Increase CHW workforce in region
 - Find sustainable funding mechanism
- Highlights
 - CHW scope of practice
 - Billing for health care services
 - Categories of services available to bill for CHWs
 - Tips and tools for negotiating reimbursement with health care payers
- Next Steps
 - Develop FAQ section and future webinar/TA topics



Professional Development— CHW Supervisor Training & CE Series

- CHW Supervisor Training Series
- Train-the-Trainer/Adult Learner
- Continuing Education Sessions (Recent)
 - CHW Burnout
 - Separating Myth from Fact
 - Vaccine Hesitancy
 - Cybersecurity Awareness
 - Maintaining Boundaries with Clients
 - Healthy Heart During the Holidays
 - Health Care 101
 - Caregivers of People with Dementia



Language Accessibility— CHWs are from the community, for the community

- Spanish-Speaking CHW Focus Group
 - Culturally competent translations
 - Advocated for ELA communities
- Spanish CHW Training Curriculum
 - Increase CHW/P workforce
- Spanish Resources and Reference Materials
 - Equip CHW/P with practical tools
 - Improve health outcomes in Spanish-speaking community



Work Plan 2023

- Ongoing advocacy to promote use of CHWs and broaden support
- TA assistance on CHW Sustainability Toolkit
- CHW Supervisor Training Series
- Train the Trainer and Effective Techniques for Training Adult Learners
- Spanish Training and Resources
- New CE Series
 - Cultural and Societal Workplace Norms
 - Neurodivergence in Adulthood
 - De-escalation and Personal Safety Training

