

Voices of Action

The 2014 National Community Health Worker Advocacy Survey

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Opportunities to expand use of the CHW profession in Rural Areas

- Department of Labor recognizes Community Health Workers as a designated workforce.
- The Affordable Care Act identifies Community Health Workers as distinct members of the health care team
- Centers for Medicaid and Medicare services issues new guidance that allows for reimbursement of preventive services offered by unlicensed professionals such as CHWs if states opt in.

American Public Health Association CHW Self-Determination Policy

APHA > Policy Statements and Advocacy > Policy Statements > Policy Statement Database > Support for Community Health Worker Leadership

 Print

Support for Community Health Worker Leadership in Determining Workforce Standards for Training and Credentialing

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Date: Nov 18 2014 | Policy Number: 201414

Key Words: Public Health Workforce, Professional Education And Training, Community Health Centers, State And Local Health Departments

Abstract

Community health workers (CHWs) are frontline public health professionals who are known by many job titles, but they share the characteristics of being trusted and culturally responsive within the communities they serve. CHWs are included in the Patient Protection and Affordable Care Act as health professionals who serve as members of health care teams. and a recent change to Medicaid rules allows for the possibility of reimbursement

- CHWs are capable of, and best suited for, leading collaborative efforts to determine their scope of practice, developing standards for training, and advocating for policies regarding credentialing.
- **Any governing body or advisory board** making decisions on behalf of the CHW workforce will be constituted by no less than **51% of Community Health Workers.**

National Community Health Worker Advocacy Survey Study Objective

Investigate how CHWs across the U.S. promote CHW professional identity and sustainability through:

- Education;
- Inter- and intraprofessional collaboration; and
- Promotion of legislative or policy initiatives



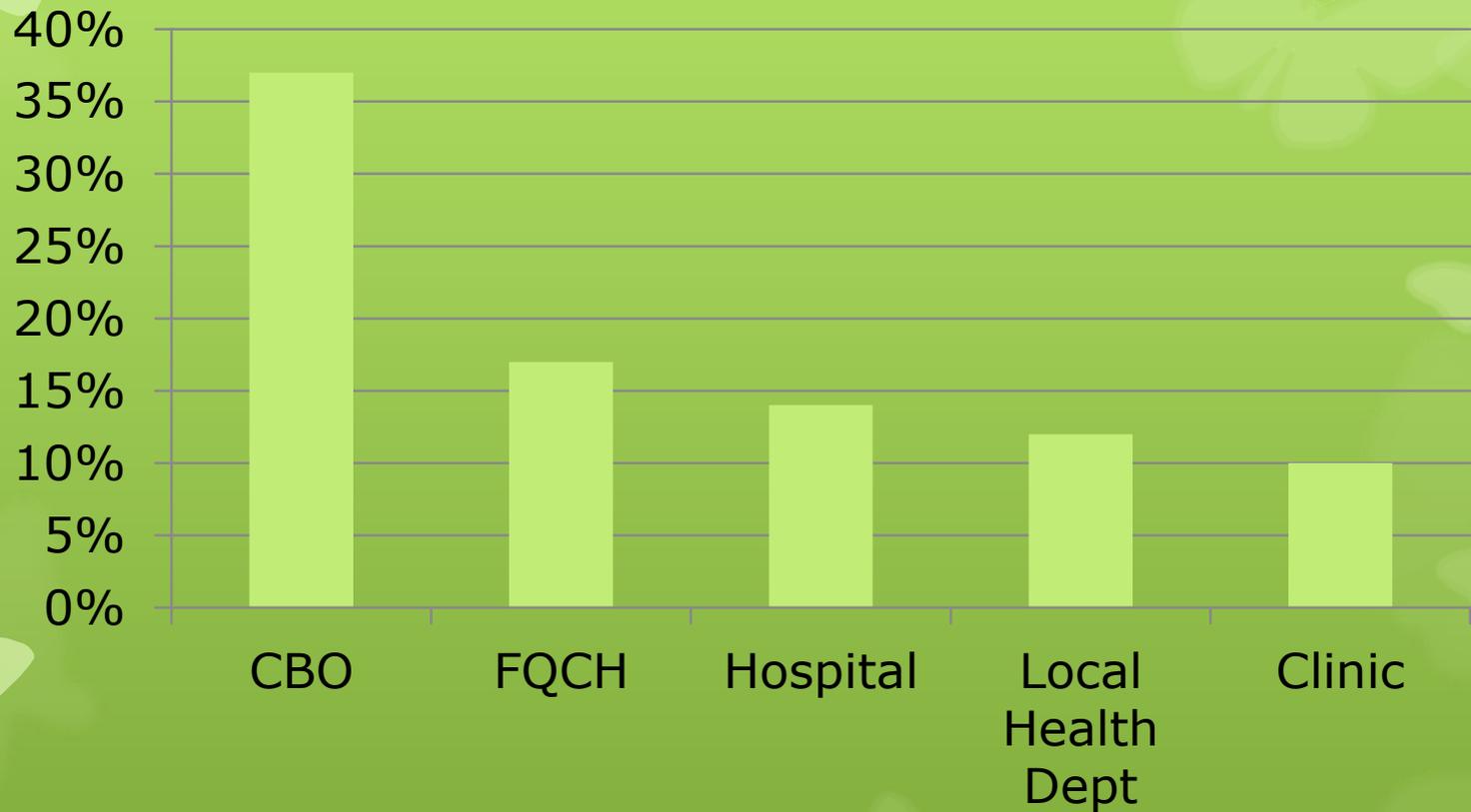
2014 National CHW Advocacy Survey

- On-line survey circulated through local, state, and national CHW professional networks, local and state health departments, federally qualified community health centers, and private and not-for-profit organizations
- 1,747 respondents, 1,661 currently employed in 47 States & 4 territories
- English, Spanish & Korean

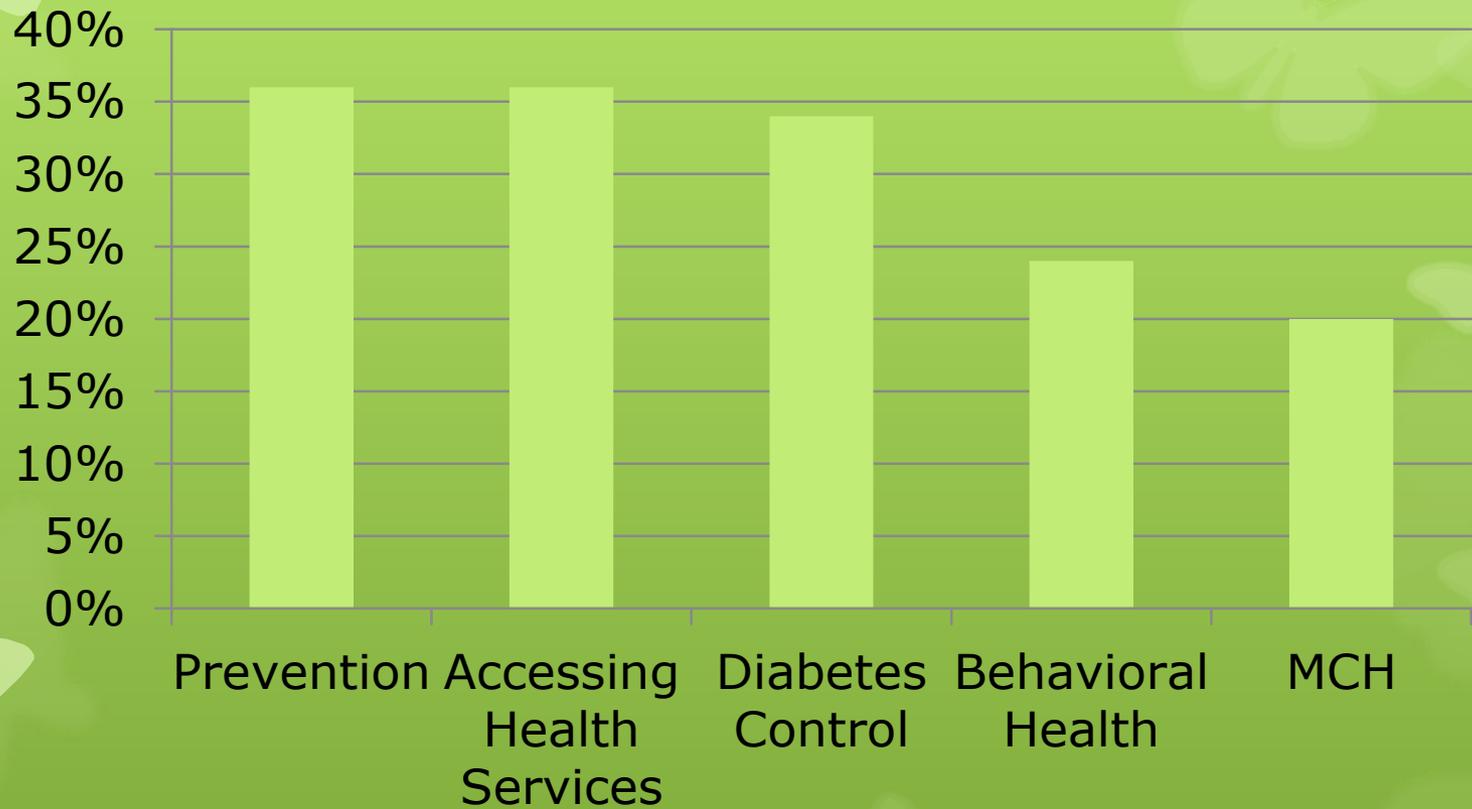
Survey Demographics

Age	45 (range 20-77)
Female	89%
Hispanic/Latino	45%
Non-Hispanic White	23%
Asian	2%
Black/African American	20%
American Indian/Alaska Native	10%
Years as a CHW	7 (range 1 – 50 years)

CHW places of employment



Health issues addressed by CHWs



How CHWs advocate for their profession

N=970

○ **Role, recognition and expansion of CHW workforce**

- *Being that our program was new in the agency I work for, I constantly found myself advocating for our program and the impact it was making with the people we were providing services for.*
- *During a planning meeting myself and other CHWs collaborated with our data analyst to come up with a better way to capture and record the work that we do. We gave individual stories of experiences we have had with our clients. We shared success stories and told how we have help client to reach personal goals and also how we have learned from them and each other at times.*

How CHWs advocate for their profession

N=970

○ **Compensation, work environment and professional development**

- *(I advocated) to impact the quality of work, training and resources that are available to promotoras.*
- *(I) advocated to dedicate funding for more staff that are CHWs.*

How CHWs advocate for their profession

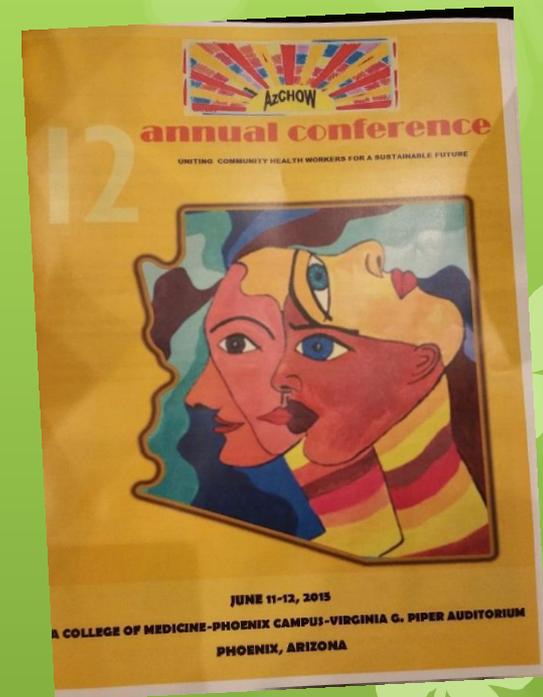
N=970

○ **CHW workforce policy development**

- *Advocating for certification, the recognition of CHWs as a profession and a sustainable funding stream for CHWs at the state level is also part of my job.*
- *I have been a part of a number of legislative victories for community health workers, including the development of the Oregon Community Health Workers association, in which I served as a board member for nearly a year.*

What contributes to CHWs advocating for themselves and their profession?

- Membership in a CHW association (4 x more likely).
- Job description includes “advocacy”; “working with community leaders” and/or “working with other CHWs” (1.5-2 x more likely).
- Being employed in a state with a statewide professional association, credentialing process or CHW legislation were not more likely to advocate for their profession.



Opportunities for Advancement

CHW Perceptions on Opportunities for Better Pay in Current Place of Employment

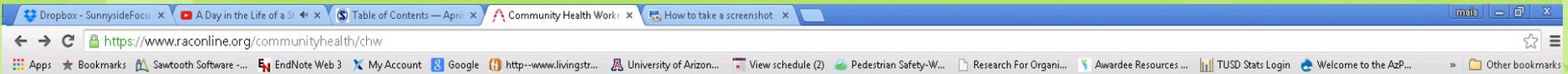
<i>Answer</i>		<i>Response</i>	<i>%</i>
Yes		237	20%
No		392	32%
I don't know		582	48%

Other Benefits of CHW peer-networking

Desired Aspects of a Community Health Worker Group

<i>Answer</i>	<i>Response</i>	<i>%</i>
Getting peer support from others.	776	66%
Opportunities to work with other CHWs on issues that are important to the CHW profession.	858	72%
Opportunities to gain leadership skills.	884	75%
Opportunities to share information or learn about community events.	885	75%
Opportunities to network with other CHWs.	929	78%
Opportunities to work with other CHWs on issues that are important to my community.	964	81%
Training or seminars.	1,071	90%

CHW Rural Resources OnLine



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Community Health Workers Toolkit

Welcome to the Community Health Workers (CHW) Toolkit. It's designed to help you evaluate opportunities for developing a CHW program and provide resources and best practices developed by successful CHW programs.

The toolkit is made up of several modules. Each concentrates on different aspects of CHW programs. Modules also include resources for you to use in developing a program for your area.

- [Module 1: Introduction to Community Health Workers](#)
An overview of community health workers and their roles.
- [Module 2: Program Models](#)
Elements of differing models for CHW programs.
- [Module 3: Training Approaches](#)
Available training materials and procedures for CHWs.
- [Module 4: Program Implementation](#)
Building a program from the bottom up.
- [Module 5: Planning for Sustainability](#)
How to ensure your CHW program functions properly.
- [Module 6: Measuring Program Impacts](#)
Methods that allow you to measure the effectiveness of your program.
- [Module 7: Disseminating Best Practices](#)
Letting other people know what you have done with your program.
- [Module 8: Program Clearinghouse](#)
Examples of and contacts for successful CHW programs.

[Next Page: 1: Community Health Workers](#) ▶

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In conclusion.....

- Advancing the professional issues of CHWs also advances the issues of low-wage health workers, women, people of color and immigrant communities.
- CHWs effectively advocate for themselves and their profession.



In conclusion continued.....

- Rural communities stand to benefit from an advanced CHW workforce.
- CHW Networks & Professional Associations and Employers should create opportunities for CHWs in rural areas to promote professional identity, develop professional collaboration, promote the workforce, and engage in policy initiatives.



Download NCHWAS survey data for your state

<http://azprc.arizona.edu/content/2014-national-community-health-worker-advocacy-survey-reports>

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2014 National Community Health Worker Advocacy Survey Reports

Mon, 08/25/2014 - 15:48 -- awochna

The 2014 National Community Health Worker Advocacy Survey (NCHWAS) is the largest on-line survey of Community Health Workers (CHW) conducted to date. NCHWAS represents the voices of approximately 1,767 CHWs from 45 United States and 4 US territories. Data gathered through NCHWAS is intended to be 'open source' and used for CHW workforce development and sustainability.

The NCHWAS aims to describe (1) the state of CHWs as a professional field and (2) the impact of CHW community advocacy on community engagement to address health disparities. Although Community Health Workers or CHWs go by a variety of titles including, Promotora de Salud, Community Health Representatives, Community Health Aides, Peer Educators, and Patient Navigators to name just a few, we use the term Community Health Worker or CHWs as the umbrella term to describe the workforce.

CHW workforce data collected by NCHWAS includes: gender, race/ethnicity, education, salary, experience, work environment, training, and health and social areas of focus, professional affiliation and leadership, engagement in Affordable Care Act outreach and enrollment, CHWs advocacy efforts and impact on the social determinants of health and CHWs -led initiatives to sustain and advance the CHW workforce.

The anonymous, on-line survey was distributed to CHWs through local, state, and national CHW professional associations, programs, and allies during the months of February and May of 2014 and was available in English, Spanish and Korean languages. Data reported here are not intended for publication in academic journals.

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CHWs facilitating a community forum.



CHW and community member outdoors.

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- New Evidence for Paso Effectiveness

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Thank you!

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