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.
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

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

- 40%: CBO
- 35%: FQCH
- 15%: Hospital
- 10%: Local Health Dept
- 5%: Clinic
Health issues addressed by CHWs

- Prevention
- Accessing Health Services
- Diabetes Control
- Behavioral Health
- MCH
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

<table>
<thead>
<tr>
<th>Answer</th>
<th>Response</th>
<th>%</th>
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<tbody>
<tr>
<td>Yes</td>
<td>237</td>
<td>20%</td>
</tr>
<tr>
<td>No</td>
<td>392</td>
<td>32%</td>
</tr>
<tr>
<td>I don't know</td>
<td>582</td>
<td>48%</td>
</tr>
</tbody>
</table>
Other Benefits of CHW peer-networking

<table>
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<tr>
<th>Desired Aspects of a Community Health Worker Group</th>
<th>Response</th>
<th>%</th>
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<tbody>
<tr>
<td>Getting peer support from others.</td>
<td>776</td>
<td>66%</td>
</tr>
<tr>
<td>Opportunities to work with other CHWs on issues that are important to the CHW profession.</td>
<td>858</td>
<td>72%</td>
</tr>
<tr>
<td>Opportunities to gain leadership skills.</td>
<td>884</td>
<td>75%</td>
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<tr>
<td>Opportunities to share information or learn about community events.</td>
<td>885</td>
<td>75%</td>
</tr>
<tr>
<td>Opportunities to network with other CHWs.</td>
<td>929</td>
<td>78%</td>
</tr>
<tr>
<td>Opportunities to work with other CHWs on issues that are important to my community.</td>
<td>964</td>
<td>81%</td>
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<tr>
<td>Training or seminars.</td>
<td>1,071</td>
<td>90%</td>
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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.
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.
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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Thank you!

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