



The Influence of Community Health Workers and Their Impact on Health Disparities

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Louisiana's Health Initiative

Speakers

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Objectives

- Understand community health worker roles and activities in cardiovascular health prevention
- Learn about opportunities for obtaining CHW training and/or accreditations.
- Understand what is considered patient health information (PHI) and the required confidentiality related to that information.
- Understand how to develop an effective social media strategy to engage with the target population
- Understand how to apply specific motivational interviewing techniques during 1:1 sessions.

Let's Talk About Community Health Workers (CHWs)

Well-Ahead LA/ Southwest Louisiana AHEC

Chiara M. Theard, CRC

What is a CHW?

- A Community health worker (CHW) is 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 CHW 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 CHW 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.
 - -LACHON, Louisiana

Who are they?

- A Community health worker (CHW), can fit comfortably in both clinical and/or community-based settings. They have the unique ability to act as a bridge between the two sectors, we refer to the bridging of community and clinical sectors as a “community-clinical linkage”.
- They identify at-risk individuals who might not have a medical home and connects these individuals to the medical assistance they need to improve their overall health.
- A CHWs ability to stand in the gaps between communities and clinical services and guide in-need community members to resources and medical care is critical. This workforce ensures that those who are at-risk within their community, receive complete and ongoing care, that they don't get lost within a system and that they access the resources available to them.
- Understanding the functions of a CHW is important for maintaining the integrity of this workforce. This understanding also helps us to best support the CHW workforce while embracing the beauty that comes from their adaptability to be what their community needs at a given time.

CHW ROLES AND ACTIVITIES

CHWs have many different job titles! Some of them are:

- Community health advisors
- Outreach workers
- Navigators
- Peer health educators
- Community health representatives
- Lay health workers

CHW ROLES AND ACTIVITIES Cont.

CHW Roles and Activities Roles (May 2020):

- Individual or community outreach and education 52 (80.0%)
- Care coordination 41 (63.1%)
- Conducting outreach 40 (61.5%)
- Participating in community coalitions or community development activities 36 (55.4%)
- Medical appointments (e.g., scheduling, maintaining, etc.) 35 (53.8%)
- Communicating between providers and patients/families 33 (50.8%)
- Individual or community needs assessment 31 (47.7%)
- Case management 30 (46.2%)
- Teaching health literacy 29 (44.6%)
- Promoting healthy lifestyles (e.g. nutrition, exercise, etc.) 28 (43.1%)
- Informal support/counseling 21 (32.3%) Motivational interviewing 21 (32.3%)
- Helping patients with medication/treatment adherence 18 (27.7%)
- Support groups (e.g. organizing, leading) 14 (21.5%)
- Assisting with transitions of care (e.g. post hospital discharge) 13 (20.0%)
- Chronic disease self-management 10 (15.4%)
- Unknown* 1 (1.5%)

CHW Training

- Historically, CHW training often focused on preparing CHWs to work on programs focused on a particular health topic (e.g. HIV, diabetes, hypertension, asthma, etc.). These courses have frequently been offered as one-time events. In recent years, there has been a move toward training CHWs in core competencies that are necessary to be successful, regardless of the health or social issue(s) that a CHW addresses in their position.

CHW Training

LACHON Core Training

- Communication skills
- Interpersonal and relationship-building skills
- Service coordination and navigation
- Capacity building
- Advocacy
- Education and facilitation
- Individual and community assessments
- Outreach
- Professional skills and conduct
- Evaluation and research
- Knowledge base

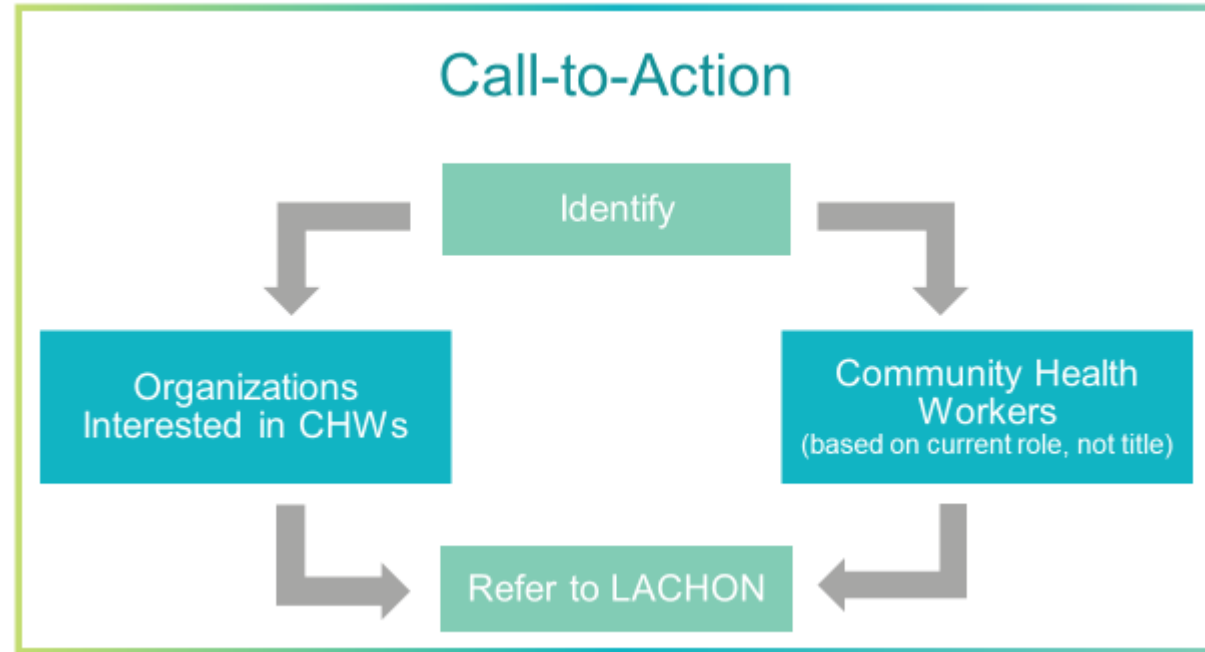
In addition...

- Knowledge of public health
- Behavior change
- Ethics
- Community resources
- Ability to provide health information
- How to facilitate groups
- Resolving conflicts
- How to conduct an initial client interview or assessment

How CHWs work contributes to the health care initiatives.

- CHWs as a means to establish or expand their use in CDC recognized lifestyle change programs for type 2 diabetes prevention and/or ADA-recognized/AADE-accredited DSMES programs for diabetes management.
- Promote management of hypertension and high blood cholesterol.

Call to Action



- Increasing Education about and for CHWs statewide
- Support the CHW workforce by tracking where CHWs are in our state and then linking them to training, support and professional development opportunities.
- Well-Ahead and SWLAHEC works with LACHON on these actions.



CHW: Influence and Impact on Health Disparities



A photograph of two men in a community setting, possibly a health center. The man on the left is smiling and looking at the man on the right. He has a beard and is wearing a dark t-shirt with a graphic. The man on the right is looking back at him. The background is slightly blurred, showing shelves with various items. A semi-transparent grey box is overlaid on the bottom half of the image, containing the title and list.

The Role of a CHW

- Provide culturally appropriate community health education, informal counseling, health screenings, and referrals.
- To advocate for the underserved to receive services and resources to address health needs.
- Educate health care providers about the health needs of the community.
- Improve cultural competency within the health care system.
- Collect data and relay information to stakeholders to inform programs and policies.

Connection Matters



Connect with your clients in a genuine way. They are experts in their own experiences; use their expertise as you work together to improve health outcomes. Listen to the small things, because that's where the story will be.

The “Holy Trinity” that makes CHW’s uniquely Qualified

Information is
trusted when the
source is trusted

Bond of **shared
experiences**

Not just business,
**it’s personal
(passion)**

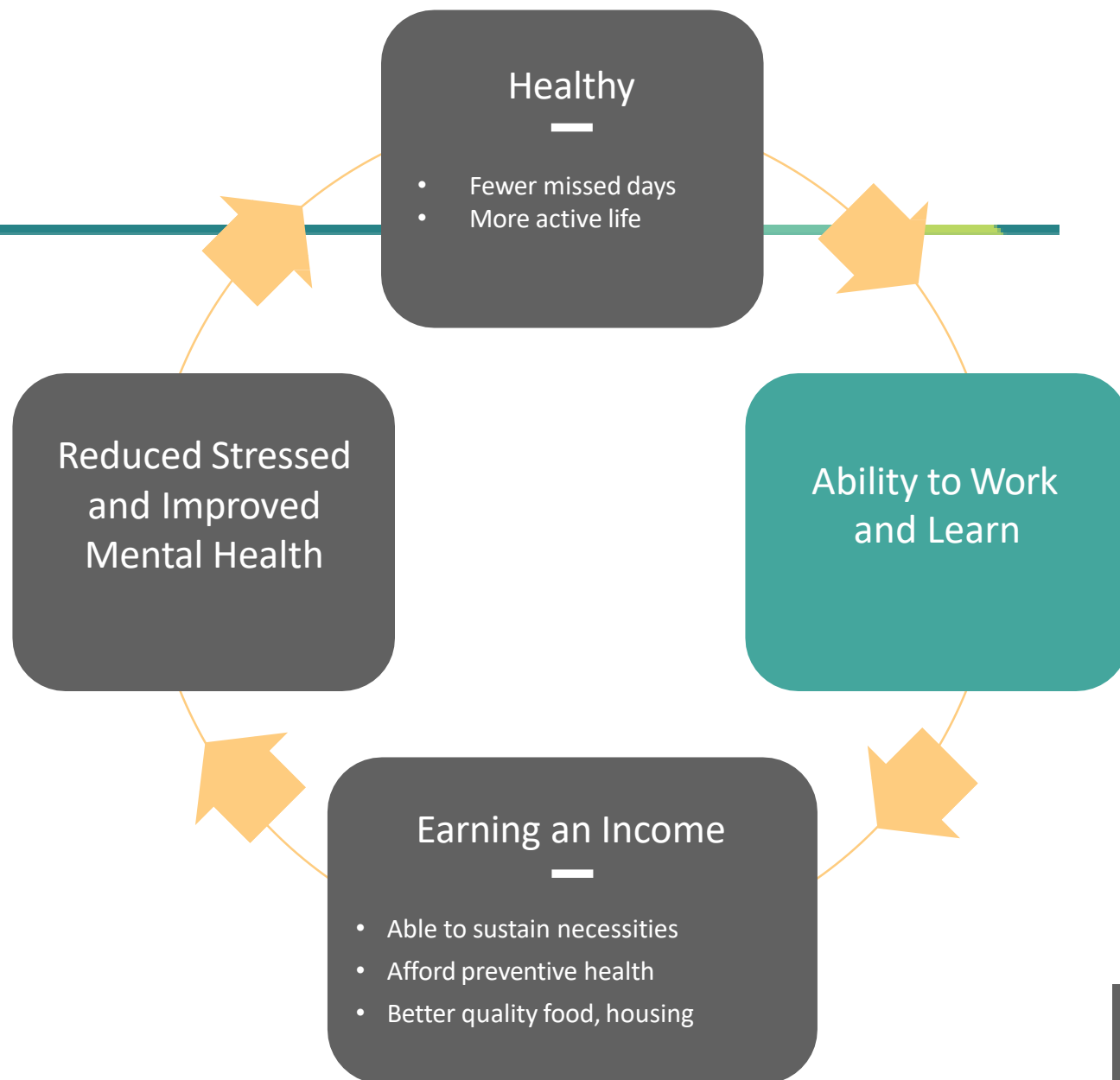
“Perhaps the most powerful social determinant of health is income.”
Paul Sawchuk, MD MBA CCFP FCFP



BARRIERS TO PRIMARY AND PREVENTIVE HEALTH CARE

Social Determinants of Health

- ✓ Food Security
- ✓ Transportation
- ✓ Education
- ✓ Income
- ✓ Housing





Effectively engaging patients in their care is essential to improve health outcomes, satisfaction with the care experience, reduce costs, and even benefit the clinician experience.



Motivational Interviewing

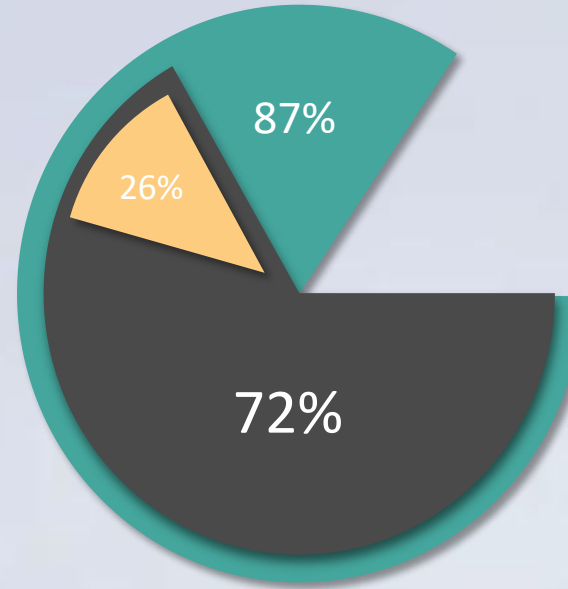
- 1) Resist the righting reflex
- 2) Understand the patient's own motivations
- 3) Listen with empathy
- 4) Empower the patient
- 5) OARS (Open-ended questions, affirmations, reflections, and summarizing) are employed toward eliciting change talk



Group Communications – 5 P's For A Powerful Presentation

- ✓ Planning
- ✓ Preparation
- ✓ Practice
- ✓ Performance
- ✓ passion

LEVERAGING SOCIAL MEDIA TO STAY CONNECTED



■ 72% go online looking for health or medical information

■ 87% of U.S. adults use the internet


■ 26% of internet users have read or watched someone else's experience about health or medical issues in the past year



- Instagram
- FaceBook
- Tiktok

- Importance of the DMs
- Health Tips
- Educational Videos
- Content Sharing
- Upcoming Event
- Resources



A collage of numerous small, square portrait photographs of people from various ethnicities, ages, and genders, arranged in a grid-like pattern. The images are slightly faded and have a teal overlay, creating a mosaic effect. The central text is overlaid on this background.

“Celebrate your successes, no matter how seemingly small. Small successes may make a big impact!” — *CHW supervisor, New Orleans, LA*

QUESTIONS?

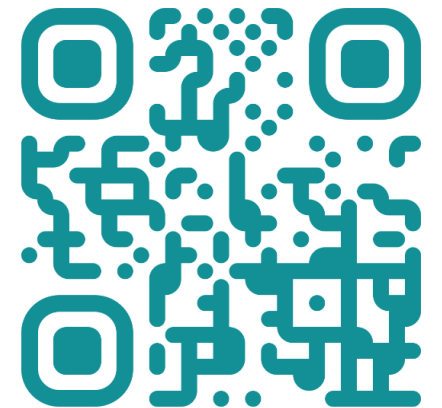


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 - Biweekly Newsletters + Real-Time Email Alerts
 - Education and Training Opportunities
 - Community Linkage Coordination
 - Workforce Recruitment and Retention Support
- Learn More: www.wellaheadla.com/move-well-ahead/provider-education-network





Thank You for Joining Us!