



Community Health Workers the Critical Link



American Public Health Association Definition

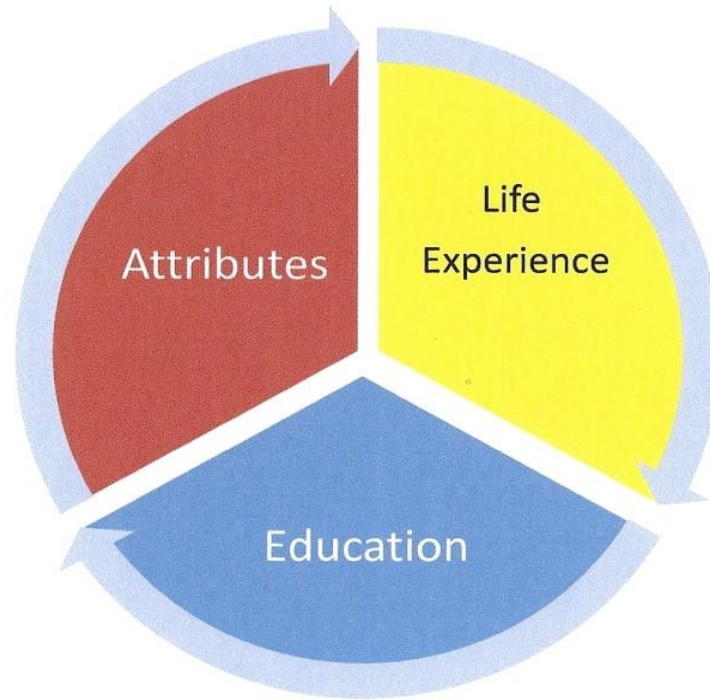
A Community Health Worker (CHW) is a frontline public health worker who is...

- a trusted member of and/or has an unusually close understanding of the community served.
- who serves as a liaison/link/intermediary between health/social services and the community
- In order 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.

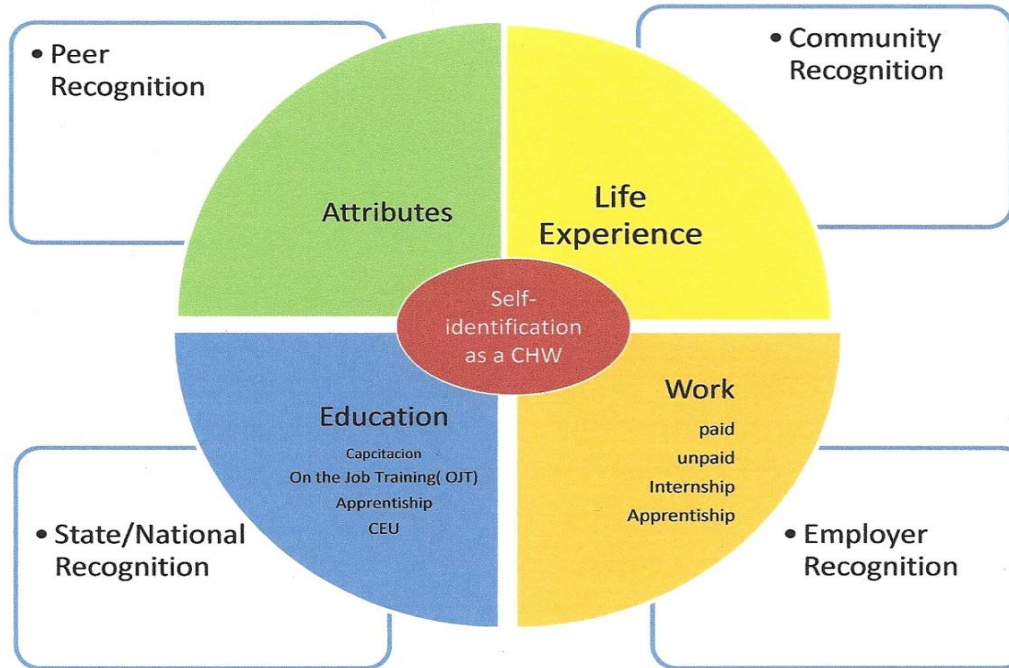
Community Health Worker



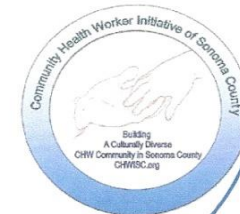
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Who is a Community Health Worker?



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Assistant
Peer
Coordinator
Case
Cultural
Resource
Educator
CHOW
Trusted Advocate
Specialist
Patient
Facilitator
Counselor
Support
Family
Navigator
Outreach Promotora

Health Worker

Community

Examples

- Children's Hospital
- Adam's County Health Department
- Esperanza Downs
- National Farm Medicine
- Sixteenth Street Clinic

Social-Economic Determinates of Health

Segregation

Unemployment

Access



Racism

Immigration

Poverty

Doctor, where did my social determinants go?

Social determinants have not been integrated in clinic practice or health care systems

Leads to lower value, substandard care



CHWs can equip and train doctors to address social factors

4 out of 5 doctors believe social needs are as important as health problems

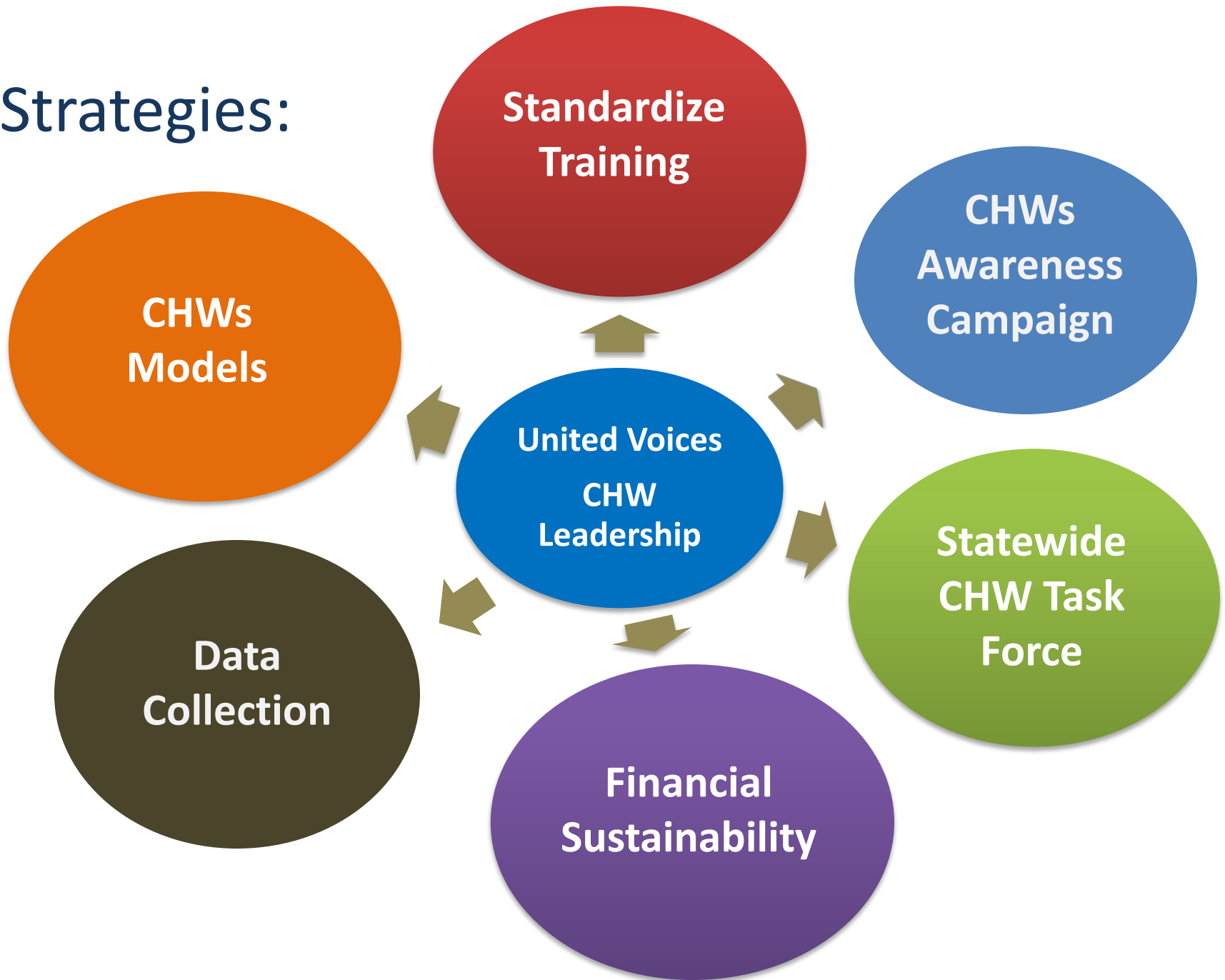
Yet 4 out of 5 doctors feel under-equipped to address their patients' social needs

RWJF “Health Care’s Blind Side” Dec 2011

Opportunities for upstream integration of CHWs

1. Health Literacy Assessments
2. Behavioral health conditions
3. High cost/high utilization
4. Poorly controlled or complex conditions
5. Barriers to Self Care
6. Social determinants of health
7. Community Resource lists
8. Referrals by outside organizations, practice staff or patient/family/caregiver

Strategies:



Wisconsin AHEC

- WI AHEC history
 - Training CHWs ~ 2001
 - CHRs in Native communities long before this
 - Previously mainly in Marathon County with the Hmong population
 - Hosted a CHW conference ~2005
 - Had an active listserve
- Milwaukee AHEC's CHW training program
- Informed Caring
 - Information about CHWs
 - Can expand to information for employers, resources for CHWs, etc
- Interest from LHDs, specifically in:
 - Clark County
 - Pepin County
 - Monroe County
 - With focus on Hispanic, Amish, mothers, and the aging population

Wisconsin AHEC

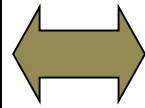
- Next steps and other considerations
 - There are many unanswered questions. We need a better understanding of the barriers, needs, and potential.
 - Barriers include lack of training, funding to pay CHWs, and educational resources
 - Plan to do several surveys and key informant interviews



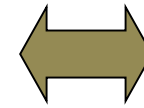
CHW Leadership:



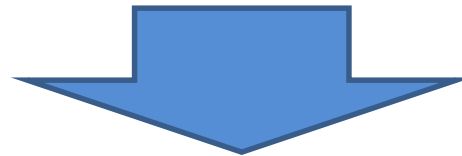
Participant
Members (80)



Leadership
Team (12)



Strategic
Team (5)



Data
Collection

Policy & Civic
Engagement

Outreach

Continued
Education

Communication
& Social Media

Community Capacity Building: CHWs Training and Continuing Education



Health Equity Campaign

CHWs' Voice Equals Health Equity



- *Storytelling training for CHWs*
- *5 digital stories*
- *Continue story collection*


**prevention
speaks**



For more Information:

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