

Special points of interest

- CHAN II offered August 12-14, 2002
- Promotores Conference to be held August 28-30, 2002
- Texas CHW Conference to be held December 4-7, 2002
- Lifetime Television features CHW

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APHA meeting to be held November 9-13 in Philadelphia

The American Public Health Association's (APHA) annual meeting to be held November 9-13, 2002, in Philadelphia, Pennsylvania, will once again present special programming sponsored by the Community Health Worker (CHW) Special Primary Interest Group (SPIG). The CHW SPIG seeks to promote the community's voice within the health care system through development of the role of community health workers and other community-based professionals, as well as providing a forum to share resources and strategies.

Highlights of CHW SPIG meetings include the following:

Sunday, November 10, 2002

8:00-11:30 a.m.

Community Health Worker SPIG Business Meeting

Monday, November 11, 2002

8:30-10:00 a.m.

"Celebrating the Work of Community Health Workers"

10:30 a.m.-noon

"Town Hall Meeting with Community Health Worker Programs"

12:30-2:00 p.m.

"Highlighting Local Community Health Worker Programs"

2:30-4:00 p.m.

"Reaching Youth Through Community Health Work"

6:30-8:00 p.m.

Community Health Workers SPIG Reception

Tuesday, November 12, 2002

6:30-8:00 a.m.

Community Health Worker SPIG Business Meeting open to CHWs and the general public
8:30-10:00 a.m.

"Community Health Workers Addressing Health Disparities" (poster session)

12:30-2:00 p.m.

"Community Health Workers as Activists: Addressing the Needs of the Community"

4:30-6:00 p.m.

"Other Issues of Importance to Community Health Workers" (poster session)

Wednesday, November 13, 2002

8:30-10:00 a.m.

"Community Health Worker Networks"

12:30-2:00 p.m.

"Community Health Workers and Popular Education Methodology Part 1"

2:30-4:00 p.m.

"Community Health Workers and Popular Education Methodology Part 2"

The Marriott Hotel will be the main location for CHW SPIG activities.

Registration for the APHA annual meeting can be conducted online through the APHA Web page, www.apha.org, or by contacting the APHA at

800 I Street, NW
Washington, DC 20001
(202) 777-2742
TTY (202) 777-2500

Register before the early-bird deadline, August 30, for heavily discounted registration fees. The final advance registration deadline is October 4. On-site fees are in effect after this date. Substantial discounts are available for students and special workers (those whose annual salary is less than \$30,000).

We hope to see you in Philadelphia!

SAVE THIS DATE!

**UNITY 2003, CSHO's annual conference,
will be held March 11-14, 2003, at the
Grand Casino Biloxi Bayview Hotel
in Biloxi, Mississippi**

*A call for proposals will be issued in the
October issue of Connections.*

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"Solutions to community problems lie in the community. The CHAN program gives community members the skills they need to address their own community's problems in their own ways."

**Agnes Hinton,
CSHO
Codirector**

CHAN II training to be held August 12-14, 2002

The Center for Sustainable Health Outreach will offer the Community Health Adviser Network (CHAN) Training Workshop II August 12-14, 2002, in Hattiesburg, Mississippi.

The Community Health Adviser Program is based on a proven, community-driven health promotion model that identifies and trains natural helpers who then seek to improve the health and nutrition status of individuals and the community at large.

CHAN Workshop II is focused on actual community health adviser training, the monitoring and evaluation process, and support and linkage of community health advisers (CHAs). The trainers walk the workshop participants step-by-step through the community

health adviser training curriculum. In addition, workshop attendees participate in practice sessions. Workshop participants will also discuss how to support CHA initiatives through coalition building to link their local programs to broader networks and learn a strategic planning method to sustain their work.

The training cost is \$100 and includes two and one-half days of training and breakfast and lunch each day. Workshop participants who have completed Workshop I should already have a copy of the *Community Health Adviser Program Community Facilitator Implementation Manual* and the *CHA Training Curriculum*. Workshop participants should bring their manual and curriculum with them to Workshop II.

Registration is limited to 25 people. For more information or to register, contact CSHO staff member Susan Mayfield-Johnson at (601) 266-6266 or Susan.Johnson@usm.edu.

The Center will also be offering CHAN Workshop I on October 28-30, 2002. Workshop I deals with community entry and program startup.

The Community Health Adviser Network promotes and supports community health adviser programs. CHAN provides a network of ongoing information, training, and technical assistance to implementing organizations. CHAN is a program of the Center for Sustainable Health Outreach and is directed by Nedra Lisovicz, MPH, CHES.

Fifth National Community Health Workers/ Promotores Conference

"Community Health Workers: An Emerging Workforce"

August 28-30, 2002
San Antonio, Texas

Presented by

Lay Health Workers National Network/Red Nacional de Promotores de Salud

Western Arizona Area Health Education Center, Inc.

Health Education Training Centers Alliance of Texas (HETCAT)

For more information, call the National Community Health Workers/Promotores Network at (877) 743-1500 or e-mail your request to chwnetwork@wahec.com.

"The 'Best Practices' reports are great ways to feature the work of community health workers and to tell the world about what CHWs are accomplishing in their communities."

Jennifer Downey
CSHO staff

"Best Practice" reports accepted for DHHS Web site

The Assistant Secretary for Health, U.S. Department of Health and Human Services, serves as the senior adviser on public health and science issues to the Secretary of Health and Human Services (HHS). Assistant Secretary Eve E. Slater, M.D., F.A.C.C., has initiated a new program to showcase best practices in public health from around the country.

The aim of the initiative is to foster an environment of peer learning and collaboration. These examples of best practices in public health should be of interest to public health professionals at all levels of government, medical and scientific journals, and schools of public health.

Short reports about "Best Practices" from the field are reviewed by HHS staff, and

those approved are posted on the Internet at <http://www.osophs.dhhs.gov/ophs/BestPractice/>.

The following guidelines are provided to help projects submit reports in a format that will facilitate review and posting on the Internet.

These elements and their wording are only suggestions. Each project should try to communicate "what works, and how" as effectively as possible. The report should include

- a brief summary statement of project accomplishments (two to three sentences) (REQUIRED)
- a background statement, including the burden of the health problem and the population(s) addressed
- core components (this is the heart of the report)

- a description of results
- further information including URLs or other identifying information for the project, relevant reports, resources, etc.
- contact information (if not given above)
- no more than one graphic, preferably in JPEG or GIF format, and not more than 400x400 pixels in size. To meet Section 508 requirements for accessibility, all graphics must be accompanied by a text description that conveys the information content of the graphic. Please include this description.

Reports should be no more than 750 words in length.

Reports should be sent by e-mail to Betty James, Office of the Assistant Secretary for Health, bjames@osophs.dhhs.gov.

All roads lead to the
**Texas 2nd Annual
 Community Health Workers Workshop**
 Dallas, Texas
 December 4 –7, 2002

"Working Together for the Health of the Community"

*For more information, contact the
 Health Education Training Centers Alliance of Texas office
 at (866) 4TX-CHWS*

or

*visit the Family Health Foundation Web site at
www.famhealth.org/txworkshop.htm for workshop forms and updates.*

CHW occupation among fastest growing in next 10 years

According to the U.S. Department of Labor's *Occupational Outlook Handbook*, "social and human service assistants [their category which includes community health workers] are projected to be among the fastest growing occupations [for the years 2000-2010]." The *Handbook* is the federal government's premier career guidance publication. It provides vital information on job trends in a wide range of occupations, and the skills and qualifications that will be needed

by workers in the future.

The *Occupational Outlook Handbook* is a nationally recognized source of career information designed to provide valuable assistance to individuals making decisions about their future work lives. Revised every two years, the *Handbook* describes what workers do on the job, working conditions, the training and education needed, earnings, and expected job prospects in a wide range of occupations. The information contained in the

handbook can provide valuable justification for expanded training opportunities for community health workers and budgeting projections.

The handbook can be viewed at <http://stats.bls.gov/oco/ocos059.htm>. Printing of information about individual occupations is best done using the PDF files provided. The PDF files on this site are best viewed and printed with Adobe Acrobat Reader 4.0 or higher.

Project Joy materials available free from CDC

Church-based nutrition and exercise programs can move African-American women to adopt healthier habits, according to a study led by Johns Hopkins researchers with support from the Centers for Disease Control.

Programs set up by Hopkins scientists in partnership with 16 Baltimore churches encouraged more than 500 participants to lose weight and choose healthier foods over a year-long period. Women who participated in on-site exercise and dietary activities did much better than those assigned to self-help groups. One year after the program's start, researchers found a reduction in 11 of 13 risk factors for heart disease in 10 percent of the women.

The most successful women lost an average of nearly 20 pounds during the one-year program. Overall, participants lost two-thirds of an inch off their waists, and reduced systolic blood pressure (the upper number) by 1.6 mmHg, daily calories by 117, daily fat by eight grams, and daily salt by 145 milligrams.

Dr. Diane Becker and her team worked with community members and local pastors to design three strategies to en-

courage healthier lifestyles; each church's participants were randomly assigned to one of the groups. Lay leaders from each church helped design participant recruitment strategies. In the first group, female African-American health educators, assisted by church lay leaders (CHWs) with health training, led weekly nutrition and physical activity sessions at the church.

The second group added spiritual content and prayer to the weekly sessions. Physical activities included aerobics to gospel music or worship dance. The pastors offered regular information on healthy eating and physical activity offered from tip sheets supplied by Project Joy and distributed a monthly health newsletter, *From the Pastor's Desk*, to the congregations.

In the third group, participants were simply given self-help handouts and other materials on diet, exercise, and smoking cessation tailored to their needs. They attended no support groups or education sessions but had a hotline phone number to call a project coordinator for additional guidance or if they would like help to start the program themselves.

The biggest weight loss among the self-help group was seven pounds, compared to almost 40 pounds in the active intervention groups combined. The greatest change among self-help participants was a 5 percent increase in the number of women who consumed less salt.

With continued support from CDC, all Project Joy materials are available on CDs, with accompanying materials. These materials are free. Programs can put their own logos on the materials. Dr. Becker's staff is willing to provide leadership training to those who are committed to using this strategy. Buffalo, NY and Richmond VA are new sites that have taken advantage of the training and the program materials. Diane Garrett is handling the distribution of the materials and can be reached at (410) 323-2712.

More about the project can be found in the article by Yanek, L.R., Becker, D.M., Taryn, F., Gittelsohn, J., Matson Koffman, D., "Project Joy: Faith Based Cardiovascular Health Promotion for African American Women," *Public Health Reports*, Summer 2001, Vol. 116: pp. 68-82.

"Urban African-American women aged 40 and up bear a marked excess risk of obesity and death from heart disease. This study demonstrates that church-based interventions can greatly improve their cardiovascular health."

Diane Becker,
an author of
the study

Lifetime TV features Promotoras Institute founder

On May 16, 2002, Lifetime TV presented a special, "Our Heroes, Ourselves," hosted by Marlo Thomas. The lives and work of four women were featured, including a promotora/community health worker in Nogales, Arizona, Maria Gomez-Murphy.

"No Mexicans or Dogs Allowed." Even as a child, Gomez-Murphy felt her mother's broken spirit. It was this situation that turned Gomez-Murphy into a fighter.

During her childhood, Gomez-Murphy's mother was ill, but the barriers of the health

Maria surprised her though, when she was not only accepted but also given a full scholarship.

After years of working as the director of a medical clinic in Nogales, Gomez-Murphy found that the barriers to medical care that her mother faced were still there. In Nogales, just north of the Mexican-United States border, she started The Way of the Heart: The Promotoras Institute. Promotoras de Salud (Promoters of Health), found all over Latin America, are women who travel to communities and teach other women how to use the available health resources and how to be responsible for their own lives. The Way of the Heart is unique, since it goes even further by bringing women together to learn about breast cancer, money management, domestic violence, and even car maintenance.

Despite resistance from some encamped interests, Gomez-Murphy's institute is thriving with approximately 80 people, mostly women, walking through the doors every day, free of charge. Gomez-Murphy also hosts a radio program, leads women's health marches, and helps women to start their own "cottage" businesses, utilizing their native skills.

If you were not able to view this broadcast, you can find the story at www.lifetime.com/shows/specials/heroes.

"This program presents four very personal profiles of women who have made a difference in their own lives and the lives of others by believing in themselves, taking chances, and looking inward for inspiration."

Lifetime Television



Maria Gomez-Murphy, founder of The Way of the Heart: The Promotoras Institute

Maria Gomez-Murphy, daughter of immigrant Mexican parents, grew up in a barrio across the street from Dodger Stadium in Los Angeles. Her mother and her father both worked in factories. Gomez-Murphy remembers a particularly sad day when she was six years old. She and her mother passed a building that had a big sign in front of it. The sign said,

care system kept her from getting proper medical care. From these experiences, Gomez-Murphy set very important goals for herself: to go to college and to work in the field of health care. Gomez-Murphy's high school principal refused to sign her application to Stanford University, saying she didn't want the school to be embarrassed when Maria was rejected.

The Community Health Worker Network of NYC and the Community Health Worker Project at Hunter College together sponsored, "OUTREACH-NYC 2002," a conference of community health workers (CHWs) held on June 18, 2002, at the Brookdale Campus of Hunter College. This was the first public event sponsored by the CHW Network of NYC and the first time in New York City that CHWs have put on a conference for members of their own profession. The conference was a great success. CHWs from all over the city came together, did some work, and had a great time.



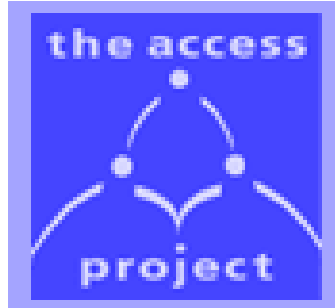
Web resource on immigrants' access to health benefits

In order to improve immigrants' access to health care, community health workers and other advocates need to be knowledgeable about two very complex and often highly technical fields: immigration and health policy. A recently updated resource is available from The Access Project to help address this very need.

Immigrant Access to Health Benefits: A Resource Manual explains basic eligibility requirements for key federal and state programs. It also identifies issues that can be significant barriers to access to health care for immigrants and their families.

The manual includes a glossary of relevant terms and clear language about immigrant eligibility for Medicaid, State

Children's Health Insurance, and state and local programs. Also included is information about sponsorship of immigrants, verification of status and reporting requirements and language access responsibilities.



The Access Project is a national initiative of The Robert Wood Johnson Foundation, in partnership with Brandeis University's Heller Graduate School and the Collaborative for

Community Health Development. The mission of The Access Project is to improve the health of our nation by assisting local communities in developing and sustaining efforts that improve health care and promote universal coverage, with a focus on people who are without insurance.

The Access Project has produced a number of information guides on topics of interest to community health organizations. All publications are available to download free of charge. Printed copies are also available for a fee.

To read and print copies of *Immigrant Access to Health Benefits: A Resource Manual*, go to www.accessproject.org/downloads/Immigrant_Access.pdf.

AA/EOE/ADA

We envision CHWs who are valued as essential, integral, powerful promoters of health, wellness, and disease prevention in their communities.



The Center for Sustainable Health Outreach is a collaboration between The University of Southern Mississippi and Hattiesburg, MS 39406-0015
Box 10015
Phone: (601) 266-6261
Fax: (601) 266-6262
E-mail: csho@usm.edu

Georgetown University Law Center
50 F Street, NW, Suite 8300
Washington, DC 20001
(202) 662-4230
(202) 662-4231

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