An Overview of National Programs Focused on CHWs

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Objectives

Landscape HHS efforts for CHWs

Provide an overview of federal programs
HHS Community Health Worker (CHW) Workgroup

OFFICIAL GOAL

• This interagency workgroup was formed out of the Secretary’s Workforce Initiative to discuss how HHS can support CHWs in its programs and policies, including opportunities to:
  – Develop enhanced training and employment opportunities (e.g., through interagency agreements) for CHWs;
  – Expand training and employment opportunities for CHWs in health care support, behavioral-mental health, team-based care, care coordination, and health insurance navigation; and
  – Pursue programmatic and policy strategies to promote expanded use of the CHW workforce.

• Co-chaired by OMH and HRSA
Federal Work Group

• Guiding the initiative comprises representatives of the:
  – Office of the Secretary
  – Administration on Aging
  – Administration for Children and Families
  – Agency for Healthcare Research and Quality (AHRQ)
  – Centers for Disease Control and Prevention
  – Centers for Medicare & Medicaid Services
  – Health Resources and Services Administration
  – National Institutes of Health
  – Substance Abuse and Mental Health Services Administration
  – Office of Health Reform (OHR)
  – Office of Global Health Affairs.
Projects in motion…

- HHS Environmental Scan and Development of Inventory
  - Looking to revitalize efforts to develop an inventory of CHW activities in the Department.
  - Purpose: gather a more accurate representation of HHS investments.
Projects in motion…

- Future Projects
  - Identifying funding opportunities for training programs for CHWs.
  - Medicaid Rules
  - Input from active CHWs – give us a reality check

- Plenary Section V- We are here to listen!
  - Friday May 23 9:00 to10:30 A at Constellation AB
HHS Promotores de Salud Initiative

• Effort seeks to recognize community health workers reaching underserved Hispanic communities

• The initiative aims to develop:
  – a national program to recognize the work of promotores
  – develop a database of promotores networks, which will include information on their training and where they work,
  – foster cooperation among various networks.
  – develop an English-Spanish web site with information and resources to assist community workers and their networks.
The goals of the HHS Promotores de Salud/Community Health Workers Initiative are to:

• Recognize the important contributions of promotoras in reaching vulnerable, low income, and underserved members of Latino/Hispanic populations

• Promote the increased engagement of promotores to support health education and prevention efforts and access to health insurance programs.
The initiative is guided by a Federal Work Group representing HHS agencies and coordinated by the HHS Office of Minority Health.

A Project Steering Committee of 15 promotores from various parts of the US regularly provides information to the Federal Work Group.
Efforts Examples
Brief to provide guidance and resources for implementing recommendations to integrate CHWs/promotores into community-based efforts to prevent chronic diseases.
How the Centers for Disease Control and Prevention (CDC) Supports Community Health Workers in Chronic Disease Prevention and Health Promotion

Who are community health workers (CHWs)?

CHWs are frontline public health workers who serve as a link between health and social services and the community. CHWs facilitate access to services, and improve the quality and cultural competence of service delivery. They are trusted members of the community or have an unusually intimate understanding of the community served. CHWs build 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. CHWs may be alternatively known as outreach workers, promotores/a de salud, community health representatives, and patient navigators, among other names. Learn more about CHWs.

Engaging CHWs is an evidence-based public health practice supported by the following:

- 2011 National Prevention Strategy
- 2010 Patient Protection and Affordable Care Act
- 2010 Institute of Medicine Report: A Population-Based Policy and Systems Change Approach to Prevent and Control Hypertension
– Analysis of what states are doing
– CDC is developing a database of CHW laws in the states to help inform.
Resources


- E-learning Course on CHWs: http://www.cdc.gov/dhdsp/pubs/chw_elearning.htm

- Diabetes Training and Technical Assistance Center, CDC and Rollins School of Public Health at Emory University on-line training course for DDT’s National Diabetes Prevention Program coordinators: http://www.dttac.org/

- Fotonovelas
  - Hypertension Fotonovelas: www.cdc.gov/bloodpressure/materials_for_patients.htm
  - Cholesterol Fotonovela: http://www.cdc.gov/cholesterol/materials_for_patients.htm
  - Diabetes Prevention Fotonovela: Do it for them! But for you too. (¡Hazlo por ellos! Pero por ti también.): http://ndep.nih.gov/media/DoItForThem.pdf

CDC NCCDPHP CHW Work Group

Our Main Focus:

• Brings together members of the CDC workforce committed to advancing the field of CHWs
• Provides a forum of learning and support for those currently engaged or interested in work related to CHWs

• NCCDPHP Division and CDC Center Representation
  – DCH, DCPC, DDT, DHDSP, DNPAO, DPH, DRH, OD, OSH
  – CSELS, NCEZID, NCHS, NCIPC, NCHHSTP
Harnessing the Potential of CHWs in Public Health: What Every Project Officer Should Know

May 5, 2014, 1:30 - 3:30PM, Chamblee 107 A/B/C
What is the Road to Health Toolkit?

A toolkit on primary prevention of type 2 diabetes for community health workers (CHWs)/promotores
Evolution of RTH and the CHWs

1995 DPP

2008 English version

2010 Spanish version

2013 Training and evaluation

2014 Demonstration Project

Beginning
Focus groups, participation in CHWs conferences and meetings, on-site trainings, getting the buy-in

Evolution
Campeones del Kit El camino hacia la buena salud
CoP on pHConnect
Key Lessons
What Went Right

• Don’t wait for perfection
  – Don’t wait to act until strategies are perfected. Plans can and will be revised over time

• Start with an existing process
  – Avoid duplication of efforts

• Keep communication amongst all interested parties

• Choose the right of people for the work group to ensure that the required skill set to deliver the work group’s products is present

• Keep motivation of the parties involved in the work group to foster better collaboration and hence a greater awareness of each other’s activities.
LISTEN, LISTEN, LISTEN……..

People who listen are trusted more than those who grab the talking stick and barge straight into chatter.

Trust is the grease of changing minds and listening is the key!
Alice: Would you tell me, please, which way I ought to go from here?

The Cat: That depends a good deal on where you want to get to.

*Alice in Wonderland*
National Diabetes Education Program

WWW.CDC.GOV/DIABETES/NDEP

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Questions & Comments
Thank You!