The NHLBI-CHW Health Disparities Champions: CHWs on the Move Promoting Healthy Hearts in their Communities

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Outline

- Describe the issue
- Overview of NHLBI’s CHW Health Disparities Initiative
- NHLBI’s Heart Health Curricula
What’s the issue?

Source: Centers for Disease Control and Prevention, National Center for Health Statistics; data from the National Vital Statistics System (2006). Data are not age-adjusted.
Risk Factors for CVD

- Smoking
- High blood pressure
- High cholesterol
- Diabetes
Contributing Factors?

Social Determinants of Health

- Struggling Schools
- Low income/Limited money
- Unemployment
- Crime
- Immigration Status
- Poor Housing
- Limited access to healthy choices (food, exercise)
- Poor Health
- Other Challenges
The Initiative At-A-Glance

- Training & Health Education Resources
- Shared Learning
- NHLBI CHW Programs
- Evaluation
- Partnerships
The Vision of the Initiative

To empower community health workers (CHWs) to be an integral part of a public health approach to decrease health disparities in cardiovascular, lung, and blood diseases in underserved and minority communities.
The Initiative’s Goals

- **Build the capacity of CHWs** to implement NHLBI CHW programs.
- **Develop and grow partnerships** to implement and sustain NHLBI’s CHW programs led by trained CHWs, CHRs, and other health educators.
- **Implement, evaluate, and sustain** NHLBI’s CHW programs.
Your Heart, Your Life/Su Corazón, Su Vida
Latinos

With Every Heartbeat Is Life
African Americans

Honoring the Gift of Heart Health
American Indians and Alaska Natives

Healthy Heart, Healthy Family
Filipino Americans

* Supplemental Materials: Risk factor booklets, recipe books, fotonovelas, and picture cards
Foundation of Materials

- NHLBI’s Clinical Practice Guidelines
- Adult Learning Theories
- Transtheoretical Model of Behavior Change
- Popular Education Principles
Heart Health Manuals

• 12 sessions focused on increasing heart health awareness, knowledge and behavior change in American Indian/Alaska Natives, African Americans, Filipinos, and Hispanics/Latinos

• Taught by community health workers/promotores using one of three strategies:
  • Train the Trainer
  • Community Education (with or without screening)
  • Lifestyle and Clinical Management
What’s Inside the Manuals?

**session 1**
Knowledge Is Power: Know Your Risk for Heart Disease...

**session 2**
Act in Time to Heart Attack Signs...

**session 3**
Get Energized! Say YES to Physical Activity...

**session 4**
Help Your Heart: Control Your High Blood Pressure...

**session 5**
Be Heart Smart: Keep Your Cholesterol in Check...

**session 6**
Embrace Your Health! Aim for a Healthy Weight...

**session 7**
Protect Your Heart: Take Good Care of Your Diabetes for Life...

**session 8**
Make Heart Healthy Eating an Everyday Family Reunion...

**session 9**
Eat in a Heart Healthy Way—Even When Time or Money Is Tight...

**session 10**
Take Control of Your Health: Enjoy Living Smoke Free...

**session 11**
Review and Graduation...

**session 12**
Use Evaluation To Track Your Progress
(Especially for Community Health Workers)...

**appendix**
Activities for Training Community Health Workers...
CHW Heart Health Programs

- CHW-driven risk factor education
- Culturally responsive and language appropriate
- Manuals, picture cards, and risk factor booklets are excellent training resources for CHWs
- Flexible for different community and clinical needs
- Used in various settings (churches, community centers, clinics, etc)
Who uses the manuals?

- Community Health Workers
- Diabetes Educators
- Promotoras
- Dieticians and Nutritionists
- Health Educators
- Community Health Representatives
- Community Health Aids
- Community Wellness Advocates
- Outreach workers
- Patient Navigators
- Lay Health Workers
Examples of Partners

- Community Based Organizations
- Academic Institutions
- Federal Agencies
- Clinics (e.g. FQHCs)
- Area Health Education Centers (AHEC’s)
- Housing Authorities
Purpose: 9 funded sites implemented innovative programs to build CHW capacity and offer community education over 16 months

Populations Served: African-American, Latino/Hispanic, Filipino, American Indian
Description of Champion’s Projects

- Champions are the next wave of CHW projects
- Focus on building CHW capacity to implement trainings and community education
- Use innovative strategies
- Build “out of the box” partnerships
- Evaluate lessons learned (process & outcome measures)
Examples of new approaches & innovation:

- Mix in person and virtual trainings
- E-learning tools
- Learning circles
- Online “voice over” trainings
- Mobile technology
- Adapt the manuals
- Add core competency modules

649 CHWs were trained and supported over the project period
Community Education Approaches

- Small learning circles
- One-on-one home visits
- Development of additional, population-specific education materials (e.g. faith-based, Navajo)
- Combined cross-population manual

12,567 community members were reached during the project period.
Key Outcomes

- Trained **649** CHWs to deliver heart health education
- **2,907** community members educated*
- Champions partnered with **147** organizations

* Reached equals participants being exposed to more than one session of the curriculum
CHWs who changed their lifestyle behaviors remained high at **30 days (94%) and 90 days (93%)** post training.

The mean knowledge score improved from **4.8 to 5.3** post test.

30 days post training, **42.4%** of CHWs were able to teach classes in their community:

- Ex: homes, churches, schools, clinic/provider officers, immigrant and refugee support, barbershops, public housing, & social service offices.
CHWs Heart Health Knowledge

**High blood pressure definition***

Risk factors of heart disease**

Heart disease risk factors and lifestyle habits

Lifestyle changes***

Serving sizes***

Steps to a healthier lifestyle**

Knowledge**

Who follows a heart-healthy diet***

***p < 0.001 **p < 0.05 *p < 0.1
Community Education Outcomes

- Confidence to cook heart healthy foods increased from 51% to 75%
- Ability to read food labels improved from 48% to 72%
- Knowledge of HD RF’s scores improved from 2.8 to 3.3
- Knowledge of ways to lower HD risks improved from 3.8 to 4.5
Change in Physical Activity Frequency

Pre (%) N=1,079
Post (%) N=1,058
Stages of Change

- **The Disbeliever (Pre-Contemplation)**: 6.1% Pre, 4.7% Post
- **The Frustrated (Contemplation)**: 12.5% Pre, 7.3% Post
- **The Well-Intentioned (Preparation)**: 26.6% Pre, 16.4% Post
- **The Active (Action)**: 29.3% Pre, 45.3% Post
- **The Believer (Maintenance)**: 25.7% Pre, 26.4% Post

**Action + Believer Stage of Change**: 55% to 72%
Partnerships are critical to success
Important to engage CHWs during all phases
CHWs need continual support for professional development
Need to get buy in from CHWs support agencies
Training should be responsive to CHWs needs
Small trainings and community education sessions are best
CHWs should have flexibility to adapt materials to meet community’s specific needs
What’s Next?

- Finalize “A Breath of Life” Asthma Manual

- Develop resources for CHWs:
  - Expanded Health Disparities website
  - Program Implementation toolkit
  - Updated CVD Tip Sheets
  - Updated Heart Health
  - Vietnamese Pamphlets
Thank you!

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