Unity Conference 2014

Community Health Workers: Innovative Solution to Addressing the Triple Aim
(Better Health, Better Care, Lower Cost)

The TRIPLE AIM

May 20-23, 2014
Baltimore, Maryland

Presented by:
The Center for Sustainable Health Outreach at USM
Community Health Worker Learning Network,
a collaboration led by
Delmarva Foundation for Medical Care
with Central Massachusetts Area Health Education Center
and Community Resources, LLC
Recognition

Primary Program Sponsors

The University of Southern Mississippi

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a Collaboration led by Delmarva Foundation for Medical Care
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Special recognition for promoting the event goes to:

The more than 40 CHW associations at the state and regional level, the USDHHS Interagency
CHW Work Group, the Maryland Department of Health and Human Service’s Health Systems
and Infrastructure Administration Division (SIM planning network),
and the Delmarva Foundation for Medical Care Communications Office
Delmarva Foundation for Medical Care is pleased to co-sponsor UNITY 2014 through our Population Health Center.

The Population Health Center at Delmarva Foundation offers community partners—agencies, providers, schools and more—services and support to help them achieve excellence in population health.

With health care reform there is a need for different strategies to achieve the Triple Aim of decreasing costs, increasing quality, and improving patient experience. The IOM report released in March 2012 recognized that public health and primary care are so far apart that we may need a third entity to bridge the gap between the two sectors of health; Delmarva Foundation is that bridge between the public and private health sectors.

The Population Health Center has three primary areas of focus: data analytics, custom community interventions and workforce development. For more information on the Population Health Center go to www.populationhealthcenter.org

Our Community Health Worker Learning Network (CHWLN) is a collaborative workforce development effort designed to support Community Health Workers (CHWs), those who supervise CHWs and integration of CHWs into care teams. Current collaborative partners include Central Massachusetts Area Health Education Center and Community Resources, LLC.

If you are interested in learning more about Delmarva Foundation’s Population Health Center or in becoming a collaborative partner of a CHWLN, please contact Sue Myers at myerss@dfmc.org or call 410-770-9960.
On behalf of the Center for Sustainable Health Outreach at The University of Southern Mississippi, Delmarva Foundation for Medical Care, Central Massachusetts AHEC, Inc., Community Resources, LLC, and the Unity 2014 Conference Planning Committee, we extend a warm welcome to Unity 2014 participants. Our conference theme, “Community Health Workers: Innovative Solution to Addressing the Triple Aim (Better Health, Better Care, and Lower Costs),” celebrates the successes of community health workers as they strive to meet the demands of a changing health care system and an increasingly diverse population. The stories you will hear while at Unity 2014 speak to CHWs’ indomitable ability to impact health outcomes through individual and group education, community organization, client follow-up, and navigation through the complex health and social services networks. This is done with dignity and respect for all persons within a strength-based approach and capacity building manner. The conference promises to be an excellent opportunity for CHWs and their supporters to share knowledge, information, and expertise with each other.

We gratefully acknowledge the support of our sponsors, collaborators, exhibitors, and the outstanding speakers who are presenting this year. We would especially like to thank our sponsors, Baltimore Healthy Start, Inc., The Mississippi Network for Cancer Control/Fannie Lou Hamer Cancer Foundation and The University of Southern Mississippi College of Health for their commitment to support Community Health Workers to attend this year’s conference and for their generous support of Unity 2014. Exhibitors like MHP, Inc., Project Hoffnung, Department of Health and Mental Hygiene, African American Health Program of Montgomery County, Baltimore Healthy Start, Delmarva Foundation for Medical Care, and Needy Meds are essential to share needed information and resources with our communities. From these resources, Community Health Workers can learn from each other and their supporters so they can better overcome the barriers facing them as they fulfill their important role in improving the communities’ health.

The Community Health Worker Learning Network (CHWLN) is a partnership among the primary collaborating organizers for this year’s Unity Conference. CHWLN offers training focusing on core competencies, CHW supervisor training, and integration of CHWs into care teams. Please visit www.populationhealthcenter.org/chwl to learn more about our efforts.

To our conference participants, your presence and voice are essential to our efforts. It is our hope that while you are here with us, you will learn about and be a part of creative solutions that you can apply back home in your communities and in your work settings. We always look forward to the Unity conferences as a time for renewing acquaintances with old friends and getting to know new ones. If there is anything we can do to make this a memorable Unity conference for you, please let us know.

Warmly,

Susan Mayfield-Johnson
Sue Myers
Joanne Calista
Carl Rush
Unity 2014

Community Health Workers: Innovative Solution to Addressing the Triple Aim
(Better Health, Better Care, and Lower Costs)

CONFERENCE AGENDA

**Tuesday, May 20, 2014**

1:00 p.m. – 5:00 p.m.  Conference registration  Foyer F

1:00 p.m. – 5:00 p.m.  Exhibitor set-up  Foyers F

**Wednesday, May 21, 2014**

8:00 a.m. – 12:00 noon  Conference registration  Foyer F

8:30 a.m. – 4:00 p.m.  Exhibits  Foyers F

8:30 a.m. – 9:45 a.m.  Welcome and Opening Remarks  Constellation AB

Dr. Joshua Sharfstein, Secretary of Health and Mental Hygiene, State of Maryland
Senator Verna Jones-Rodwell, District 44, Baltimore City, Maryland
Delegate Shirley Nathan-Pulliam, District 10, Baltimore County, Maryland
Dr. Fredia S. Wadley, Delmar Foundation for Medical Care, Easton, Maryland
Dr. Susan Mayfield-Johnson, Center for Sustainable Health Outreach, The University of Southern Mississippi, Hattiesburg, Mississippi

9:45 a.m. – 11:15 a.m.  Plenary Session I  Constellation AB

Community Health Workers: Innovative Solution to Addressing the Triple Aim
Pamela Keach, University of California San Francisco, Roseville, California, and Andrew Broderick, California Health Workforce Alliance, , Oakland, California; Dr. Janet Heinrich, Centers for Medicare and Medicaid Innovation, Baltimore, Maryland; and Mark Lubbert and Jose Reyna, Spectrum Health, Grand Rapids, Michigan

This plenary session will demonstrate how Community Health Workers are impacting the triple aim by improving healthcare in the community, produced improvements in health outcomes, and demonstrating a positive financial return on investment.

11:15 a.m. – 11:30 a.m.  Break

11:30 a.m. – 12:30 p.m.  Plenary Session II  Constellation AB

The Impact of Health Care and Payment Reform on Community Health Workers: The Lessons from Massachusetts
John Auerbach and Laura Desrochers, Institute on Urban Health Research and Practice, Shrewsbury, Massachusetts

This plenary session will present the preliminary results of a three-state survey to determine the current usage of and opinions about Community Health Workers in community health center settings during the changing health care coverage circumstances. The potential impact of health care and payment reform will also be discussed.
12:30 p.m. – 1:30 p.m.  Lunch

**Concurrent Workshops** - Participants will choose 1 to attend.

**Workshop I: Issues Related to Certification, Education and Training of CHWs**
Critical Steps to Passing CHW Legislation: Supporting the Development of the CHW Workforce in New Mexico, B. J. Ciesielski, New Mexico Community Health Worker Association, and Diana Abeyta, New Mexico Department of Health, Office of CHWs, Albuquerque, New Mexico
New Mexico has recently passed the CHW Act (Senate Bill 58), which will enable New Mexico to move forward with efforts to create certification and full integration of CHWs in New Mexico's health and human services systems of care. Discussions on the policy efforts and its impact will be discussed.

**Workshop II: CHW Leadership Development and Sustainability**
Supporting and Sustaining CHW Leadership in CHW Workforce Development and Training/Education, Durrell Fox, UMASS Medical School, New England AIDS Education and Training Center, Shrewsbury, Massachusetts.
This session will explore some of the history of CHW grassroots organizing that has led to creation and development of CHW led networks and associations and the impact that has had on CHW workforce development across the country.

**Workshop III: Integrating CHWs into the Affordable Care Act and Health Reform**
This presentation highlights the successes and challenges of utilizing Community Health Workers as Health Insurance Marketplace Navigators in the Lower Rio Grande Valley.

**Workshop IV: Innovative Methods in Reaching Vulnerable Populations**
Treatment Adherence - There's an App for That, Brian Diaz, Institute for Public Health Innovation, Washington, DC,
CHWs on the Move, Striving to Make a Difference, Khadijah Abdullah, Leslie Demus, Reginald Jackson, and Lenora Wright, Institute for Public Health Innovation, Washington, DC
These two presentations will highlight CHWs effectively reaching “hard-to-reach” clients, overcoming significant challenges, and offering innovative solutions to addressing and improving behavioral health.

2:45 p.m. – 3:00 p.m.  Break

3:00 p.m. – 4:30 p.m.  **Skill-Building Workshops** - Participants will choose 1 to attend.

**Workshop I: Project Citizen - Advocating for Policy Change**
Amaury Gama and Joyce Latura, Mariposa Community Health Center, Nogales, Arizona
Mariposa Community Health Center, a Federally Qualified Health Center, has collaborated with four partner organizations to build the capacity of CHWs to promote ACA enrollment through outreach and education by planning, delivering, and evaluating trainings for CHWs around the state through the Nuestra Salud curriculum. The presentation will include an overview of the curriculum, training outcomes and next steps to better support the involvement of CHWs in ACA enrollment and beyond to improve access to care to reduce health disparities.
Workshop II: Tips for Maintaining CHWs’ Passion and Preventing Burnout  
Katherine Nimmons, Center for Community Health Development, Texas A&M Health Science Center, College Station, Texas  
The increasing recognition and expansion of CHW roles in health care and social service settings represents both an opportunity and a challenge. Of particular concern are the growing rates of CHW job turnover (related to funding and supervision) and burnout (related to insufficient support, compensation, and recognition). This presentation will share lessons learned from the experiences of a CHW training center and research projects employing CHWs, and then broaden the discussion to incorporate responses and feedback from participants through interactive activities and personal testimonies to initiate a group dialogue about strategies to support CHWs and prevent burnout.

Workshop III: Prescribing Medications Isn’t Enough: How to Help Your Patients Obtain the Medications They Can’t  
Richard Sagall, Needy Meds, Gloucester, Massachusetts  
While there are many programs that provide medication and other assistance for community members experiencing financial difficulties, many are not publicized. This presentation will share how to access over other various programs that can assist CHWs in facilitating access to resources for their community members.

Workshop IV: Working with Older Adults in their Communities: Using Rethink Health as a Tool  
Barbara Levin and Del Joiner, Delmarva Foundation for Medical Care, Columbia, Maryland  
Working with the Baltimore HELPS (Healthy Eating Linking Partners for Seniors) project to reduce disparities in chronic disease rates, the Rethink Health Tool, a community organizing method, was instrumental in addressing the needs of the community members. This session will highlight how CHWs were instrumental in the development and success of the project.

5:00 p.m. – 6:00 p.m. Community Outreach Workers Association of Maryland (COWAM) Interest Meeting  
CHWs interested in the COWAM Association, please come and learn about our history, our current activities, and how to get involved.

5:00 p.m. – 6:00 p.m. Dinner on your own

Thursday, May 22, 2014

8:00 a.m. – 12:00 noon Conference registration  
Foyer F

8:30 a.m. – 4:00 p.m. Exhibits  
Foyers F

8:30 a.m. – 10:45 a.m. Plenary Session III  
What’s Going on with CHWs – An Overview of National Programs Focused on CHWs  
Dr. Nell Brownstein & Betsy Rodriguez, CDC, Atlanta, Georgia; Cynthia Phillips, HRSA, and Mayra Alvarez, OMH, Washington, DC; Susan Kunz, Women’s Health Leadership Institute, Nogales, Arizona; and Jovonnii Spinner, National Heart, Lung, and Blood Institute, Bethesda, Maryland  
This session will focus on national programs that involve CHWs. Learn how to get involved with national programs and resources.

10:45 a.m. – 11:00 a.m. Break
11:00 a.m. – 12 Noon. Plenary Session IV Constellation AB
CHWs Helping Move Healthcare Upstream
Dr. Rishi Manchanda, Health Begins, Los Angeles, California
Nationally known physician, public health entrepreneur, and writer, Dr. Manchanda will present on his efforts to train providers to work with patients on the "upstream" causes of illness, outlined in his 2013 book "The Upstream Doctors," and the central role of CHWs in helping providers address the social determinants of health.

12 Noon. – 1:00 p.m. Lunch Constellation EF

1:00 p.m. – 2:30 p.m. Roundtable Discussions Constellation CD
CHW Model Programs, Interventions, and Evaluations

Roundtable 1: Prevention Empowers ME, Shari Curtis and Fernanda Azucena, District of Columbia Primary Care Association, Washington, DC
The Prevention Empowers ME initiative focused on the creation of a SME self-management train-the-trainer program for existing CHWs and Promotores de Salud, increasing the knowledge of CHWs and residents in prevention, and SME targeting chronic diseases including diabetes, heart disease/stroke prevention; and asthma. Presenters will share the model, messaging and strategies for sustaining the education and training beyond the life of the grant.

Roundtable 2: The Strength Within: Community Health Workers in Texas Health and Social Service Systems, Beverly MacCarty, Promotor(a)/Community Health Worker Training and Certification Program, Texas Department of State Health Services, Austin, Texas
This session highlights efforts in Texas to support CHWs and enhance their roles in accessing care, reducing health care costs, and promoting healthy communities.

There are few community-based and culturally-based interventions to promote diabetes prevention in Asian subgroups. This project utilized a community-based participatory approach to develop, implement, and evaluate a CHW program to promote diabetes prevention in NYC South Asian and Korean communities. Methodology and findings will be discussed.

This session will share the results from the successful implementation of the In-Person Assistor (IPA)/Navigator program for the New York State of Health benefit exchange within the Asian Pacific Community.

Roundtable 5: Evaluating Community Health Advisor (CHA) Core Competencies: The CHA Core Competency Retrospective Pre/Post-Test, Lachel Story and Yen To, The University of Southern Mississippi, Hattiesburg, Mississippi.
This study identified a common set of Community Health Advisor core competencies, generated a theoretically-based measure of CHA core competencies, the CHA Retrospective Pre/Post-test (CCCRP) measure, and explore psychometric properties of the CCCRP. Findings will be shared.

This session will demonstrate the importance of getting HIV clients to take control of their substance use to engage in effective and continuous HIV care for a long and healthy life through technique processes and case stories.
This presentation will include results and lessons learned from NIH and CDC funded CHW interventions designed to improve diabetic management practices, promote weight loss, physical activity, and healthy eating in the Bangladeshi community of NYC.

Roundtable 8: Using Students to Make an Impact, Caterina Baldenegro and Erika Islava, Mariposa Community Health Center, Nogales, Arizona
The session will discuss the key components to service learning, program needs and planning for multi-levels of students, service activities, expectations, and impacts.

Roundtable 9: Building a CHW Professional Association, Rosalind Oden and Elsa Morales, District of Columbia Primary Care Association, Washington, DC
The CHW Professional Association of Washington, DC is a new association working to establish a place for professional development, establishing a voice to advocate for sustainable employment, and growing a support network to improve the health outcomes of residents in the District of Columbia. This roundtable, led by CHWs, will tell the story of creating an association and learn strategies and opportunities from CHWs from other jurisdictions that have established associations.

Roundtable 10: Growing CHWs as Change Agents - National Reach through WHLI Workshops, Rosie Piper, Mariposa Community Health Center, Nogales, Arizona, and Susan Mayfield-Johnson, The University of Southern Mississippi, Hattiesburg, Mississippi
The Women’s Health Leadership Institute’s purpose is to train and support CHWs across the US in leadership development to increase their capacity to influence change in their communities by addressing social determinants of health. An expert group of WHLI Master Trainers, representing the 10 U. S. Public Health Service Regions, are trained in: leadership, ethics, group problem solving, action planning, and community capacity building. Development, methodology, and findings will be shared.

Roundtable 11: Diabetes Education and Medication Therapy Management using Community Health Workers, Tilli Williams, Healing Our Village, Inc., Washington, DC
This presentation will share the results from a diabetes education pilot program that added CHWs to improve diabetes management, reduce co-morbidities, and increase health care utilization in Washington DC Wards 7 & 8.

Roundtable 12: Training Teen Health Facilitators as Part of Our CHW Team, Alicia Villa, Mariposa Community Health Center (Platicamos de Salud), Nogales, Arizona
The methodology and results will be shared from the Summer Youth Institute, a seven-week program for adolescents ages 14-18 that have completed at least their freshman year of high school, to become teen CHWs, or Teen Health Facilitators.

Roundtable 13: Developing Advisory Committee Recommendations to Advance the Role of Community Health Workers, Pamela Keach, CA4Health, University of California San Francisco, Roseville, California.
To support local communities advancing the role of community health workers as part of the health care team, CA4Health has convened an advisory committee of CHW experts to create recommendations and standardize expectations related to CHW standards of practice, core skills and competencies, and skills assessment. Results will be shared.

Roundtable 14: Community Health Worker's Education-Moving beyond the Classroom Setting, Celeste Sanchez Lloyd and Susie Williamson, Spectrum Health-Healthier Communities, Grand Rapids, Michigan
CHW education is a necessity for the professional success of CHWs and their employers. Some traditional work settings or educational formats may not benefit the CHW role. This presentation will identify areas that enhance professional development and education of CHWs.
Roundtable 15: The Center for Community Health Workforce: Creating a DC, MD, and VA Regional Workforce Development Center to support policy, practice and program technical assistance for Community Health Workers, Dwyan Y. Monroe, Institute for Public Health Innovation, Washington, DC
This session will highlight the planning, development, and implementation of tools and techniques to support policy, practice and provide program technical assistance for the Washington, DC, Maryland, and Virginia CHW workforce.

Roundtable 16: Techniques and Results from a CHW-led Cancer Education Intervention in South Texas, Katherine Nimmons, Center for Community Health Development, Texas A&M Health Science Center, College Station, Texas
This session will share the planning, development, implementation, and evaluation of a CHW cancer led intervention in South Texas.

2:30 p.m.–2:45 p.m. Break

2:45 p.m.– 4:45 p.m. Personal Development Sessions
Nurturing the Mind, Body, and Spirit. Workshops will repeat. Break from 3:40 p.m. – 3:50 p.m.

Workshop A: Stress Management Techniques Baltimore
Katherine Nimmons, Center for Community Health Development, Texas A&M Health Science Center, College Station, Texas

Workshop B: Belly Dancing Annapolis
Nyla Elise, dancenyla.com, Hyattsville, Maryland

Workshop C: Line Dancing Frederick
Two The Point, LLC, Baltimore, Maryland

Workshop D: Salsa Dancing Columbia
Sergio Matos, CHW Network of NYC, New York, New York

4:45 p.m. – 7:30 p.m. Dinner on your own

7:30 p.m. – 9:00 p.m. Dessert Reception and Ester M. Holderby Dedicated CHW Award Constellation DEF
Friday, May 23, 2014

9:00 a.m. – 10:30 a.m. **Plenary Session V**  
Open Forum: We’re Here to Listen!  
Facilitator: Heidi Christensen, Center for Faith-based and Neighborhood Partnerships  
Discussants: Cindy Phillips, Bureau of Health Professions, HRSA  
Meseret Bezuneh, Bureau of Health Professions, HRSA  
Sylvia Joice, Maternal and Child Health Bureau, HRSA  
Tamara L. Zurakowski, Bureau of Health Professions, HRSA  
Mayra Alvarez, Office of Minority Health,  
Lindsey Wilde, Centers for Medicare and Medicaid Services  
Betsy Rodriguez, National Diabetes Education Program, CDC  
Dr. J. Nell Brownstein, National Center for Chronic Disease Prevention and Health Promotion  
Caroline Ryan, Administration for Community Living  
Captain Celissa Stephens, Indian Health Service  
Cathy Stueckemann, Indian Health Service  
Teresa Niño, Centers for Medicare and Medicaid Services  
Commander Thomas Pryor, Centers for Medicare and Medicaid Services  

10:30 a.m. – 11:00 a.m. **Closing Session**  
Carol Payne, US Department of Housing and Urban Development  

11:00 a.m. – 11:30 a.m. **Unity 2015 Program Planning Committee Meeting**  
If you are interested in being a part of the planning committee for Unity 2015, please come to this brief meeting to get started.
The Esther M. Holderby Award honors a dedicated community health worker (CHW) who has overcome personal adversity to promote health in his or her community. This award was established in 2006, by James M. Holderby Jr. and Lisa Renee Holderby, to commemorate the late Esther M. Holderby. Ms. Holderby was a 25-year, 4-time cancer survivor and most importantly, a dedicated CHW. Until her passing in July 2005, Ms. Holderby continued to educate women of the importance of early detection of breast cancer and advocated for increased funding for early detection services and CHW programs. Nominees must be a community health worker and can be from any state, discipline or health focus. This year's recipient, Ron Sanders, Transitions Clinic Network, San Francisco, California, will be honored at the Dinner and Awards Ceremony on Thursday, May 22, 2014.

Special Recognition Award
Zhilphia "Zee" Turner
Institute for Public Health Innovation

2014 Honorable Mention
Marta Lugo-Rodriguez - Community Health and Social Services, Detroit, MI
Vicki March - South East American Indian Council, Jacksonville, FL
Paula Saldana - Center for Health Development, College Station, TX
Scott Smith - Tri-County Rural Health Network, Helena, AR

A Common Bond: Reflections of Unity 2004
By Esther M. Holderby

It was called “2004 Unity Conference,” but it was reminiscent of a family reunion.

It was my first nationwide Community Health Worker’s conference, and as I waited to board Flight #5321, I wondered how it would be to co-exist, for the next two and one-half days with almost 300 total strangers. (Make that 296 total strangers. I knew four CHWs from my home state of Massachusetts who would be attending the conference. One of which was my daughter with whom I would share the podium for a workshop session).

Upon my arrival at the conference hotel, I had been standing in the registration line all of five minutes when my apprehensions quickly disappeared. I found myself chatting with not only the person in front of me, but the person behind me as well. We were carrying on a three-way conversation. Before I went to my room, I found myself amidst smiling faces who were either being introduced to me, or had taken the liberty of introducing themselves. Hugs were exchanged, CHWs were saying where they were from and what their programs were about. Old acquaintances were being renewed, and the newcomers, such as myself, were warmly welcomed into the fold. It was wonderful!

I find it very difficult to express the emotions that ran through me over the next two and one-half days. To say that it was an intense experience would be putting it mildly. Before Unity 2004, I understood the tremendous undertakings of Community Health Workers on a statewide level. Now I was hearing CHWs' voices, from across the nation, singing the same tune and marching in step to the same drummer’s beat. I heard those voices although from different disciplines, expressing the same concerns for the communities that they serve that we have for the communities that we serve locally. But despite those many very different disciplines - we all came with the exact same goal, the very same target, and an undying, unified determination - to identify the communities' needs, to meet those needs, and to deliver the same end result - a whole and healthy community.

What can I say about the workshop sessions? I wish I could have attended them all, but they were ran concurrently. The sessions that I did attend were not only inspirational and uplifting, the information shared opened that window which allowed those of us attending the session to see into the everyday world of our brother and sister CHWs across the nation. Through these workshops I truly realized that CHWs, no matter where we are physically located, are all joined at the hip by the determination to get the job done.

There is a certain, non-duplicable, contagious energy, enthusiasm, and love that community health workers exude. I’ve made a feeble attempt at giving some adjectives to the feeling that I experienced. I don’t believe that there is a word as yet in the dictionary that truly describes this CHW nectar running through our veins. I can only say that that is similar to a booster shot in the arm that helps one to face the budget cuts virus that affects our sorely needed programs.

I cannot close without saying this: What touched me most was the realization that there is no pecking order in the world of community health workers. The experienced CHWs reach out for the hands of the newcomers and willingly share their knowledge, which enables all of us to grow and be strong. This kind of unity makes us powerful. And we can bring that power to the communities that we serve.

I truly believe that if the word love could ever be redefined, love would then be under C for Community Health Worker. What impressed me most about Unity 2004 Conference? I came, I learned, I felt the love!
Conference Organizer Contact Information

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Santa Rosa, CA
The volunteers of UNITY 2014 wish you a safe return home and invite you to UNITY 2015.

Save the Dates  May 19-21

Location to be determined.

More information will be posted at www.populationhealthcenter.org/chwl and shared with this year’s attendees as soon as it is available.

If you would like to sponsor UNITY 2015 or assist with planning the event, please contact us:
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Presented by:
The Center for Sustainable Health Outreach at USM

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