UNITY 2016
COMMUNITY HEALTH WORKERS: SOCIAL CHANGE AGENTS
ADVANCING HEALTH EQUITY AND IMPROVING OUTCOMES

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The University of Southern Mississippi
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Welcome

- Center for Sustainable Health Outreach history
  - Established in 1999
  - First CSHO Unity in 1999
  - Unity 1999 – 2005 in Mississippi
  - Unity sites
    - New Orleans, Louisiana
    - Tampa, Florida
    - Albuquerque, New Mexico
    - St. Louis, Missouri
    - Columbus, Ohio
    - Baltimore, Maryland
    - Memphis, Tennessee
    - 2016 in Atlanta, Georgia
35 States are represented here!

Alabama
Arkansas
Arizona
California
Colorado
District of Columbia
Florida
Georgia
Hawaii
Illinois
Indiana
Kansas
Kentucky
Louisiana
Massachusetts
Maryland
Maine
Michigan
Missouri
Mississippi
North Carolina
Nebraska
New Jersey
New York
New Mexico
Ohio
Pennsylvania
South Carolina
South Dakota
Tennessee
Texas
Utah
Virginia
Washington
Wisconsin
Why the Focus on CHWs?

- One of the five overall goals for reducing disparities as identified by the Department of Health and Human Services. ¹
- Recommended as strategies in Patient Protection and Affordable Care Act (Public Law 111-148) and Health Care and Education Reconciliation Act of 2010 (Public Law 111-152).
- As community members, you are able to integrate health information about prevention of disease and the health system into the community’s culture, language, and value systems through:
  - Reducing cultural, linguistic, social, and financial barriers to health care.
  - Increasing access to care and facilitation of appropriate use of health resources by providing outreach and cultural linkages between communities and health systems.
  - Reducing costs by providing health education, screening, detection, and basic emergency care, and improving quality by contributing to patient-provider communication. ²
  - You work!

WHO ARE COMMUNITY HEALTH WORKERS?

- The Community Health Worker is a front-line public health worker who is a trusted member of the community being served, commonly engaged in direct outreach into low-income, underserved or ‘hard-to-reach’ communities. The Community Health Worker is uniquely knowledgeable of individual, family and community needs, including cultural characteristics, behaviors and attitudes. The Community Health Worker performs a unique intermediary or ‘bridging’ function by explaining the complexities of the system to help individuals and families understand and access services more readily, and communicating about individual and community cultures and needs to help the service delivery system improve access to higher-quality services. The Community Health Worker builds individual and community capacity by increasing individual, family and community self-sufficiency and health knowledge, improving collaboration between service delivery agencies and the community, and influencing attitudes and practices through a range of activities such as community education, informal counseling, social support and advocacy. (APHA CHW Section, 2006)
SOME CHW JOB TITLES

- Care Coordinator
- Case Worker
- Community Follow-Up Worker
- Community Health Adviser
- Community Health Advocate
- Community Health Aide
- Community Health Outreach Worker
- Community Health Representative
- Community Health Specialist
- Community Health Worker
- Counselor
- Cultural Counselor
- Cultural Interpreter
- Cultural Mediator
- Eligibility Worker
- Family Advocate
- Family Health Advocate
- Family Health Promoter
- Family Support Worker
- Health Advisor
- Health Advocate
- Health Educator
- Health Facilitator

- Health Information Specialist
- Health Promoter
- Health Liaison
- Health Specialist
- Informal Counselor
- Lay Health Advisor
- Lay Health Advocate
- Lay Health Ambassador
- Outreach Worker
- Outreach Specialist
- Patient Navigator
- Peer Advocate
- Peer Counselor
- Peer Educator
- Peer Health Advisor
- Peer Health Educator
- Promotor(a)
- Physical Activity Specialist
- Public Health Advisor
- Public Health Aide
- Public Service Aide
- Social Worker Assistant
- Village Health Worker
- Volunteers

CHW Network of NYC General Job Titles: http://chwnetwork.org/
“If the problems are in the community, the solutions are in the community.”

Gilbert Friedell, MD
Former Director of Cancer Control
Kentucky Cancer Program
Lexington, Kentucky
SPONSORS

- Sanofi US
- KDH Research & Communication
- NeedyMeds
- Community Resources, LLC
- CHW Network of NYC
- Innovations Learning Laboratory at Morehouse School of Medicine
- Mariposa Community Health Center Platicamos Salud
- MHP Salud
- Washington Dental Service Foundation
HOUSEKEEPING

- We have +/- 400 participants.
- Meals
  - Courteous
  - Left over food
- Poster Session
  - Set-up
  - Poster Speakers and lunch
- Breakout Sessions
  - Rooms set up
  - Space limited
- Tuesday evening activities
  - Lip Sync Battle
  - Awards and Reception
- Evaluations