What’s trust got to do with it? Effectively Engaging Community Health Workers

Tish Singletary
January 24, 2019
A “frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the CHW to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery. A CHW also builds 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.
Mission

Establish a sustainable infrastructure that acknowledges the value of CHWs, supports their professional identity and integrates their role in the healthcare team.
Goals

- Identify core competencies for NC CHWs
- Recommend model training curriculum
- Develop model certification process
- Develop model program credentialing process
- Devise strategies for reimbursement of services
## Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>October 2014</td>
<td>NC Department of Health and Human Services (DHHS) team began exploring statewide CHW initiative opportunity</td>
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<td>January 2015</td>
<td>DHHS team conducted CHW Program Inventory</td>
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<tr>
<td>April 2015</td>
<td>Statewide stakeholder meeting held to share results of Inventory and gather input on how to develop sustainable infrastructure for CHWs</td>
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<tr>
<td>June 2015</td>
<td>Assessment conducted on CHW initiatives in southeastern US states</td>
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<tr>
<td>December 2015</td>
<td>Second stakeholder meeting held to create plan for moving forward</td>
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<tr>
<td>February 2016</td>
<td>Workgroups formed to draft recommendations for Core Competencies and Training</td>
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<tr>
<td>September 2016</td>
<td>Draft Recommendations completed</td>
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<tr>
<td>November 2016</td>
<td>NC Community Health Worker Summit</td>
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<tr>
<td>April –June 2017</td>
<td>Regional Listening Sessions</td>
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<tr>
<td>June 2017</td>
<td>NC CHW Survey</td>
</tr>
<tr>
<td>May 2018</td>
<td>Final Report and Recommendations</td>
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Community Health Workers (CHWs)
Training/Certification Standards
Current Status

*AK does not have a state-run CHW training program, but statutorily provides community health aide grants for third-parties to train community health aides.
+MN also allows Medicaid payments for certified CHW services

Last updated: 1/17/2017
Four Roles

Nine Competencies

Standardized Training
Community Health Worker Roles

➢ Cultural Liaisons
➢ Health Navigators
➢ Health and Wellness Promoters
➢ Advocates
Core Competencies

- Communication Skills
- Interpersonal Skills
- Service Coordination Skills
- Capacity Building Skills
- Advocacy Skills
- Education and Facilitation Skills
- Outreach Skills
- Knowledge Base
- Personal Skills and Development
## Standardized Training

<table>
<thead>
<tr>
<th>CHW Level</th>
<th>Competencies</th>
<th>Experience (Hours)</th>
<th>Recommended Education**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified CHW I</td>
<td>9 competencies (via course or grandparenting)</td>
<td>Hours included in coursework</td>
<td>9th grade literacy level + continuing education requirements every three years</td>
</tr>
<tr>
<td>“Certified CHW”</td>
<td></td>
<td></td>
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<tr>
<td>Certified CHW II</td>
<td>9 competencies (via course or grandparenting)</td>
<td>2 years at 1 Full Time Equivalency (FTE) with letter of support*; or equivalent</td>
<td>HS degree or HS equivalency + continuing education requirements every three years</td>
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<tr>
<td>“Experienced CHW”</td>
<td>+ In-depth Proficiency or Merit badge (as documented in a letter of support)</td>
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<tr>
<td>Certified CHW III</td>
<td>9 competencies (via course)</td>
<td>Total of at least 3 years at 1 FTE with letter of support*; or equivalent</td>
<td>Associate’s Degree + continuing education requirements every three years</td>
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<tr>
<td>“Senior CHW”</td>
<td>+ In-depth proficiency or Merit badge (as documented in a letter of support)</td>
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<tr>
<td></td>
<td>+ Management/Leadership (evidence of experience, performance, mentoring other CHWS as documented in a letter of support)</td>
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Process of Recognizing Community Health Workers and Community Health Worker Programs in North Carolina

North Carolina Community Health Worker Certification and Accreditation Board

Guidelines, Procedures, Core Competencies

Health and Social Service Organizations Accredited to Train Individual Community Health Workers

Certified Individual Community Health Workers

Certified Community Health Worker Programs
Certification and Accreditation Board

- Individuals And Organizations
- Independent Body
- Board Composition
- Roles and Responsibilities
Why are CHWs distinctive and effective?

- Expertise is based on *shared life experience* and (usually) *cultural background* with population served
- Do not provide clinical care (e.g., diagnose or treat)
- Generally do not hold another clinical license
- Spend more time with people in home, community, and clinic
- Address social determinants of health
- Trusting relationships based on shared power and “Three C’s” of community: Connectedness, Credibility, Commitment
- Core values based in equality, justice, empathy
What Is the NC context for CHW financing?

- Medicaid program and health reform, managed care
- State of CHW integration into health systems
- Stage of CHW infrastructure (training, credentialing, CHW definition & scope of practice, core competencies, etc.)
- Features of stakeholder networks, engagement, and leadership (state health department support, CHW association, coalitions, etc.)
## Next Steps

<table>
<thead>
<tr>
<th>Institute</th>
<th>Institute a standardized Core Competency Training</th>
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<tbody>
<tr>
<td>Recognize</td>
<td>Support and recognize NC CHW Network</td>
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<tr>
<td>Pilot</td>
<td>Pilot models to contribute to the evidence base and Return on Investment (ROI) on population health</td>
</tr>
<tr>
<td>Support</td>
<td>Support the establishment of a NC CHW Certification and Accreditation Board</td>
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<tr>
<td>Support</td>
<td>Support sustainable funding; living wage</td>
</tr>
<tr>
<td>Provide</td>
<td>Provide necessary tools for success (EHR access )</td>
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<tr>
<td>Develop</td>
<td>Develop protocols within care teams that recognize CHWs contribution</td>
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<tr>
<td>Provide</td>
<td>Provide additional specialized training</td>
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North Carolina Department of Health and Human Services Website

North Carolina Office of Rural Health Website

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