

NC Department of Health and Human Services

Implementing Recommendations: NC Community Health Worker Initiative

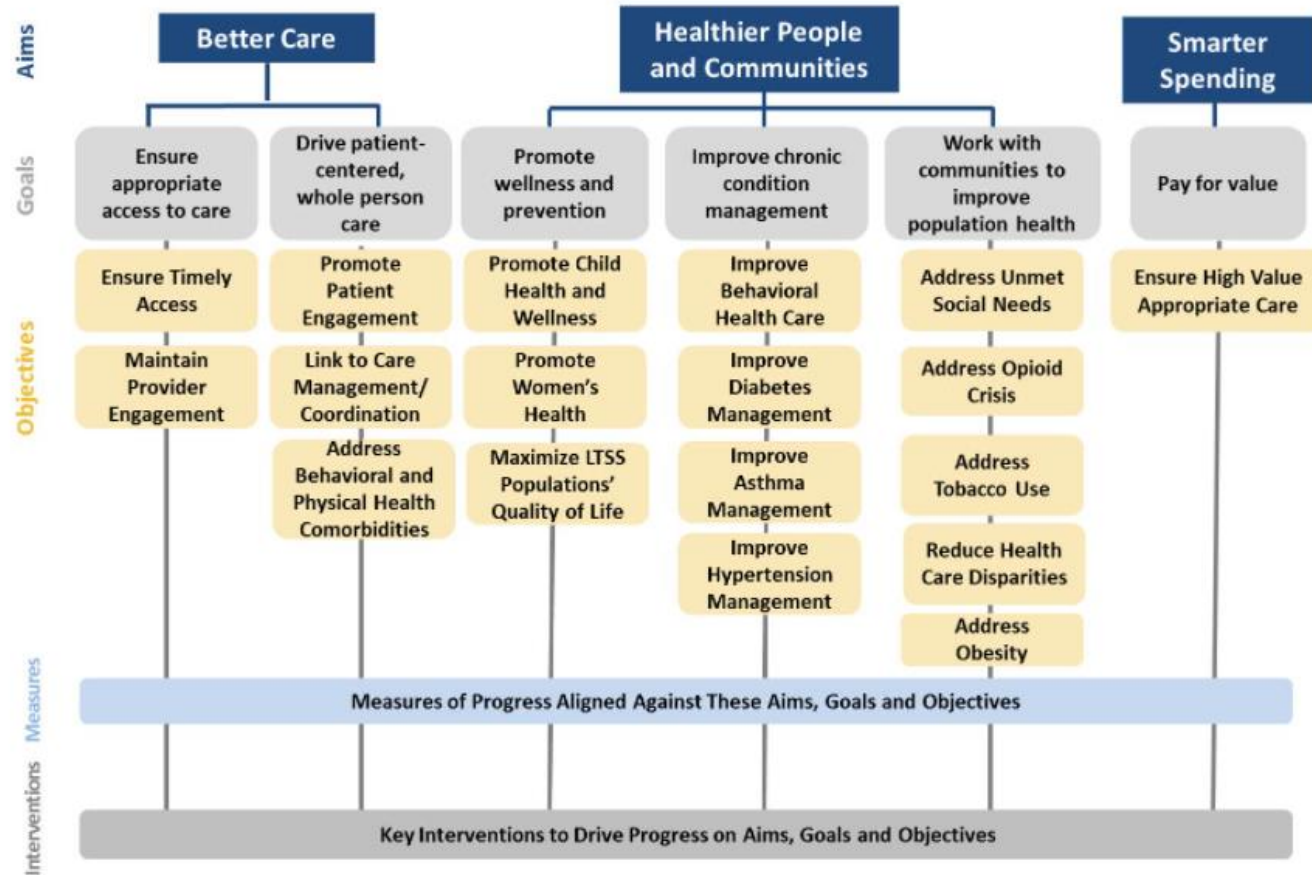
Tish Singletary, Branch Head, CCCPH

July 15, 2021

NC DHHS Vision for Quality of Care

Quality Strategy

The Department's Quality Strategy details Medicaid Managed Care aims, goals and objectives for quality management and improvement and details specific quality improvement (QI) initiatives that are priorities for the Department.



Workforce Needs to Address Health

- Develop, train and strengthen workforce needed to support SDoH/Trauma Informed Care
- Case Managers
- Staff of Advanced Medical Homes (Care Coordinators, Nutritionists, Health Coaches, Pharmacists, Advanced Practice Nurses, Social Workers)
- ***Community Health Workers***



Mission

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



Goals

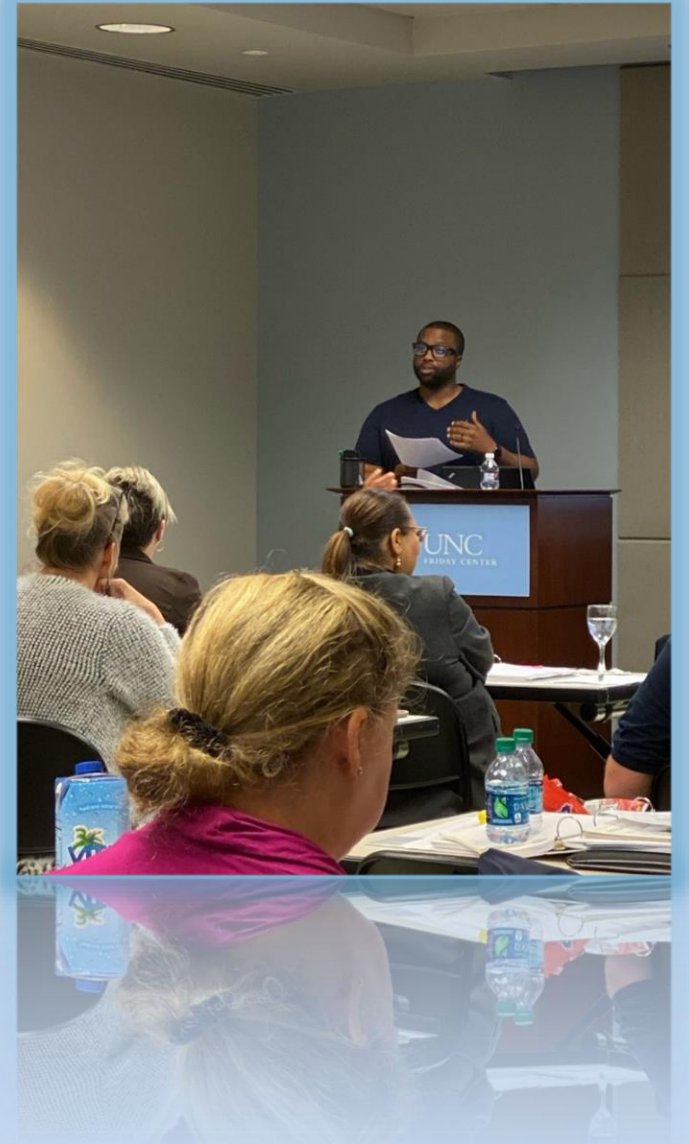
- ❑ Identify core competencies for NC CHWs
- ❑ Recommend model training curriculum
- ❑ Develop model certification process
- ❑ Develop model program credentialing process
- ❑ Devise strategies for reimbursement of services



Defining Community Health Workers



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.



NC CHW Initiative a Brief History...

Date	Activity
October 2014	NC Department of Health and Human Services (DHHS) team began exploring opportunities for a statewide CHW initiative
January 2015	DHHS team conducted CHW Program Inventory
April 2015	Statewide stakeholder meeting held to share results of Inventory and gather input on how to develop sustainable infrastructure for CHWs
June 2015	Assessment conducted on CHW initiatives in southeastern US states
December 2015	Second stakeholder meeting held to create plan for moving forward
February – September 2016	Workgroups formed to draft recommendations for core competencies, training and certification
November 2016	NC Community Health Worker Summit
April – June 2017	Regional Listening Sessions
June 2017	NC CHW Workforce Survey
May 2018	NC CHW Mission, Goals, Final Report and Recommendations Released
May 2018	NC Community Health Worker Initiative webpage launched
June 2018 - August 2019	Development of Core Competency Training to be offered through NC Community Colleges
July 2019	NC Community College State Board approves offering of Core Competency Training
October 2019	Train the Trainer – Standardized CHW Core Competencies

NC CHW Initiative a Brief History...

Date	Activity
January 2020	Pilot of Standardized Core Competency Training at 6 Community Colleges
February 2020	NC Community Health Worker Certification and Accreditation Advisory Board Committee established (includes 6 CHWs/Promotoras)
February 2020	UNC Pembroke named as the state site for the Community Health Worker Data Repository and developers of the CHW Registry
June 2020	ORH contracts with 7 entities to deploy approximately 400 CHWs for COVID-19 efforts
April 2021	Advisory Board Committee Leadership greenlights the establishment of a NC Community Health Worker Association
May 2021	ORH applies for CDC CHW Funding Opportunity - Community Health Workers for Covid Response and Resilient
May 2021	NC Community Colleges offering Core Competency Training in 15 colleges Fall 2021
August 2021	NC Community Health Worker Train-the-Trainer for CHW Instructors
January 2022	Potential start for true certification

Key Recommendations

Four Roles

Nine Competencies

Statewide Standardized Core
Competency Training

Certification Processes



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**
Division of Public Health

**COMMUNITY HEALTH WORKERS
IN NORTH CAROLINA:**

**CREATING AN INFRASTRUCTURE
FOR SUSTAINABILITY**

**Final Report and Stakeholder Recommendations of the
North Carolina Community Health Worker Initiative**

Community Health Worker Roles

Cultural Liaisons

Health Navigators

Health & Wellness Promoters

Advocates



9 Core Competencies

Communication Skills

Interpersonal Skills

Service Coordination Skills

Capacity Building Skills

Advocacy Skills

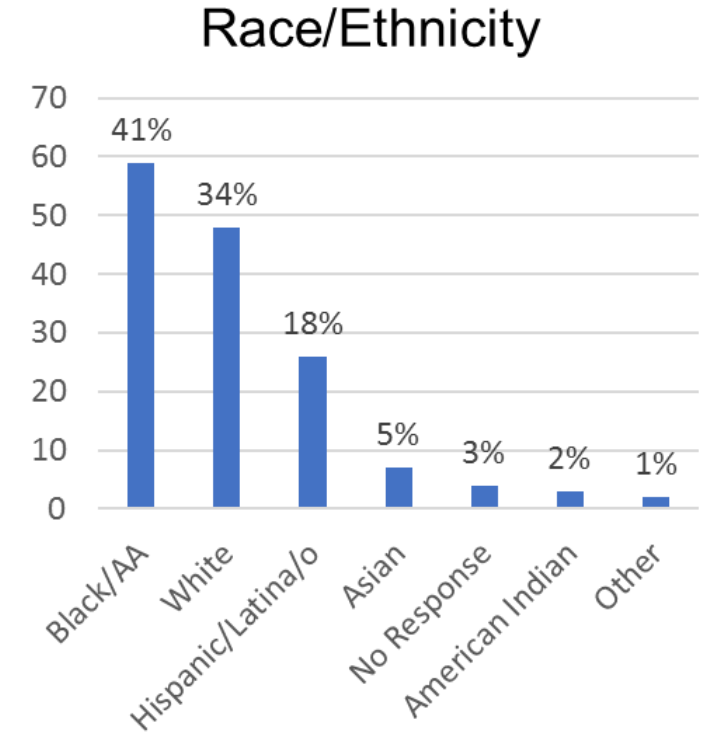
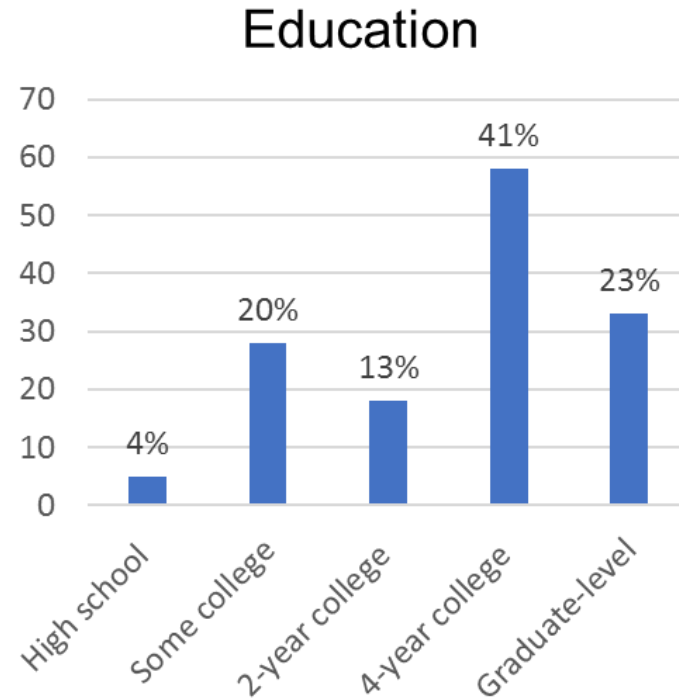
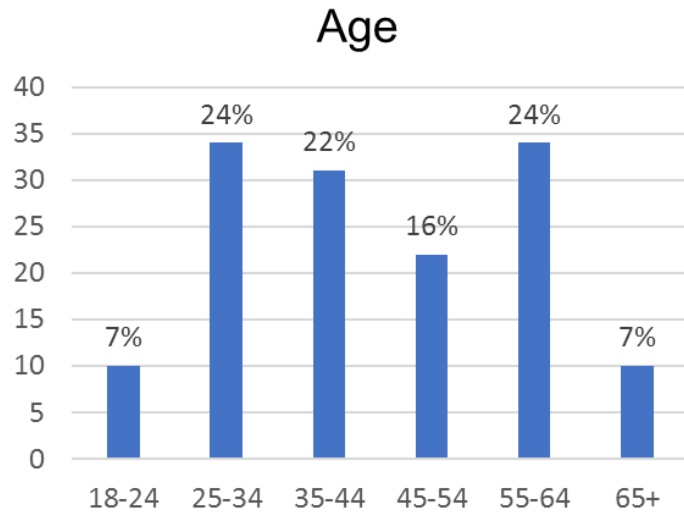
Education and Facilitation Skills

Outreach Skills

Knowledge Base

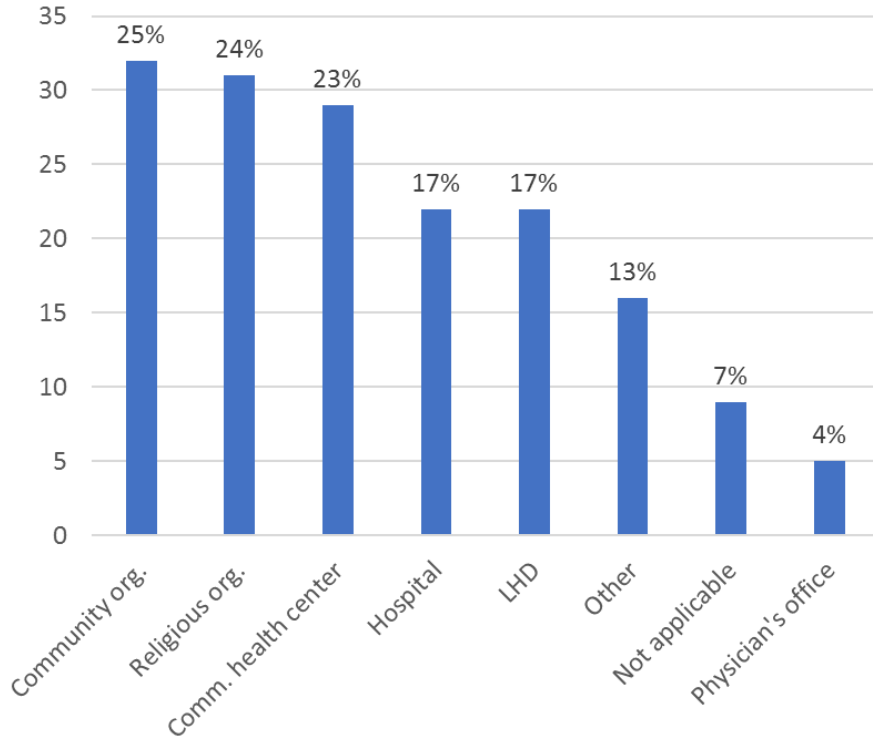
Personal Skills and Development



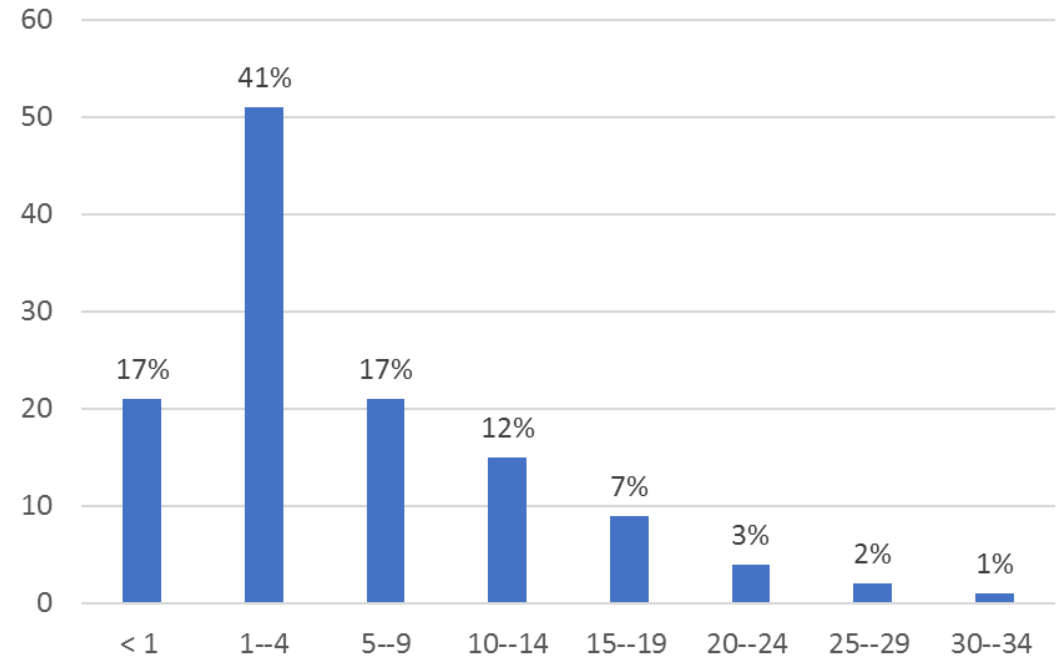


Findings: Demographics

Organization type

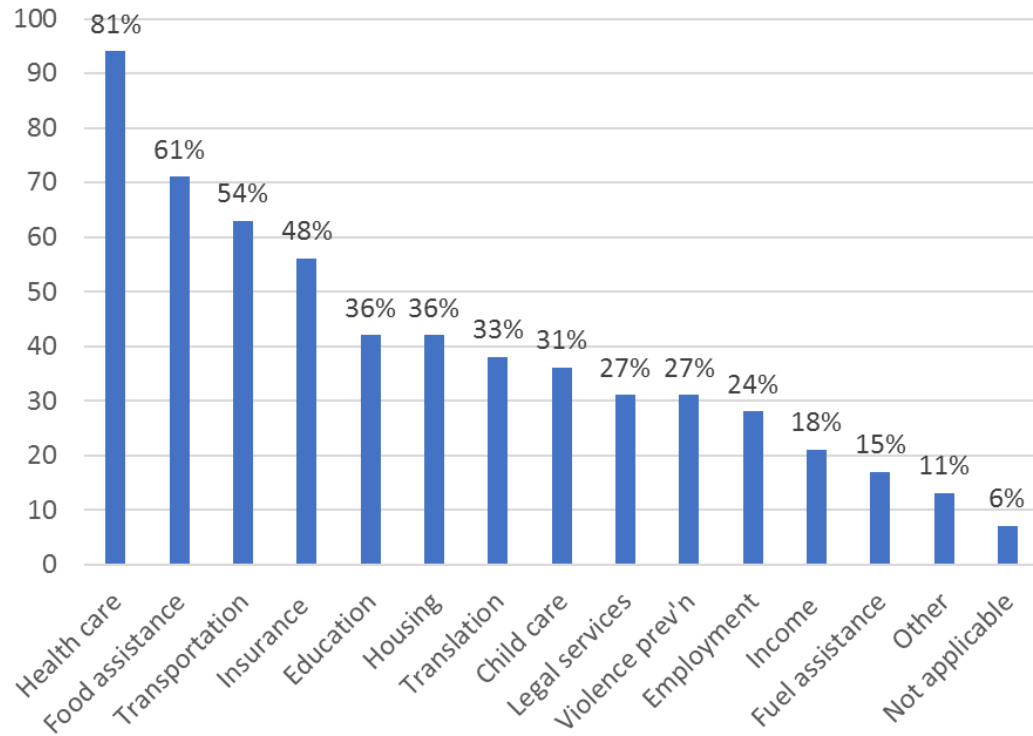


Years working as CHW in US

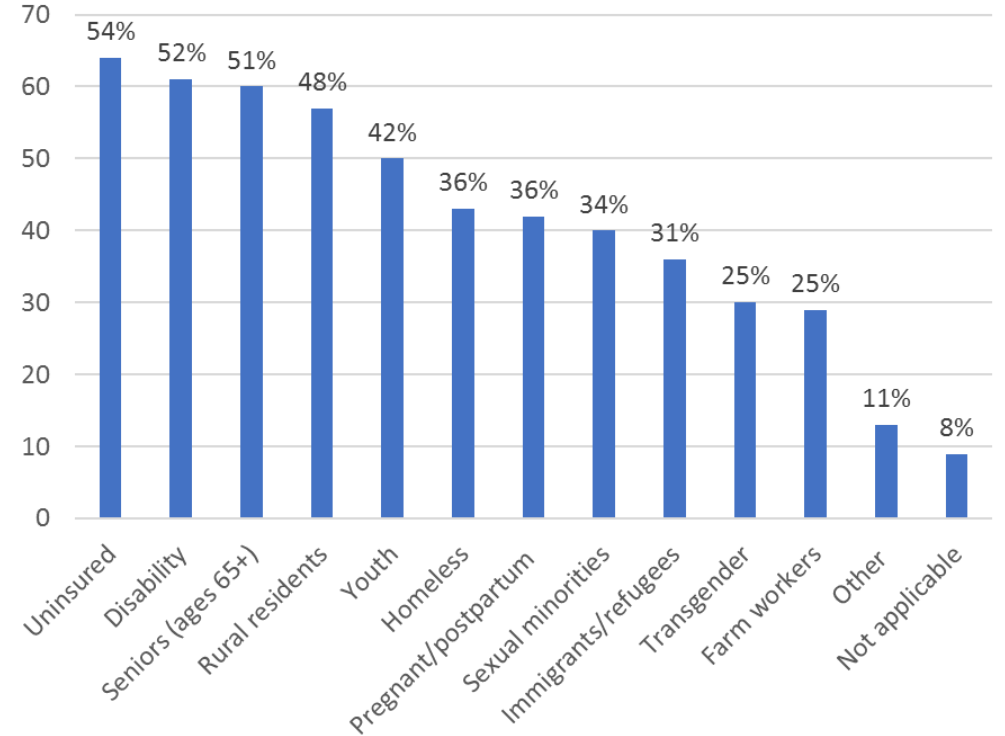


Findings: Employment

Resource connections

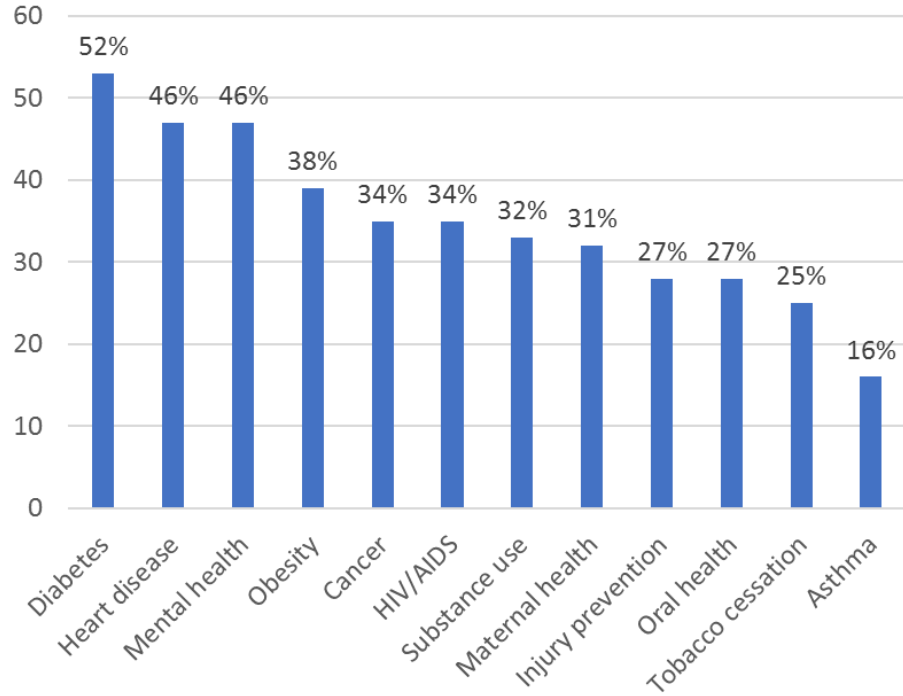


Work with specific populations

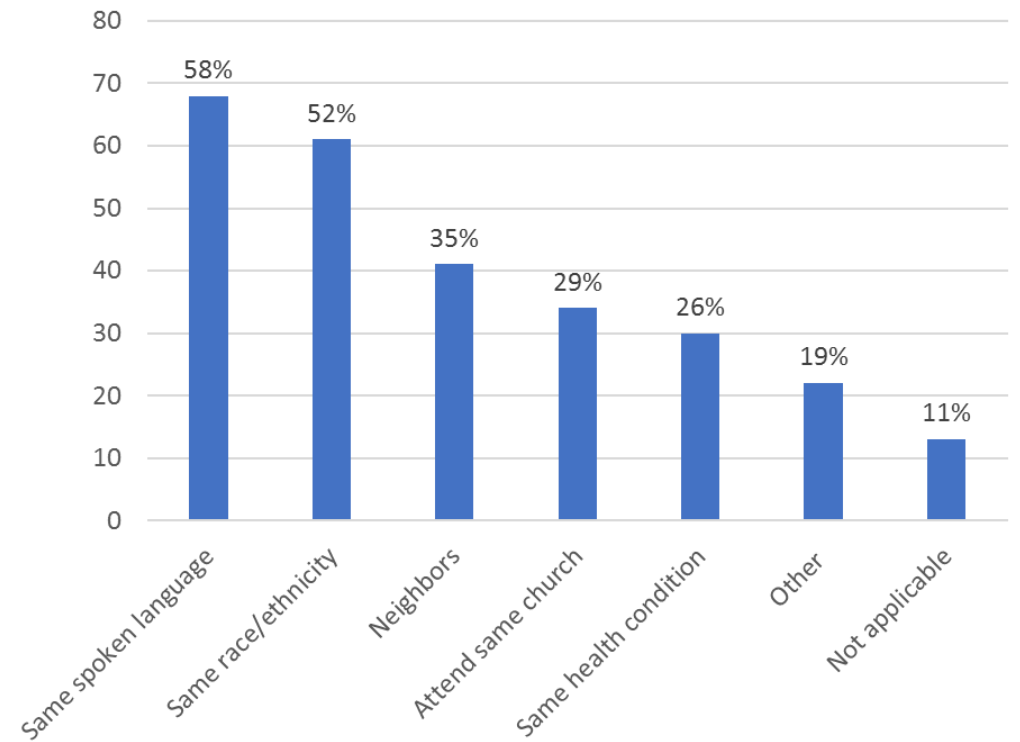


Findings: Roles and Responsibilities

Health issues



Relation to clients



Findings: Roles and Responsibilities

COVID Deployed CHW Demographics

446 deployed

85 % identified as women

91% identified as African American and/Hispanic/Latinx

113 were Spanish speaking



Core Competency Course

- ❑ 96 Hours
- ❑ 24 Modules
- ❑ Focus on 9 Core Competencies
- ❑ Public Health 101
- ❑ Special Population Issues
- ❑ NCCARE360

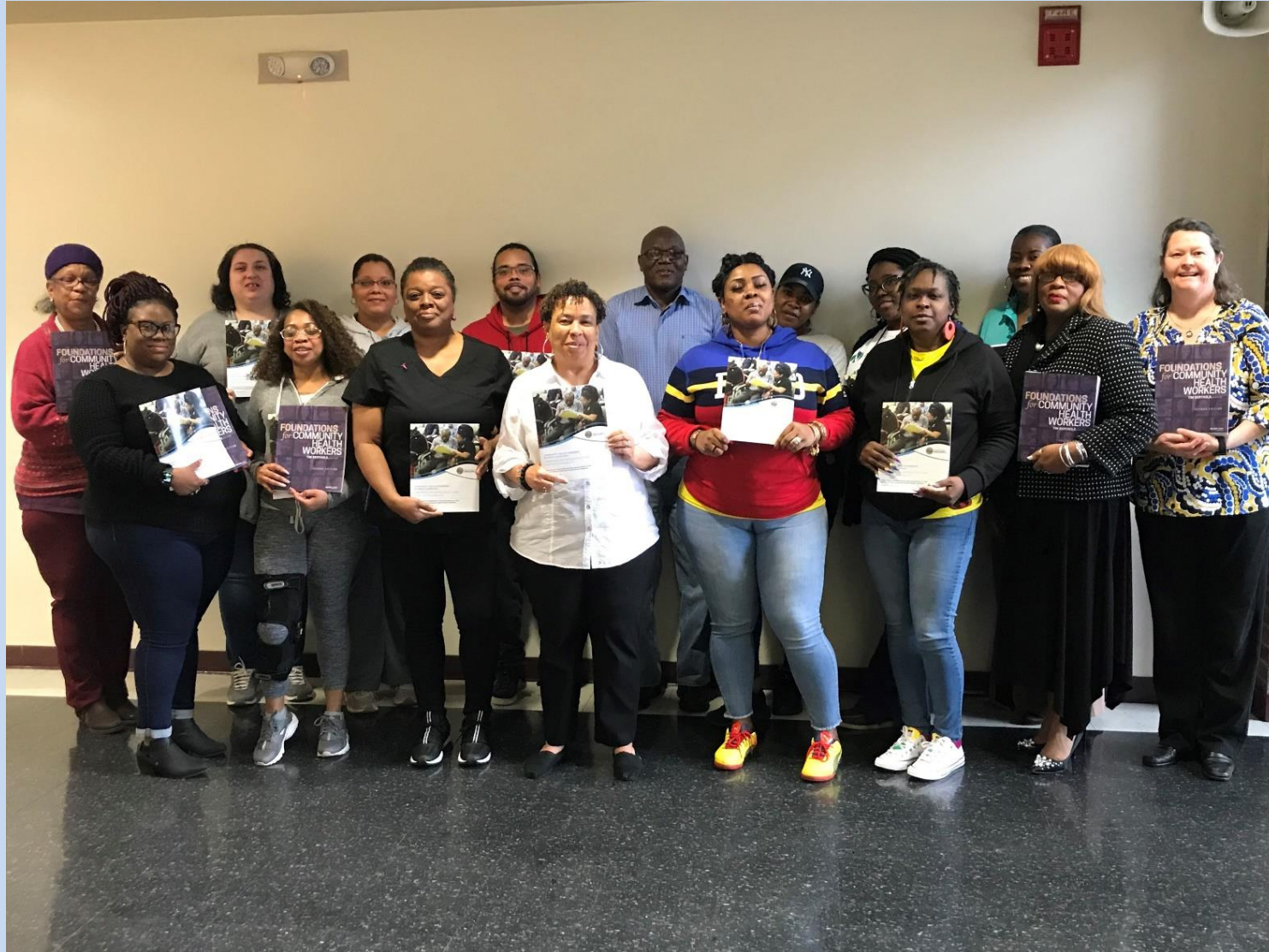


Advanced Specialty Training

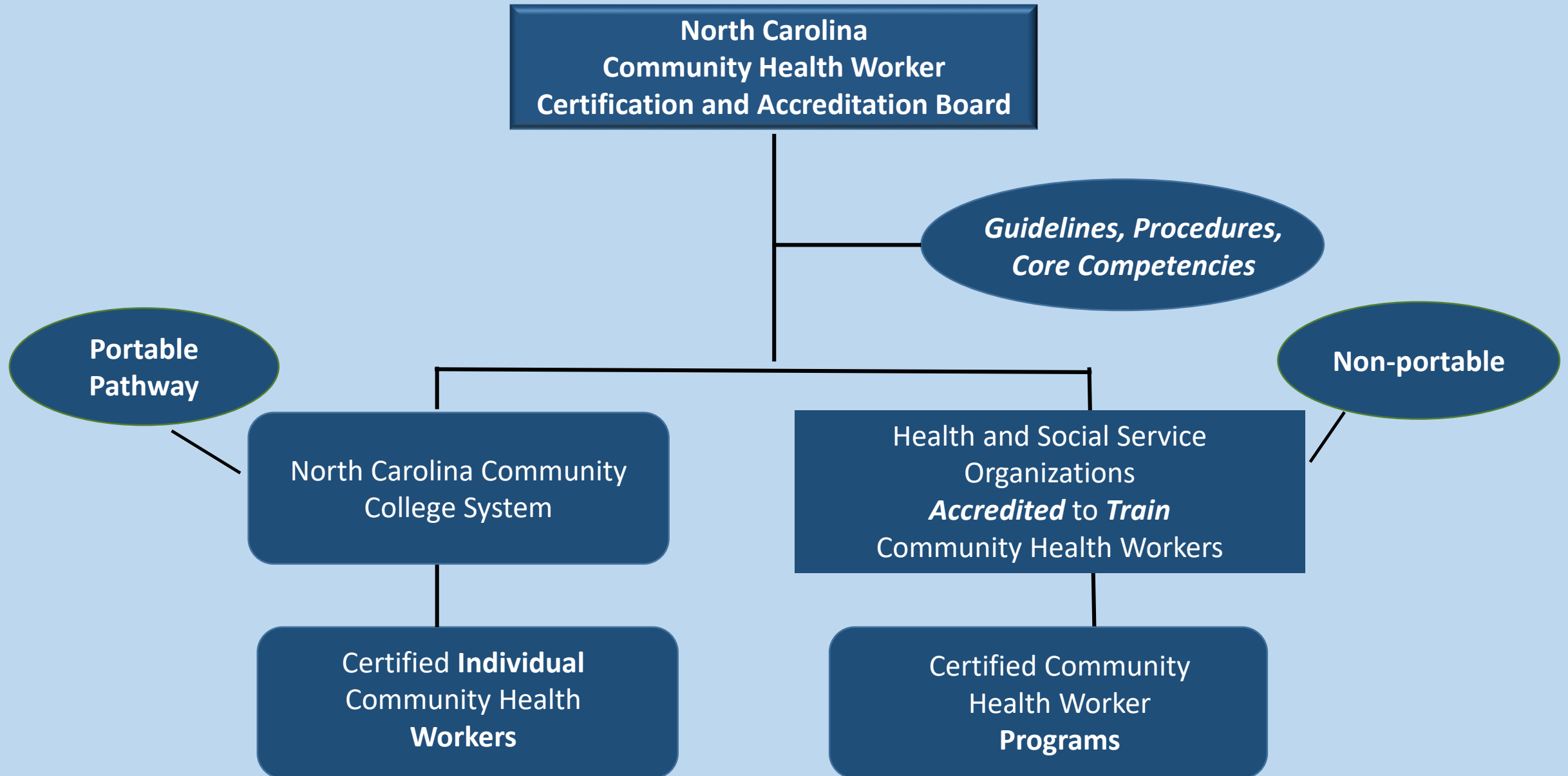
- Managed Medicaid Overview
- SDOH
- Behavioral Health Conditions
- Equity, Diversity, Inclusion/Cultural Responsiveness
- Working with Specific Populations
- Resource Coordination
- Care Management
- Documentation in Client Record
- Client Interviewing Skills



Certification Requirements



Process of Certifying Community Health Workers and Accrediting Community Health Worker Programs in North Carolina



CHW / Promotora Specialty Training

JUN 24, 2021 RESEARCH & ACADEMICS

Community health workers improve birthweight of newborns through the Arizona Health Start Program, researchers find



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Let Them Tell You!

The role of the CHW/What is a CHW?



For More Information

- ❑ [NC Office of Rural Health CHW Program](#)
- ❑ [NC DHHS Healthy Opportunities](#)
- ❑ [National Association of Community Health Workers](#)
- ❑ [American Public Health Association CHW Section](#)

