

**ENGAGING A STATEWIDE COALITION IN POLICY
AND WORKFORCE DEVELOPMENT TO BUILD
A SUSTAINABLE CHW INFRASTRUCTURE**



**APHA 2023 ANNUAL MEETING & EXPO
ATLANTA, GA – NOV. 14, 2023**

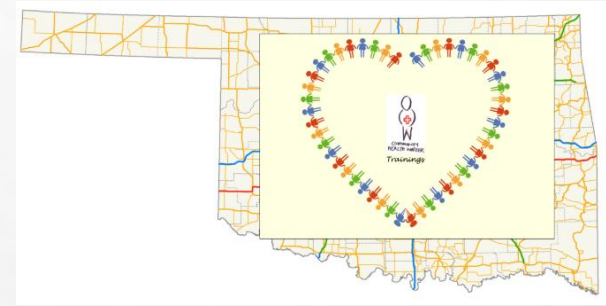
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LEARNING OUTCOMES



- Describe the policy and workforce development processes of one statewide CHW coalition
- Discuss the outcomes and continued support of one statewide CHW coalition's policy and workforce development

CONTENT



BACKGROUND



METHODS



RESULTS



NEXT STEPS



CLOSING

BACKGROUND – 1

Community health workers (CHWs) positively contribute to eliminating disparities and increasing equity and social justice in their communities.

(1)(2)(3)(4)

CHW organizations and CHW allies that support CHW workforce development, build statewide partnerships with the engagement of CHWs, and advocate for CHW policy, build sustainable infrastructures with their CHW colleagues.

(5)(6)(7)(8)

BACKGROUND – 2

Oklahoma Community Health Worker Coalition

- CHW organizations and allies
 - Recognized the positive impact of CHWs
 - Valued CHW engagement and leadership
- Established in recognition of need to build a sustainable CHW infrastructure
 - CHWs have increased in numbers, but are growing into the profession
 - Founding members: 2 universities, 1 state health department, 2 independent county health departments, and the Oklahoma Public Health Association's CHW Section

METHODS – 1

Prior Statewide CHW Efforts

- Employers trained & integrated CHWs
- Integration, pilot, & effectiveness studies
- Events to increase awareness of CHWs
- *OPHA CHW Section* established
- CHW training grants
- CHW bills submitted

National CHW Standards

- APHA definition (9)
- C3 Project (10)
- NACHWs (11)

Co-leads & Sub-groups

- CHW Ally & CHW shared leadership:
- OK CHW Coalition
- OK CHW Core Group
- Strategic Plan Focus Area Groups

Between October 2021 and June 2022 diverse stakeholders convened the coalition to develop a statewide strategic CHW infrastructure plan.

METHODS – 2

July 2022 to June 2023

Implemented
strategic plan
activities

Responded
to an online
survey

July – Sept 2023

Summer
break

RESULTS: OCT 2021 – DEC 2022

Coalition established as
Community of Interest

Core Group &
Coalition Meetings

5 Focus Areas (FA)
with Objectives,
and FA Work Group
meetings

Vision: CHWs as trusted
advocates for equitable,
healthy communities

Mission: Our coalition's mission is to build a sustainable CHW infrastructure to empower Oklahomans to receive equitable health and social services to achieve their optimal state of health and well-being

Strategic plan with objectives and action tables developed

OKLAHOMA STATE PLAN FOR A SUSTAINABLE CHW INFRASTRUCTURE: STRATEGIC PLAN 5.0

Oklahoma State Plan for a Sustainable CHW Infrastructure: Strategic Plan 5.0 (June 8, 2022)

Vision: CHWs as trusted advocates for equitable, healthy communities

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Focus Area A: Scope of Practice, Training, and Certification

Objective(s):
Identify available and needed trainings (2022)

Develop trainings, and certification processes and structures (2023)

Core Measures:
Inventory of trainings; Draft of certification processes and structures

Expected Outcomes:
Standardized training and voluntary certification processes and structures (2024)

Focus Area B: CHW Integration into Health Care and Community Organization Teams

Objective(s):
Educate stakeholders on the CHW scope of work, and on the *OK CHW Coalition* (2022)

Collect impact stories of CHW integration into different types of organizations (2023)

Core Measures:
Increased stakeholder knowledge

Expected Outcomes:
“Best practices” of CHW integration (2024)

Focus Area C: Innovative Funding Mechanisms

Objective(s):
Identify funding mechanisms available to Oklahoma (2022)

Pilot an innovative funding mechanism (2023)

Core Measures: List of diversified funding mechanisms

Expected Outcomes:
Guide to innovative funding mechanisms (2024)

Focus Area D: Research and Evaluation

Objective(s):
Identify measures for CHW effectiveness (2022)

Create collection of standardized evaluation tools (2023)

Core Measures:
Logic model of sustainable CHW infrastructure

Expected Outcomes:
Evaluation framework with process and outcome measures (2024)

Focus Area E: Advocacy for the CHW Coalition and CHW Programs

Objective(s):
Develop awareness of CHW programs, the *OK CHW Coalition* and its mission (2022)

Develop an *OK CHW Association* (2023)

Core Measures:
Established CHW association; certification bill presented to OK legislature

Expected Outcomes:
Legislation in support of voluntary CHW certification (2024)

Expected Intermediate Outcomes: Implementation and evaluation of the *State Plan*

Overall Measure: Reposition Oklahoma from 46th place in overall health to a more favorable position between 36th and 40th place.

Expected Impact: Improved chronic and infectious disease health outcomes

VOLUNTARY CERTIFICATION



Reviving OK CHW Act (HB 3449) that was introduced by the OSDH with the help of the OPHA CHW Section



Inviting feedback from the *OK CHW Coalition*, and submitted SB535 in February 2023



Promoting SB535: OPHA Policy Agenda Website, Mercy Hospital/OSDH Advocacy Flyer, Summer Policy Forum



SB535 passed in the OK state legislature's House and Senate, but was vetoed by the Governor in May 2023



OK CHW Association started to contribute to CHW policy efforts

Support SB 535, which creates a voluntary certification under the State Department of Health for Community Health Workers

What is a Community Health Worker (CHW)?

A frontline public health professional who is a trusted member of and/or has a deep understanding of the community served. They serve as liaisons between health/social services and community members.

CHW IMPACT:

CHW PROGRAMS HAVE LED TO MORE APPROPRIATE USE OF PREVENTIVE AND PRIMARY CARE.



Encourage women to pursue recommended maternal and child health care



Increase children's vaccination rates



Promote receipt of recommended breast, cervical, and colorectal cancer screenings



Promote better nutrition

DOCUMENTED SAVINGS IN CHW PROGRAMS HAVE BEEN ATTRIBUTED TO:



Reduced ED use



Reduced hospitalizations



Fewer hospital readmissions

Since the late 1960s Community Health Representatives in tribal communities have been an important part of the fabric of the CHW in Oklahoma.

CHW CORE ROLES:

- Cultural mediation among individuals, communities and health/social service system
- Provide culturally appropriate health education/information
- Care coordination, case management, & system navigation
- Provide coaching & social support
- Advocate for individuals & communities
- Build individual & community capacity
- Provide direct service
- Implement individual & community assessments
- Conducting outreach
- Participating in evaluation & research

Showing 1 of 2 pages from the advocacy flyer

FOUNDATIONAL CHW TRAINING

COMMUNITY HEALTH WORKER TRAININGS

A Brief Guide to Background Information and Select Available Trainings

Compiled by Kerstin M. Reinschmidt, PhD, MPH
May 22, 2023

As part of the work conducted for the
Oklahoma Community Health Worker Coalition



Identified CHW training and certification models

- NACHW recommendations (12) and examples from multiple states

Identified available and needed trainings

- Employing organizations provide training
- Needed are various C3 CHW Core Skill #11 trainings

Develop processes and structures for CHW certification

- In process, CHW engagement/leadership needed

Identify foundational training

- CHW engagement/leadership needed
- A completed C3 core skills-based foundational training will serve in the future voluntary CHW certification.

EVALUATION OF *OK CHW COALITION*

- Online survey distributed to 135 self-identified *OK CHW Coalition* members (April 12 – May 3, 2023)
- Received 59 responses, of which 30 were complete
- Key findings
 - Critical role of visibility and advocacy
 - CHWs recognized advocacy as key
 - Power of collaboration, networking, leadership development, and resource mobilization
 - CHWs valued engagement and leadership opportunities offered through *OK CHW Coalition*
 - *CHW learned about training resources*
 - Secure funding for CHWs to support their engagement and leadership development
 - Revisit the vision and mission, action planning and implementation, and timelines

The survey provided directions for the *Coalition's* continued support of CHW policy and workforce development.

NEXT STEPS



OK CHW Coalition materials: <https://ophtc.ouhsc.edu/OPHTC-CHW-Program>



NASHP's CHW State Policy Development In-State Technical Assistance opportunity (2023)



Coalition leadership is being transferred



Engagement and leadership of CHWs

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REFERENCES

THANK YOU 😊

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