**Planning and Priorities for DPH Office of Community Health Workers (edits as of 1-5-15)**

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|  **# 1 CHW Identity and CHW Leadership** | **#2 Train and Certify the Workforce** | **#3 Identify, Develop, Promote Promising & Best Practices for CHW Integration into Health Care and Public Health Teams** | **#4 Identify, Develop and Educate About Policies to Formalize & Sustain CHW Role in Health Systems** | **#5 Align with and Lead the National Movement** |
| **Build strong CHW association:*** DPH advisory role - GH
* Support MACHW financial stability – GH, GWW, TM (PBG)
* Strategic Planning and Organizational development – GWW (DoN)
* Ongoing promotion of MACHW/CHW role in all meetings and decision-making pertaining to the field –GH, TM
 | **Certify CHWs and approve training programs:*** Support board: board chair (JZ) ; research (TM – PBG); applications and processes (PCII – 1305 S); advisory workgroup (GH); CEUs, policy & approvals ; TA to DHPL – GH, PC II, TM
* Raise awareness among CHWs and assist with their successful certification applications (MACHW – 1305)
* Raise awareness, educate other stakeholders on certification, including employers (TM, GH, JAS, TBD contractors)

-Develop materials, conduct, support educational presentations* Develop processes, materials to support Board monitoring training program monitoring
 | **Identify and promote promising and best practices:*** Promote CHW inclusion in PWTF evaluation, including case studies TM, GH, JAS ($?)
* Conduct ongoing strategically selected key informant interviews w providers TM (PBG)
* Track literature, reports, effectiveness studies for CHWs & related TM (PBG)
* Identify challenges & promote best and promising practices w OneCare plans and sites GH, TM (PBG)
* Develop toolkit, how-to, best practices for payers & providers –JAS (1422)
 | **Sustainable funding for CHW services:**1. **Pursue strategies r& financing**
* Work towards a MassHealth SPA
* Facilitate, inform Linkages CoP; joint CoP with Clinical (GH, TM)- (PBG)
* Inform, develop provider/payer promotional plan and campaign w contractors (1305)
* Investigate strategies for engaging MassHealth MCOs in efforts to promote reimbursement & financing TM (PBG)

**2) Education& promotion among employers and providers*** White paper promotion
* Communication plan/campaign –GH, TM, contractors, partners
* Promotion of toolkit, how-to, best practices for payers & providers –JAS 1422,
* Identify through research CHWs in catchment area (?)
* Develop or adapt user-friendly materials as needed
 | **Track Other States’ Policy Activities, Promote MA Work*** Ongoing exchange of information re Certification, training, integration, financing GH, TM-(PBG)
* Regular consultation w national experts and other state health officials, departments
* Presentations at strategically selected forums, national meetings (APHA) on MA models, practices, issues
* Publish with state and national colleagues to promote MA experiences, models, practices
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| **#1 Promote CHW professional identity:*** Supporting CHWs’ professional development, including publishing and presenting (GH, TM)
* Develop and implement communication plan to raise awareness of value of CHWs to: patients& community; providers; insurers; policy-makers – GH & TM contractors( PBG, 1305)
* Ensure integrity of the workforce:
	+ Promote understanding of history & distinctiveness
	+ Advocate for CHW inclusion in decision-making
 | **#2 Promote sustainable quality training statewide:*** Develop training sustainability plan (GWW & TM – PBG)
* Identify gaps and capacity statewide in core and special health topics, such as behavioral health (TM – 1305, PBG)
* Support development/adaptation of chronic disease self- management CHW trainings –contractor, 1305
* Convene and support training programs as needed to meet CHW, health care and public needs (GH & TM - ?1305?)
* Educate Commonwealth Corporations/Health Care Workforce Transformation about CHW training sustainability needs GH, TM, JAS
 | **#3 Apply best practices in integrating CHWs:*** To inform T.A. and training for 1422 providers –JAS
* Strategic T.A. and training for key health systems
* PWTF TA – GH, TM (PBG 1305), JAS – 1422
* Small & medium practices TA – Janet & JAS (1422)
 | **#4 Supporting DPH & other state agencies to effectively incorporate CHWs:**1. Convene internal DPH partners and initiative collaborations with other agencies GH, TM, JAS,
2. Identify and apply emerging lessons learned from: (GH, TM, JAS)
* MassHealth OneCare
* DPH programs (SBHC, Adolescent Health, BSAS)
* Attorney General’s Office grantees
 | **#5 Develop, Post, Disseminate Materials to Convey MA Policies, Practices:*** OCHW website updating (PC II, GH)
* Informational materials on certification, training, financing policies & practices as needed (PC II, TM)
* Respond strategically to request for information (GH, PC II, TM)
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| **Develop and Promote Data-Gathering for Surveillance of CHW Field*** Refine draft of CHW workforce surveillance instrument and assure integration into certification process-TM, GH (PBG)
* Support expansion of employer survey-1305 evaluation contractor GH, TM
 | **Evaluate impact of certification on workforce and more broadly:*** NEU Eval – 1305
 | **Design and pilot CHW registry w training program*[goal: not a current part of work plan]*** |  | **Collaborate with Key National Colleagues to Shape and Promote National Resource & Clearinghouse Exchange on CHWs** |
| **#1**  | **#2 Evaluate chronic disease training:****[where does this belong? What does it refer to?]** | **#3 Support CHWs addressing chronic disease:*** Conduct Linkages training (JAS, 1422)
* Identify and promote actionable recommendations from chronic disease training capacity assessment (GH, TM 1305, PBG)
 | **#4**  | **#5**  |
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