CHWs in the Black Community in the Age of COVID-19: Frontline and Essential Responders
(from CDC CHW Day 9.10.20 & NACHW 11.20.20)

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An Outline for Our Journey Today

• CHW scope of practice provides a strong foundation to address pandemics (HIV/AIDS example)
• A snapshot of the data related to COVID-19 in Black communities
• The need to support CHWs role in addressing Covid-19 in the Black community
• Examples of CHWs preventing and responding to COVID-19
• Closing Thoughts – CHW Self Care & Shout out to John Lewis
The disparities data is alarming, again! Why?

• CDC recent data shows that compared to whites, COVID-19 cases are 2.6 times higher -- Hospitalizations are 4.7 times higher -- Deaths are 2.1 times higher in Black -- African American – Non-Hispanic populations in the US

• According to research from Northwestern U. recent data reported by 40 US states shows that 1 in every 1,850 Blacks have died from COVID-19 (2.4 times higher than whites)

• According to the Louisiana Department of Health, over 50% of COVID-19 deaths in the state are Blacks, while only about 33% of the state’s residents are Black (wider disparities in several states)
CHWs Have a Solid Foundational Core

- Qualities
- Skills
- Roles

Individuals, Families, and Community Served
CHW Core Competencies

- Outreach
- Assessment
- Communication
- Cultural Responsiveness
- Health Education
- System Navigation
- Use of Public Health Concepts
- Advocacy
- Documentation
- Professional Skills
CHWs Role in Addressing the HIV Pandemic in Black Communities

- Developing advocacy and policy skills
- Continuous learning (expanding HIV/AIDS knowledge base)
- Heightening awareness across communities and generations
- Providing culturally appropriate HIV prevention education
- Engaging in community outreach
- Partnering and connecting with CBOs and faith communities
- Case finding

- ACT UP, AIDS Action(s), Black AIDS Institute, NMAC, Minority AIDS Initiative
- Expanded HIV/AIDS specialty area
- Integration on HIV care teams
- Case management - navigation
- HIV/STD Counseling and testing
- Disclosing HIV/STD status
- Partner notification
CHW Roles addressing underlying conditions in Black communities
<table>
<thead>
<tr>
<th>Expanding CHW Skills and Knowledge Base</th>
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<tbody>
<tr>
<td>• Attending webinars, virtual training programs... about Covid-19</td>
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<td>• (101 to advanced)</td>
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<td>• Researching “new” resources to bridge the digital divide</td>
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<tr>
<td>• Researching COVID-19 testing sites, access</td>
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<td>• Housing insecurity</td>
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<td>• Food insecurity</td>
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<td>• Behavioral health</td>
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<td>• Mask making (culture), proper mask wearing and hand washing</td>
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<td>• Enhancing emergency preparedness and readiness tools</td>
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<td>• Addressing underlying illnesses and conditions</td>
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The Skin You’re In: Coronavirus and Black America

• A social marketing campaign to dispel myths and raise awareness in the community about staying safe and healthy throughout the COVID-19 pandemic.

• Designed to be shared across a variety of channels including news broadcasts, social media, print and billboard advertisements, radio, partnerships with local organizations and businesses, and more.

• This campaign is directly involved with the Louisiana COVID-19 Health Equity Force, which looks at how health inequities are affecting communities that are most impacted by the coronavirus.
Supporting CHW Self Care
Taking care of yourself so you can take care of others

- Dealing with Loss and Grief
- Compassion Fatigue
- Workload Burden (new technology)
- Lessons Learned from Others on the Front Lines
- Engage in virtual small group “support” discussions
- Share lived experiences with peers
- Reflect on strategies for recovery and resilience
- Hear from speakers with great insight from experiences during the early days of Covid-19
- Many other self-care strategies and techniques
The world is small we are all connected....
When you see something that is not right, not fair, not just, you have to speak up. You have to say something; you have to do something.

~ John Lewis