



COMMUNITY
HEALTH WORKERS
OF VERMONT

Vermont Community Health Worker

VIRTUAL STAKEHOLDER EVENT

November 10, 2020

AGENDA



TIME	SESSION
9:00	Welcome & Opening Comments
9:30	Building a Professional Identity & Establishing a Peer-to-Peer Communications Tool for CHWs
10:15	BREAK
10:30	Workforce Development for CHW's in Vermont
11:15	Proposed Curriculum for CHW Academic Certificate
12:00	BREAK
12:15	LUNCH GROUPS (OPTIONAL)
12:45	Integrating the CHW Role
1:45	Wrap Up Large Group Activity



Today—and every day—we are thankful for our state's community health workers and their compassion and commitment to the wellbeing of their clients and Vermont as whole.

Thank You to
Vermont's
**Community Health
Workers**

COMMUNITY HEALTH WORKERS



Understand the community



Build relationships



Increase positive health outcomes

COMMUNITY HEALTH WORKER TITLES



PATIENT
NAVIGATORS

OUTREACH
WORKERS

PEER
SPECIALIST

FAMILY
SUPPORT
SPECIALIST

COMMUNITY
RESOURCE
COORDINATORS

SASH
COORDINATORS

HEALTH
EDUCATORS

“Community Health Workers -The workforce with many names – Diversity is their UNITY”



*Community Health Workers serve
Vermonters
across the state
in health care and
community organizations*

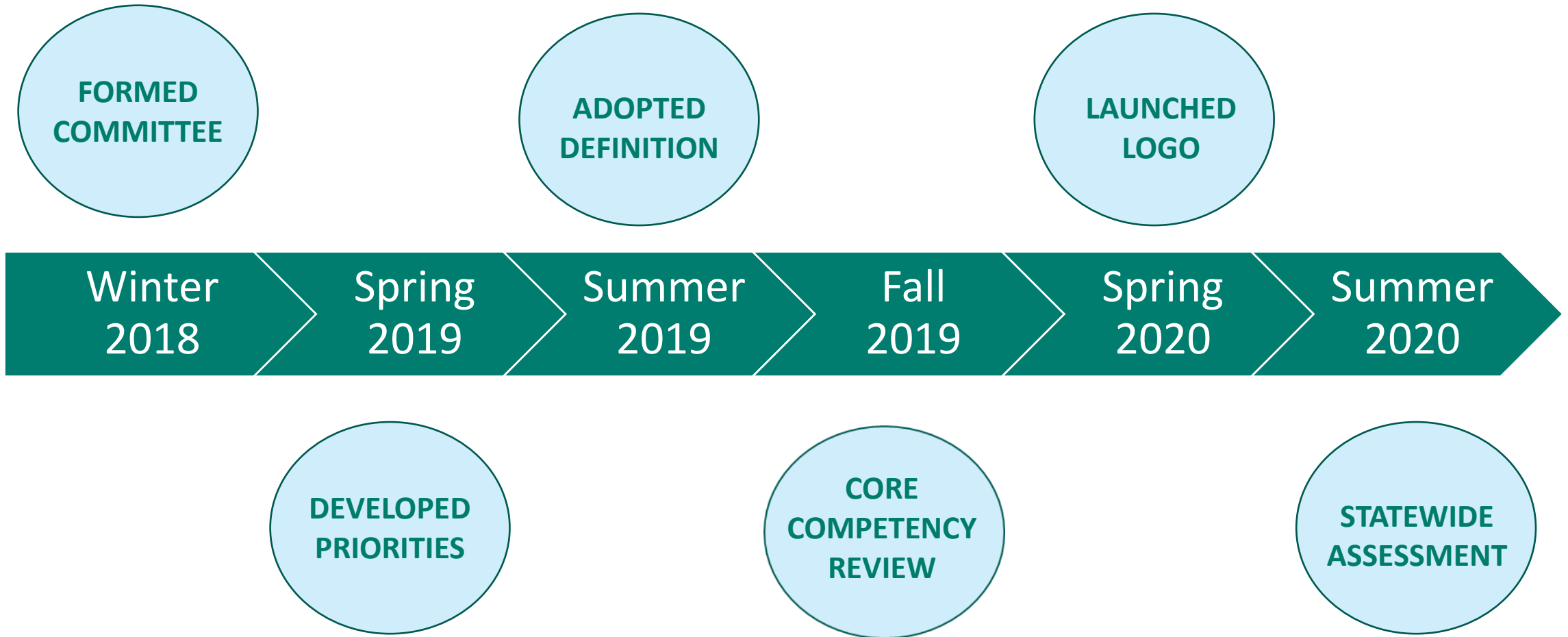
Community Health Workers work with diverse patient populations:

- ✓ Older adults
- ✓ Patients with complex needs
- ✓ LGBTQ+
- ✓ People in substance use recovery
- ✓ Experiencing homeless
- ✓ People with mental health conditions
- ✓ Migrant farmworkers
- ✓ Parents and young families

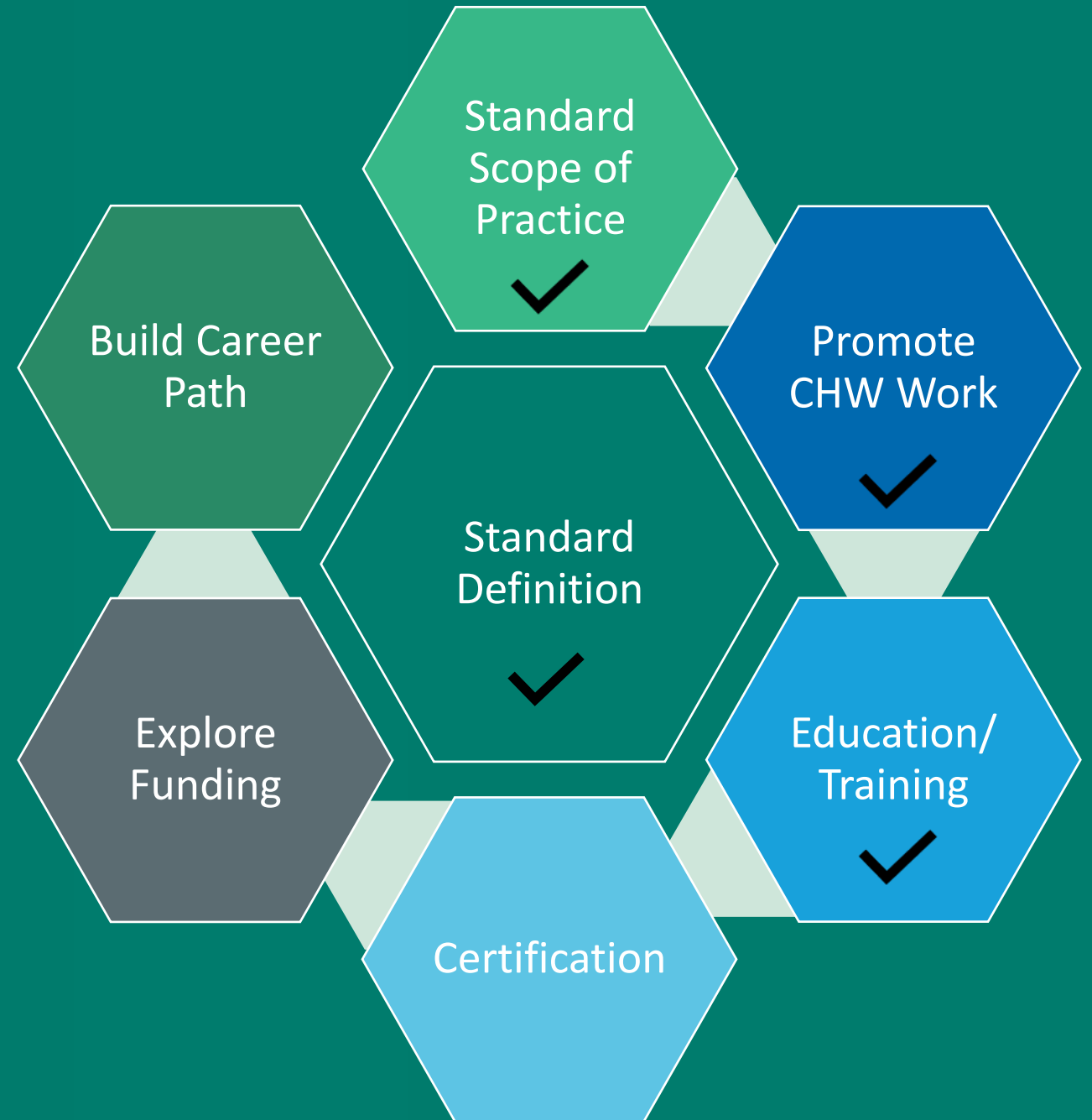
COMMUNITY HEALTH WORKER ROLES

- Bridging the Gap Between Individuals, Communities and the Health and Social Service Systems
- Providing Culturally and Linguistically Appropriate Health Education and Information
- Care Coordination and System Navigation
- Case Management
- Providing Health Coaching and Social Support
- Conducting Individual and Community Assessments
- Advocating for Individuals and Communities
- Building Individual and Community Capacity
- Providing Direct Service
- Conducting Outreach

OUR STORY



What goals related to community health workers do you hope to see this stakeholder group accomplish?



NEXT STEPS/ PRIORITIES



PROFESSIONAL
IDENTITY

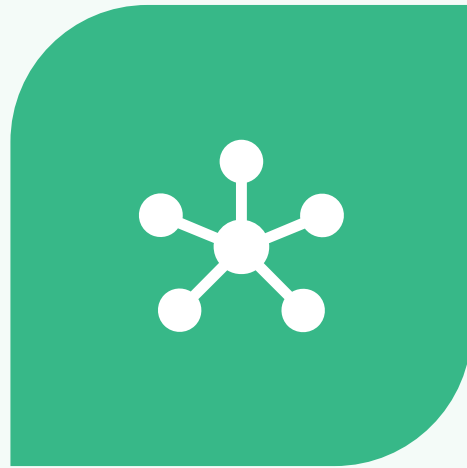


INTEGRATION
OF CHWS



WORKFORCE
DEVELOPMENT

also on our PRIORITY LIST...



STATEWIDE NETWORK



FINANCING

PROFESSIONAL IDENTITY & PEER-TO-PEER COMMUNICATION





COMMUNITY
HEALTH WORKERS
OF VERMONT

CHW Brand Creation

Alison Logan, Hark

Nov. 9, 2020

Goals



1. Develop a **brand** for a future CHW peer-networking platform or statewide association.
2. Create a new **visual identity system** and **key messages** to unify and excite Vermont's CHW workforce.

What's a Brand?



A Brand Is Not

- A company's name, logo, and tagline
- The colors and fonts a company uses
- An organization's website or social media page
- Something owned and maintained by the marketing department

A Brand Is

- A relationship between an organization and its customers
- Feelings you get when you interact with an organization, its people, and its products
- The lifeforce or ethos of an organization, embodied by all staff and even its customers

What's a Brand?



The sum of a brand's parts—the logo, name, tagline colors, fonts, tone of voice, key messages—must embody the defining characteristics of Community Health Workers themselves.

Process



Methods

- Brand discovery workshop & questionnaire
- In-depth interviews with Community Health Workers
- Environmental scan of other CHW brands and groups

Insights

- Common traits and characteristics of CHWs
- “Real world” explanations of the roles and responsibilities of CHWs
- Perceptions on the “state-of-the-state” of CHWs in Vermont
- Key CHW attributes and value proposition

CHWs Brand Narrative



Community health workers work to promote the health and wellbeing of their clients and the communities in which they serve.

CHWs Brand Narrative



Community health workers work to promote the health and wellbeing of their clients and the communities in which they serve.

They are a community's connective tissue. They are the bridge between an individual and the support, compassion, and care they need to thrive.

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CHWs serve their communities in two ways: Through one-on-one listening, coaching, and self-management support—and through outreach, advocacy, and collaboration with health, addiction, mental health, social service, and community-based teams.

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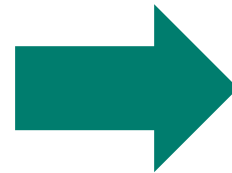
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The Community Health Workers of Vermont brand identity was established to embody, embolden, and amplify the efforts of this critical workforce. It also serves to honor and give back to CHWs for their energy, service, and commitment to the wellbeing of their clients and Vermont as whole.

Brand Creation



- Our Story
- Who We Are
- What We Do
- How We Do It
- Why It Matters
- Brand DNA



Brand Implementation



Jane Doe

SASH Coordinator

802.123.4456

Jane.Doe@organization.org

Organization.org



Community health workers are the bridge between individuals and the support, compassion, and care they need to thrive.

HealthVermont.gov/CHWs

Thank You to
Vermont's
**Community Health
Workers**



Thanks to all community health workers for the critical and compassionate work that you do—especially during the COVID-19 pandemic.



Thank You

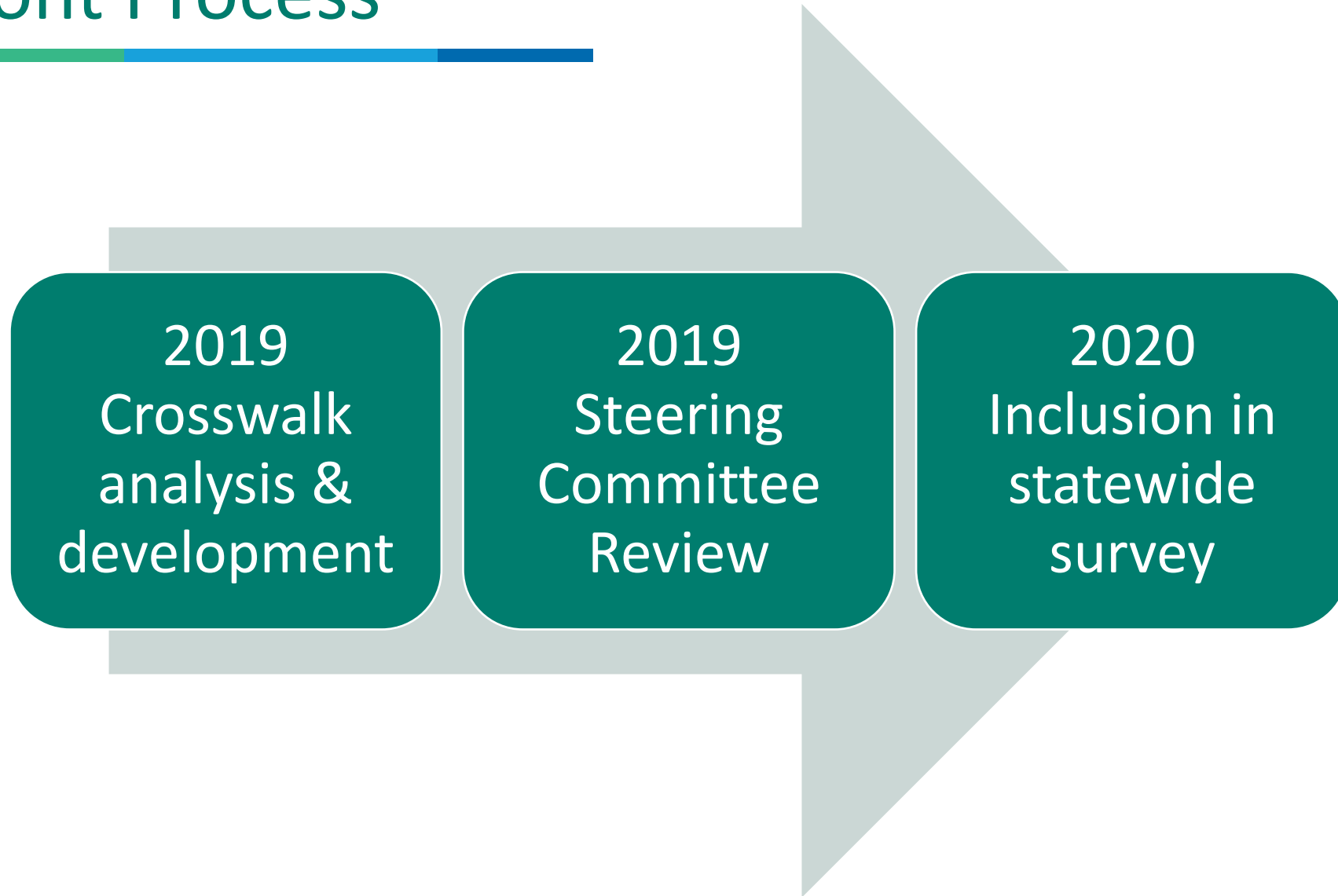
BREAK



WORKFORCE DEVELOPMENT

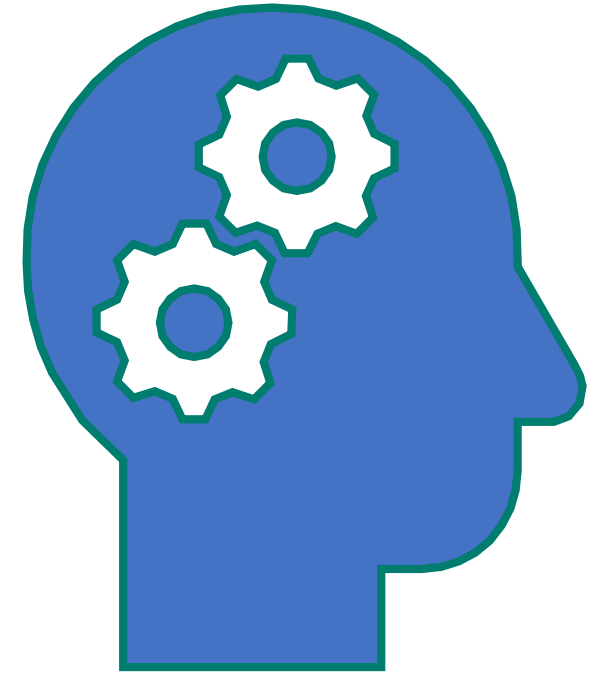


Vermont Process



Core Competencies

- Communication Skills
- Interpersonal and Relationship-Building Skills
- Service Coordination and Navigation Skills
- Capacity Building Skills
- Advocacy Skills
- Education and Facilitation/Coaching Skills
- Individual and Community Assessment Skills
- Outreach Skills
- Legal, Ethical and Professional Skills and Conduct
- Evaluation and Research Skills
- Use of Public Health Concepts and Approaches
- Cultural and Linguistic Competency





WHY ARE CORE COMPETENCIES IMPORTANT?

- Help realize scope of practice
- Shape workforce training needs and subject areas for curricula
- Inform job descriptions
- Employee recruitment and orientation guide
- Performance assessment
- Shape existing & future competencies

Narrative Exercise



MARY

73-year-old living at home

Socially isolated due to COVID-19

Missed her last 2 primary care appointments

She suffers from chronic pain, hypertension and mild depression

KAT

Community Health Worker

Employed by local organization

Has been working with Mary for 1 year

WHAT LEVEL OF EDUCATION, EXPERIENCE, OR REQUIREMENTS ARE NECESSARY FOR COMMUNITY HEALTH WORKERS IN YOUR ORGANIZATION?

High school diploma or GED, 10

Bachelor's degree, 10

Previous experience or connection to population serving, 9

Certification or licensure, 8

Associate's degree, 6

Advanced college degree, 4

Completion of a formal training program , 4

No educational requirements , 2

SKILLS TRAINING	Received Training	Like more Training	n value
Communication Skills (examples: Ability to communicate with the community served, utilizing motivational interviewing, health literacy, etc.)	83%	25%	84
Interpersonal and Relationship-Building Skills	82%	23%	83
Capacity Building Skills (examples: ability to help others identify goals, increase individual and community empowerment, build community connections, etc.)	80%	34%	83
Advocacy Skills	65%	41%	78
Education and Facilitation/Coaching Skills	67%	42%	78
Service Coordination and Navigation Skills	76%	29%	80
Outreach Skills	68%	37%	76
Legal, Ethical and Professional Skills and Conduct	72%	38%	74
Individual and Community Assessment Skills	70%	37%	79
Cultural and Linguistic Competency	62%	47%	74
Use of Public Health Concepts and Approaches	54%	58%	74
Evaluation and Research Skills	59%	46%	68

Growth of the CHW Workforce



The U.S. Bureau of Labor Statistics projects employment of Community Health Workers to grow 11% from 2018-2028, much faster than the average for all occupations. Growth is driven by efforts to improve health outcomes, to reduce healthcare costs through education and prevention, and to strengthen connections to available healthcare services. The burgeoning demand for more Community Health Workers across the nation demonstrates the critical role they play on care teams.



Proposed Community Health Worker Certificate

Candace Lewis

Community College of Vermont

History

CCV began discussing Population Health programming in 2015

Early conversations drew from existing CCV curriculum

2018 CDC grant provides greater recognition of community health workers in Vermont





CHW roles differ across the state and by organization



Educational requirements vary, with some CHWs having no post-secondary education and some having advanced degrees

Considerations

Role of Certificate Program

Audience:

Those with no post-secondary education
Career Changers
Professional development



Certificate must be:

Stackable into degree programs (Health Science or Behavioral Science)



Introductory Course



Courses supporting CHW
core competencies



Capstone CHW

Core
Curriculum:



Introductory Courses

Intro Courses

Intro to Healthcare:

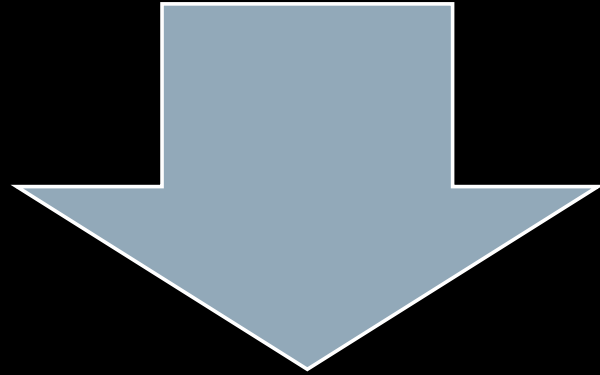
- Current trends in healthcare
- Legal and ethical responsibilities
- Communication, workplace safety, physical assessment, and caregiving
- Overview of human development, biology, and disease

Intro to Human Services:

- General categories of services
- Exploration of specific agencies and programs
- Career exploration in human services

Poll

- Intro to Healthcare is most appropriate
- Intro to Human Services is most appropriate
- Offer choice based on student goals



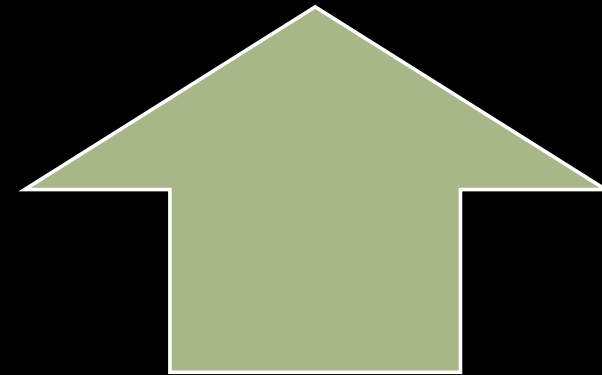
Prescriptive

- 27-30 credits little to no elective choice



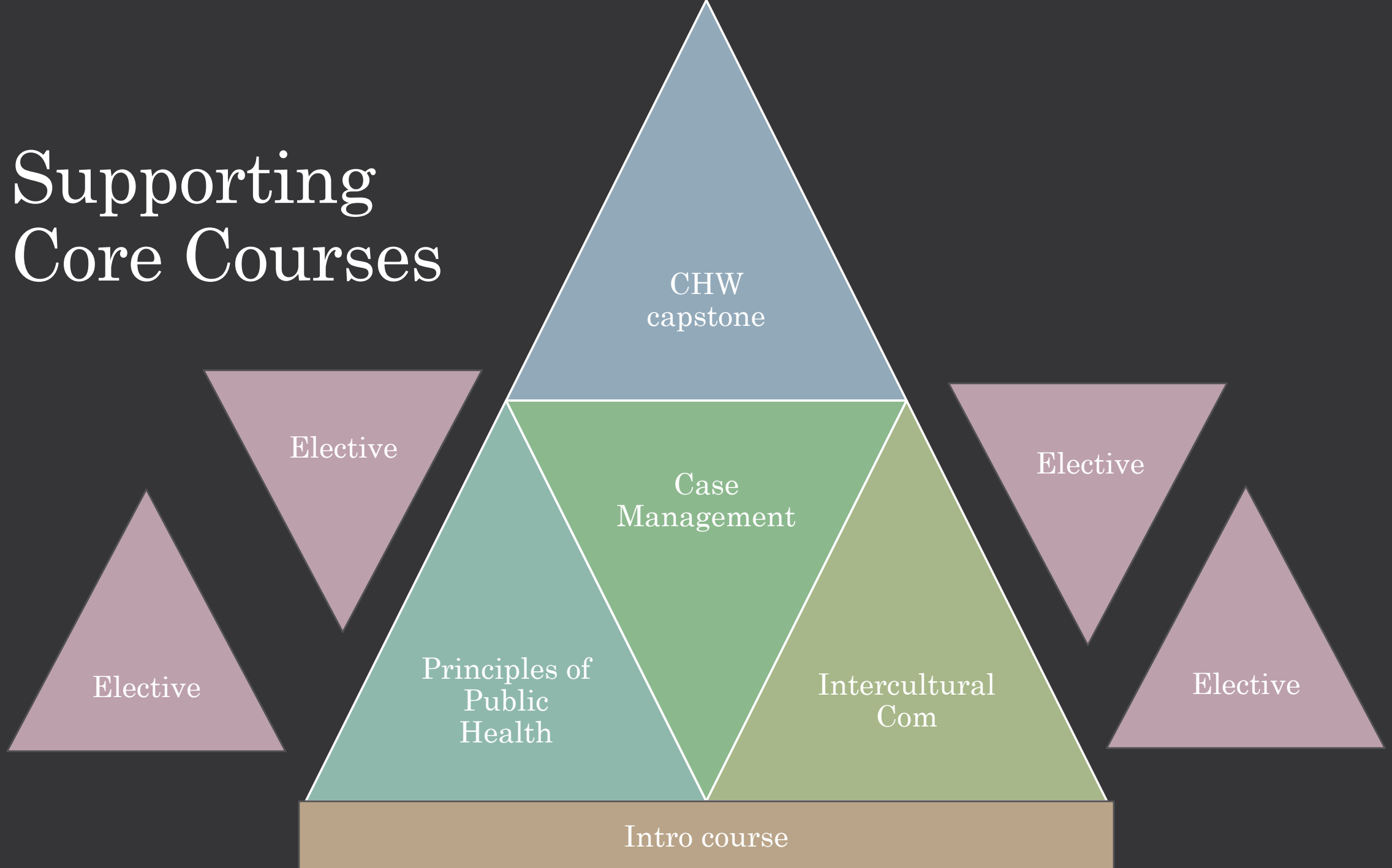
Flexible

- 18 credit core with 9-12 elective choice



Decision Point

Supporting Core Courses



Capstone Course: Community Health Worker Fundamentals

Role of the CHW

Relationship
building and
communication

Cultural and
linguistic
competence

Navigation of
intersecting
systems

Education,
coaching, and
motivational
interviewing
skills

Capacity building
and outreach

Legal and ethical
responsibilities

Advocacy,
examination of
social
determinants and
health disparities

Assessment,
effectiveness, and
research

Poll/Discussion

Do the core courses provide a holistic foundation for CHW practice?

If not, what elements are missing or underemphasized?

Elective Choices

- AHS 1205 Medical Terminology
- AHS 2120 Wellness for Life
- BIO 1140 Human Biology
- PSY 1010 Introduction to Psychology
- PSY 1050 Human Growth and Development
- PSY 1060 Introduction to Health Psychology
- PSY 1130 Introduction to Substance Use Disorders
- PSY 2155 Trauma: Origins & Impacts
- SWK 2070 Social Justice & Public Policy

Poll

- Which of these, if any, should be elevated to a core course?
- What, if anything, should be added to this list?
- Which of these, if any, are irrelevant to the CHW role?

Work-Based Learning

How important is a work-based learning experience (internship) within the certificate?

- Very important and should be included in core courses
- Somewhat important and should be part of the electives
- Not important or may be difficult due to the nature of the work



Additional Thoughts,
Considerations, or Questions

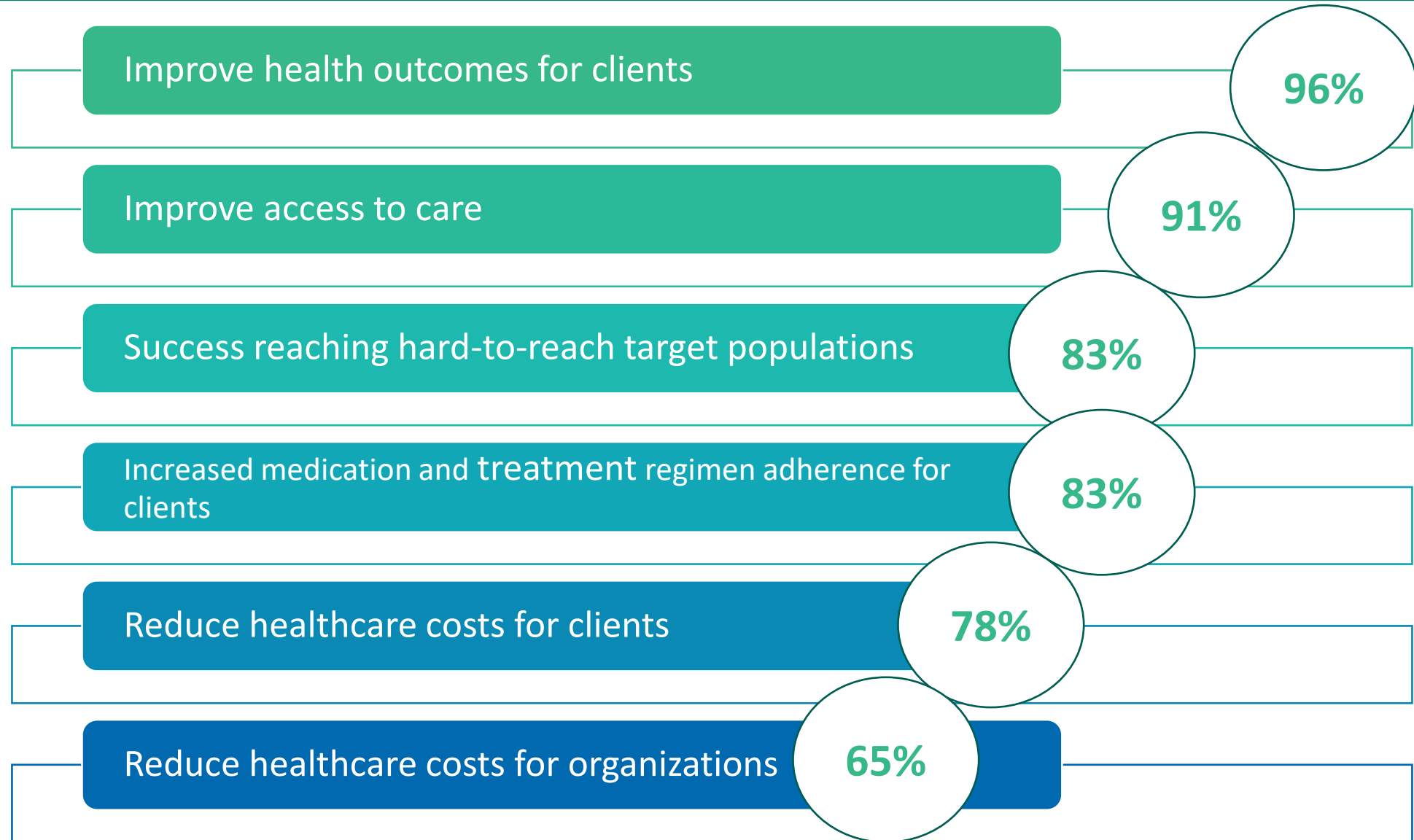
LUNCH NETWORKING



INTEGRATION OF CHWS



WHAT BENEFITS DO YOU PERCEIVE COMMUNITY HEALTH WORKERS HAVE CONTRIBUTED TO YOUR ORGANIZATION?

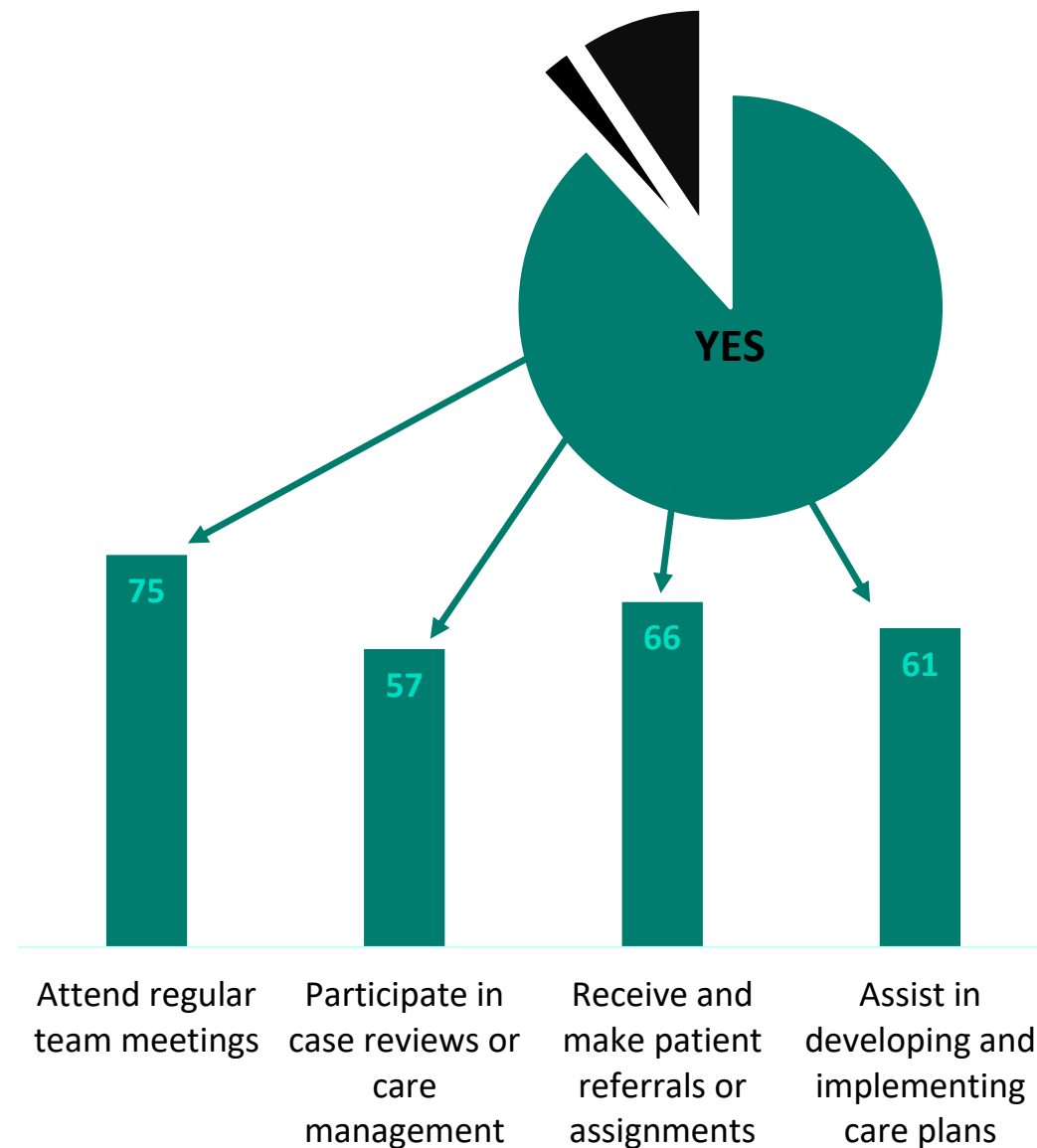
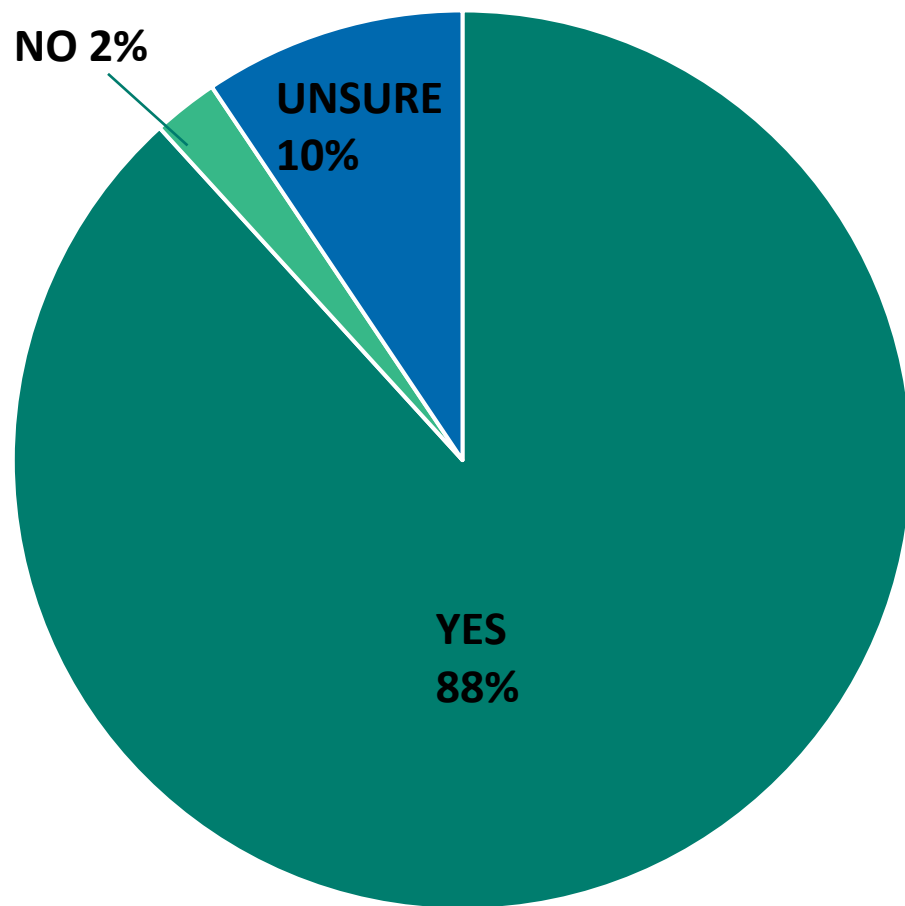


Planning

Implementing

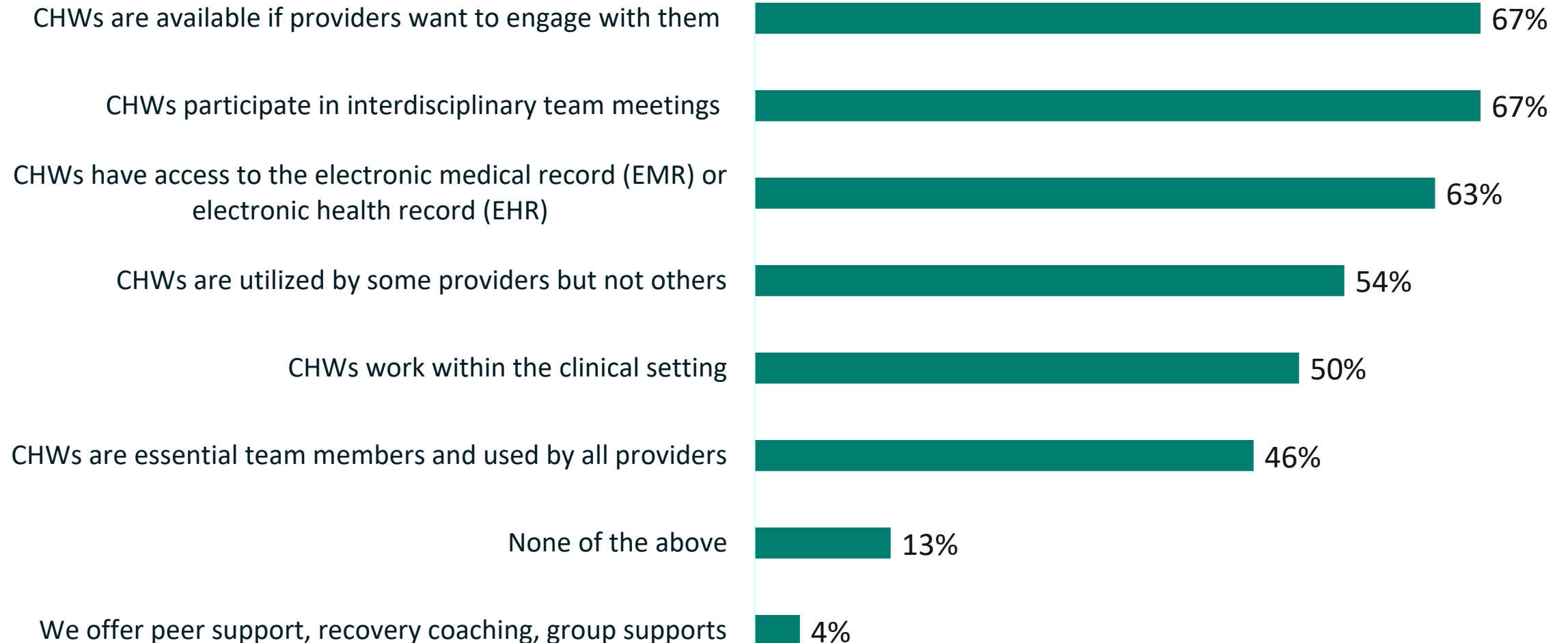
Sustaining

IS YOUR ROLE (or are you) INCLUDED IN YOUR ORGANIZATION'S APPROACH TO TEAM-BASED CARE?



INDICATE THE LEVEL OF COMMUNITY HEALTH WORKER INTEGRATION INTO YOUR ORGANIZATION'S TEAM-BASED CARE AND WORKFLOW

CHW-Supervisor's Survey



PANELISTS



Planning

Molly Duggan

SASH

Implementing

Kari White

Northern Counties
Health Care

Sustaining

Deb Locke-Rosseau

NVRH

WRAP UP





COMMUNITY HEALTH WORKERS OF VERMONT

What else could we do to bring solidarity to
CHW's in Vermont?

