

# COMMUNITY HEALTH WORKER Professional Roles & Titles

The National Association of Community Health Workers (NACHW) implemented a Community Health Worker (CHW) survey in 2021 to advance the national professional identity, policy leadership and organizational capacity of CHWs in the United States. This infographic highlights responses to our national survey from 867 CHWs (772 English and 95 Spanish respondents) from 859 unique zip codes.

This infographic explores CHWs professional titles, length of time we identify as a CHW, employment status, the populations we serve, roles we commit to as a CHWs, and organizations we partner with in order to accomplish work in addressing the social determinants of health (SDOH)

CHWs have existed and have been the backbone across every corner and sector of care for over 400 years. We address SDOH and eliminate racial inequities in our communities where we live, work, play, pray, get educated, and get our health care. Community health worker is an umbrella term for over 250 professional titles, 97 professional titles are highlighted in this handout and we are uniting to grow our workforce and sustain our quality of work.

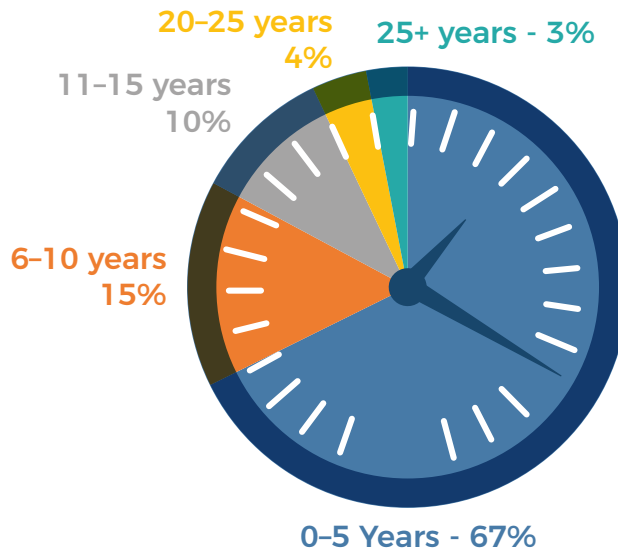
The NACHW Advance CHWs project began in 2021 and is funded by Johnson and Johnson to advance the national professional identity, policy leadership and organizational capacity of Community Health Workers. CHWs is used as an umbrella term to describe community health representatives, promotores, aunties, outreach workers, peers and dozens of different work titles. CHWs are a diverse, capable, proven, frontline public health workforce, whose trust and cultural alignment with marginalized communities facilitates their roles as community educators, capacity builders, advocates and liaisons between under-resourced communities and health and social services systems (APHA, 2014).

CHWs' integration within medical, public health and social service initiatives are essential to eradicate racial and social injustice and health inequities disproportionately experienced by people of color. This data should be used for action to reverse harmful practices and barriers to CHW self-determination, leadership advancement and sustainability.

The survey, analysis and narratives were developed by NACHW staff and CHW leaders from across the country who are part of the Advance CHWs Project. Special thanks to our advisors and contributors to project phases. To learn more about the CHWs in this project and download all infographics and the full report please visit <https://nachw.org/>

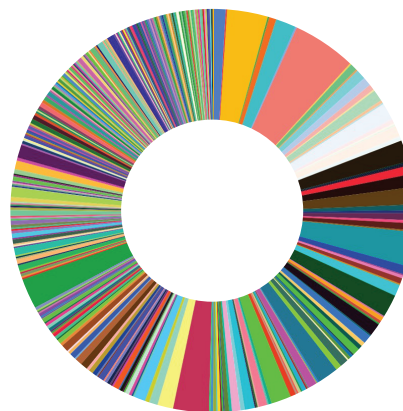


## How long (in years) have you identified as a CHW?



About 67% of CHWs identify as a Community Health Worker within the last 5 years. Only 7% of our veteran workforce has served for 20 years or more,

## Top 3 titles that describe what you do



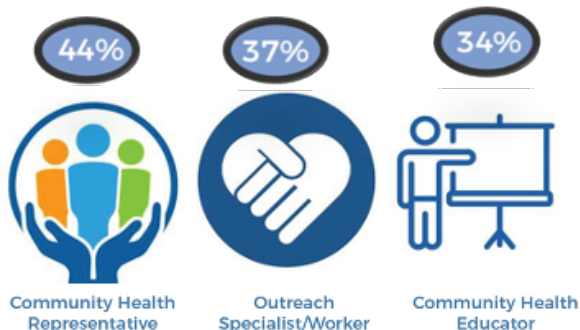
- Promoter / Promoter (health) . . . . . 25%
- Community Health Representative . . . . . 45%
- Peer (sharing the same diagnosis/ experience as population served) . . . . . 7%
- Outreach Specialist/Worker . . . . . 37%
- Navigator (can include Community, Prevention, and/or Patient in title) . . . . . 21%
- Care/Case Manager . . . . . 22%
- Health Advocate/Advisor . . . . . 18%
- Certified Application Counselor . . . . . 5%
- Community Health Educator . . . . . 34%
- Community Health Worker . . . . . 2%

**+87 more...**

Community Health Workers is an umbrella term and we are diverse and inclusive with at least 97 professional titles in service of enhancing community health and wellness. Let us know in the chat what you identify as!

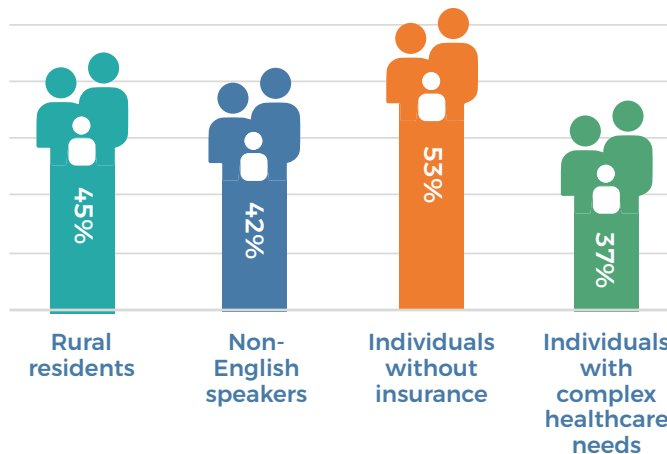
# PROFESSIONAL ROLES & TITLES (CONTINUED)

## Top 3 Titles That Describe What You Do



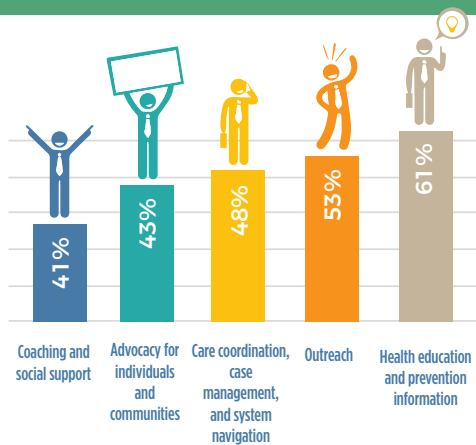
Of the 97 professional CHW titles, the top 3 titles represented are Community Health Representatives (44%), Outreach Specialist/Worker (37%), and Community Health Educator (34%).

## Top 4 Populations CHWs Serve



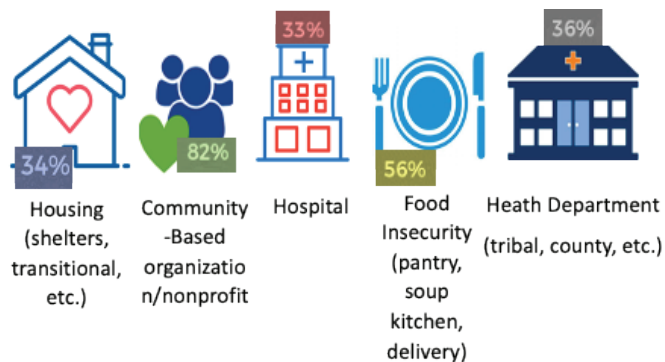
Out of 17 options, the top 4 populations served are: Individuals without insurance (53%), Rural residents (45%), Non-English speakers (42%), and Individuals with complex healthcare needs (37%).

## Top 5 roles to describe work in the past year



We asked CHWs to describe their practice during the heightened period of the COVID-19 pandemic. Among the top 5 CHW roles are: Role description is Health education and prevention information (61%), Outreach (53%), Care coordination (48%), Coaching and social support (41%). CHWs bridge health messages, organize health plans, and support in navigation health care.

## In the last year, the Top 5 Organizations/Sectors I have Partnered with to Accomplish my Work as a CHW



CHWs partnered with the following organizations/sectors to accomplish work in addressing the social determinants in health during the peak of the COVID-19 pandemic. Community-based organization/non-profit (82%), Food insecurity (56%), Health department (36%), Hospital (33%), and Housing (34%).

### OPPORTUNITIES FOR ACTION

- Compensate CHWs for their years of service and expertise
- Center CHW expertise in reaching vulnerable and under-resourced communities
- Partner with CHWs to improve cross-sector care and program teams, and where community health decisions are made
- Retain the title of "CHW" in employment promotions, funding announcements and state and federal policies
- Integrate CHW leadership in the design, development, implementation and monitoring of programs and services
- Protect CHW achievements and advancements across sectors through ethical practices.