

Community Health Workers

Experiences, roles and skills needed across the continuum of care and prevention in the COVID -19 pandemic



AzCHOW
Arizona Community Health Workers Association

Floribella Redondo-Martinez, BS

Arizona Community Health Workers Association

- AzCHOW is a statewide organization of community-based advocates that provides opportunity for Community Health Workers (CHWs) to speak with a collective voice.
- AzCHOW has been advocating for the work of CHWs in Arizona since 2001.
- AzCHOW leads through resource sharing, partnership development, education, outreach, health promotion, and disease prevention strategies to improve the health of all Arizona residents.



What is a Community Health Worker (CHW)?

A frontline public health worker 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.

10 Core Roles of CHWs

- 1) Cultural mediation among individuals, communities, and health and social service systems
- 2) Provide culturally appropriate health education and information
- 3) Care coordination, case management, and system navigation
- 4) Provide coaching and social support
- 5) Advocate for individuals and communities
- 6) Build individual and community capacity
- 7) Provide direct service
- 8) Implement individual and community assessments
- 9) Conduct outreach
- 10) Participate in evaluation and research



CHWs have a great impact in our communities

Health Start CHWs saves us \$4,000 for the prevention of every very low birth weight birth in Arizona

Diabetes patients significantly lowered their blood pressure and glucose levels (HbA1C)

CHWs helped community members improve their health behaviors to lower their body mass index, blood pressure and cholesterol

COST SAVINGS

\$2.92 cost savings for every dollar spent for managed health care coordination

\$4.01 cost savings on every dollar for childhood asthma management by reducing urgent visit and hospital costs

\$6.10 cost savings for every dollar of cost in providing self-management education and care coordination for diabetics



Let's Support Arizona CHWs!

Take steps to build and sustain the Arizona Community Health Worker workforce.

CHWs are not fully recognized as a professional workforce therefore lacking financial support to impact Arizona's at-risk and/or unreached populations.

During 2015 in Arizona:

OVER 1,000 CHWs were employed throughout Arizona

CHWs served all **15 Counties** and **19 Tribes** in Arizona

A 2015 survey of 364 licensed Arizona health providers found:

- 90%** say CHWs have had a positive impact on patient care
- 70%** agree CHWs have contributed to preventing high risk or high health conditions
- 75%** would be more likely to utilize CHWs as part of the health care team if CHWs service were reimbursable by AHCCCS or third-party payers.

For more information or to join the Arizona Community Health Worker Coalition, please contact Monica Munoz at mgmunoz@email.arizona.edu

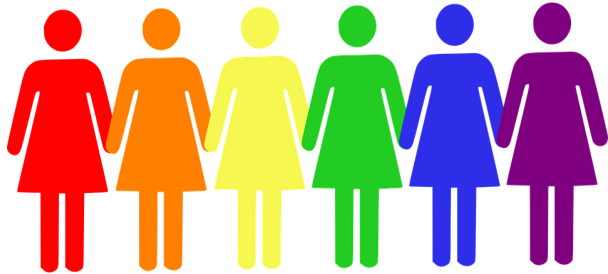


Role of CHWs in the Continuum of Care

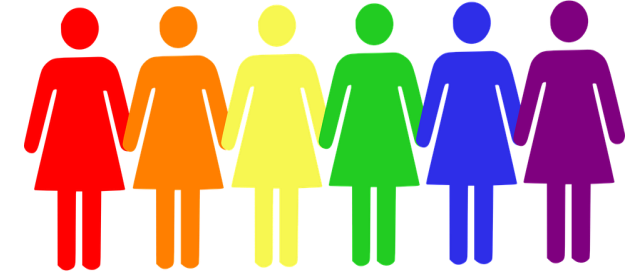
Health Promotion, Disease Prevention

Direct Care / Providers Visits

Follow-up and Care Coordination



Patient/client



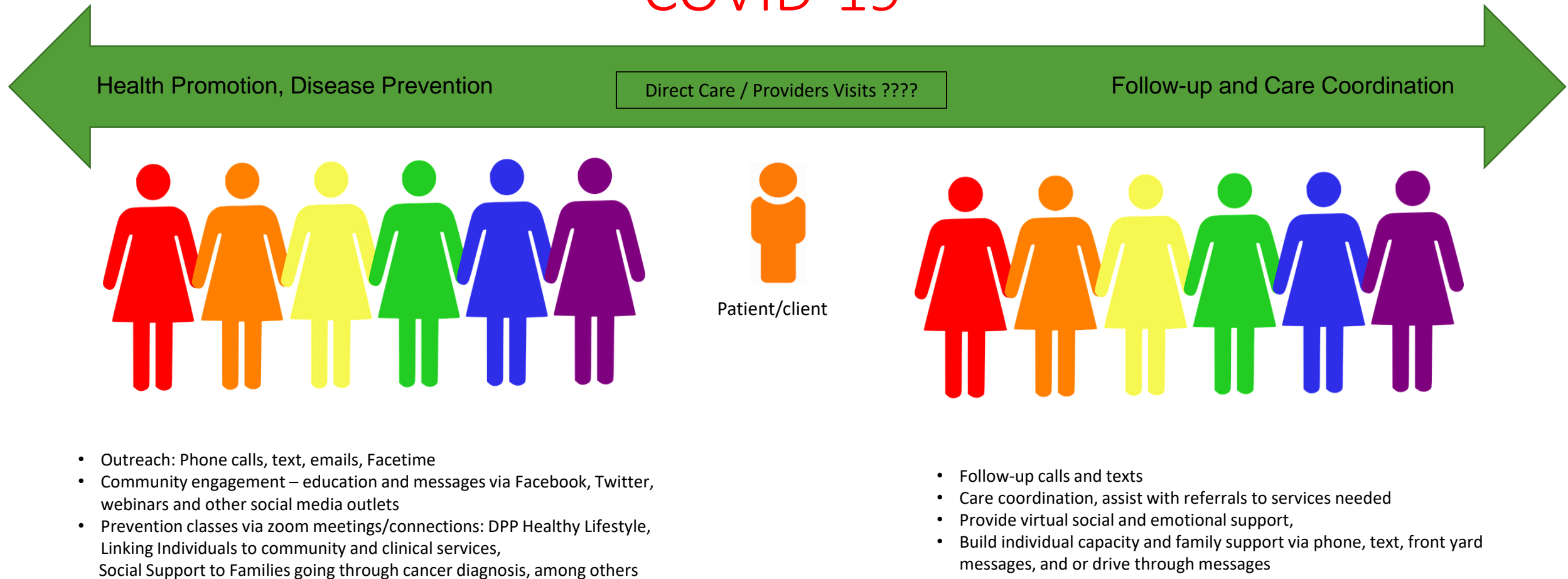
- Community Outreach
- Home visitation/Assessment of individual and family needs
- Individual and group chronic disease and or emotional support
- Awareness, education referrals,
- Linking individuals with community resources
- Social determinants of health

- Follow-up phone call and or home visit
- Link individual to community and clinical services
- Assist in referrals and care coordination
- Home or group individual/family, social and emotional support
- Root causes- address social determinants of health



Community Health Worker Awareness Event

Role of CHWs in the Continuum of Care during COVID-19



Role and Impact of Pandemic on CHWs/Promoters

- ❖ Promotores/CHWs felt the mental health impact of the pandemic on themselves and their families
- ❖ Tools had to be developed to identify the need in their communities - socioeconomic determinants impacted by COVID-19 pandemic
- ❖ Promotores/CHWs roles and responsibilities:
 - Need to keep to date on coronavirus - information was constantly changing
 - CHWs felt the stress and the responsibility to ensure their clients / participants were doing well.
 - Stress and anxiety of in addition to responding to the needs of the pandemic, CHWs needed to continue to disseminate information on their “regular work activities”, plus continue promoting Voter registration, CENSUS 2020, and try to continue to address the importance of reporting violence in the home and community
 - In some places CHW job and responsibility changed to include, assist in the front lines conducting initial patient intakes
- ❖ Used calls to remind about the guidelines on washing hands, social distancing..
- ❖ Need to address cultural traditions/practices among Hispanic families
- ❖ Many CHW groups developed and provided masks to vulnerable communities

ARIZONA COMMUNITY HEALTH WORKERS ASSOCIATION ALCANSANDO A LA COMUNIDAD EN TIEMPOS DE CRISIS PANDEMIA DE CORONAVIRUS

Buenas tardes Sr/Sra. _____ Soy _____ le estoy llamando primero para saludarla y también para recordarle que siempre que usted se sienta sola/o me puede llamar por teléfono y podemos platicar. También, como promotora de salud, estoy haciendo seguimiento con todos nuestros participantes/clientes/pacientes y haciendo las siguientes preguntas para asegurarnos que están bien.

1. ¿Como se siente en su casa en estos momentos? ¿Se siente segura?

☐ Si

☐ No ¿Por qué? _____

2. Alguien de su familia y/o amigo/a esta pendiente de usted?

☐ Si

☐ No

3. ¿Tiene a alguien que le ayude a hacer sus mandados si usted no puede salir?

☐ Si

☐ No

4. ¿Tiene usted una necesidad inmediata en la que necesite ayuda?

☐ Si

☐ No

Si su respuesta es sí, ¿qué necesidad o necesidades tiene en este momento?

☐ Comida

☐ Pago de casa

☐ Medicinas

☐ Pago de Luz

☐ Agua para tomar

☐ Pago de agua

☐ Productos de limpieza

☐ Pago de seguridad

☐ Papel baño

☐ Pago de carro

☐ Ayuda para cuidar a familiar

☐ Otro _____

enfermo

5. ¿Me puede decir cómo se ha sentido emocional o físicamente en los últimos 7 días?:

☐ Con miedo

☐ Cansada/o

☐ Ansiedad / Falta el aire

☐ Triste

☐ Desesperación / Angustia

☐ Deprimida/o

☐ Dolor físico

☐ Insomnio o dormir mucho

☐ Cambios en apetito (comer de más o menos)

☐ Pensamientos negativos

6. ¿En qué o en quien se apoya usted para poder sobrellevar estas emociones?

☐ Familia

☐ Amigos

☐ Fe

☐ Otro _____

Hispanic Communities and COVID-19

Challenges of Hispanic communities

- Vulnerable populations
- US-Mexico Border impact
- Economic impact (unemployment)
- Multigenerational homes
- Shared families
- Technology challenges/barriers
- Fear of getting tested or getting healthcare services



BUSINESSINSIDER.COM
About half of the farmworkers in the US don't have legal status. They're risking getting COVID-19 to supply our food.



Role of CHWs in Times of Pandemic

- Development of outreach questionnaire
- Response to the mental health needs of CHWs and community members
- Develop a manual of positive messages and activities for elderly clients that were isolated
- Provide updated information on pandemic and provided masks to vulnerable communities



Unidas en Prevención:
Formas en que las Promotoras(es) Pueden
Apoyar la Prevención de COVID-19
19 DE MARZO 2020 | 3:00PM - 4:30PM PT



Responding to the CHWs/Promotores Unprecedented Need for Mental Health Support

- AzCHOW was the first CHW association to offer Mental Health Virtual Workshops in English and Spanish



Promotores de Salud
Cuidándonos y Preparándonos
Para Afrontar el coronavirus / COVID-19

Fortaleciendo nuestra salud mental, juntos en esta lucha
Talleres Virtuales Semanales | **Manejo de las Emociones**

Objetivo:

- Identificar las respuestas emocionales de los promotores de salud que están trabajando en respuesta al coronavirus en sus comunidades.
- Fortalecer a promotores de salud con herramientas básicas para manejar las emociones causadas por la pandemia de coronavirus

Presentador
Sandra Martínez
Doctorado en Psicoterapia Humanista
Maestría en Psicología - Concentración en Terapia Familiar

Miércoles 8 de abril del 2020
2:00pm - 3:30pm (Tiempo Arizona)

Presentado por: Arizona Community Health Workers Association

Zoom Link: https://uahs.zoom.us/join/wn_60bVl8ITDqLvZw7G1DheQ

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Arizona Prevention Research Center

WESTERN REGION Public Health Training Center

clínica ZENITH



PROMOTORES DE LA SALUD
Fortaleciendo nuestra salud mental, juntos en esta lucha
Cuidándonos y preparándonos para afrontar el Coronavirus / COVID-19

Talleres Virtuales Fase2
AYUDANDO A FORTALECER LA SALUD MENTAL Y EMOCIONAL DE LOS INFANTES.

ADQUISICIÓN DE HABILIDADES SOCIALES
[timidez - inseguridad]

PRESENTADOR:
Sandra Martínez
DOCTORADO EN PSICOTERAPIA HUMANISTA
MAESTRIA EN PSICOLOGIA - CONCENTRACION EN TERAPIA FAMILIAR

Objetivo
Que los Promotores de Salud adquieran las herramientas para que identifiquen y eduquen a sus clientes sobre los conductos de riesgo de los niños, niñas y adolescentes ante una alteración emocional que ponga en riesgo su salud mental y/o emocional, antes, durante y después de la pandemia del COVID-19; así como también los participantes tomen conciencia de los pensamientos y acciones repetitivos que destruyeron a la salud mental y/o emocional de los menores.

Miércoles JUN 3
2 PM A 3:30 PM

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JÓVENES FORTALECIENDO LA SALUD MENTAL
Cuando la música tuvo sentido

1 PM BILINGUE

YOUTH STRENGTHENING MENTAL HEALTH
When Music Made Sense

Objective
CREATE A SAFE SPACE FOR YOUTHS TO EXPRESS THEIR EMOTIONS AND CHANNEL THEM IN A POSITIVE WAY.
CREAR UN ESPACIO SEGURO PARA LOS JÓVENES DONDE PUEDAN EXPRESAR SUS EMOCIONES Y GUARDARLOS EN UN SENTIDO POSITIVO

VIERNES / FRIDAY
JUN 12

Diseno por **crea.eco** creatividad integral

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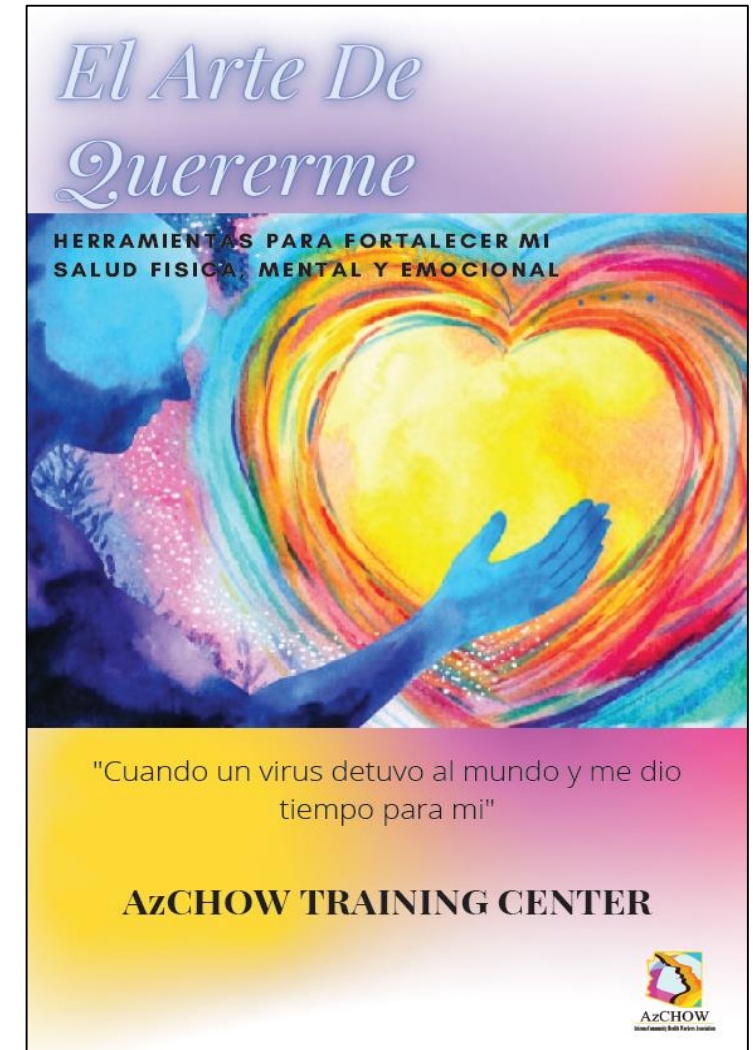
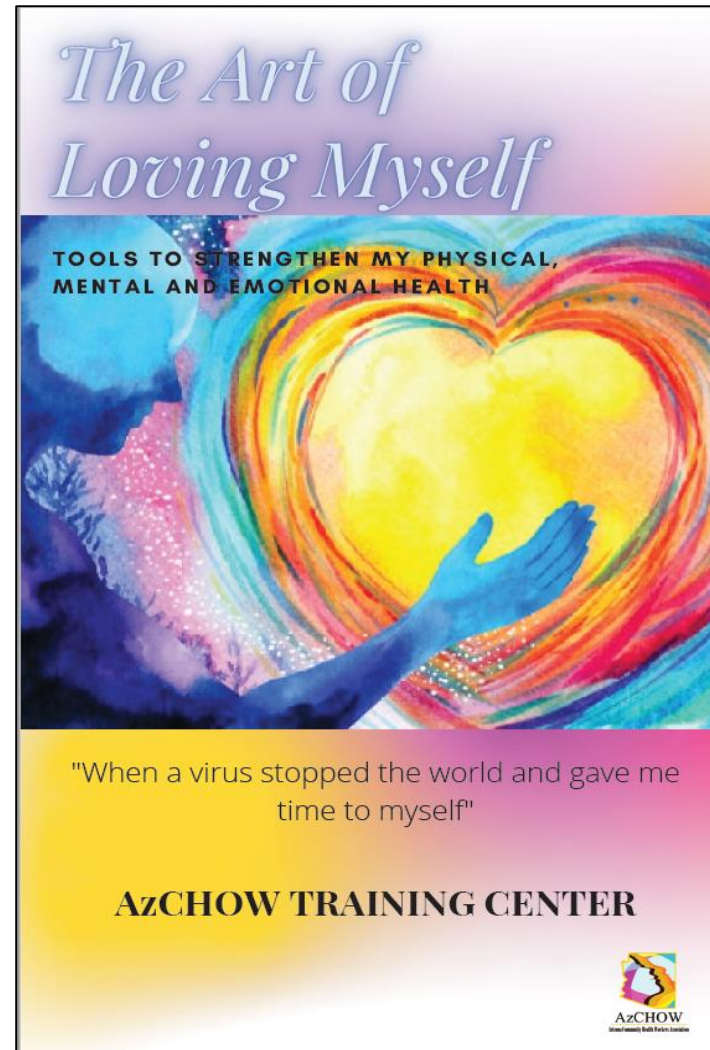
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Strengthening CHW/Promotoras, and Community's Mental Well Being

- Development of a manual / curriculum on emotional health and well-being that includes:
- Relaxation techniques,
- Cognitive exercise techniques,
- Emotional techniques,
- Visualization techniques, among other topics



Save The Date!

"Community Health Workers Responding To
The Call Of Humanity Against COVID-19"

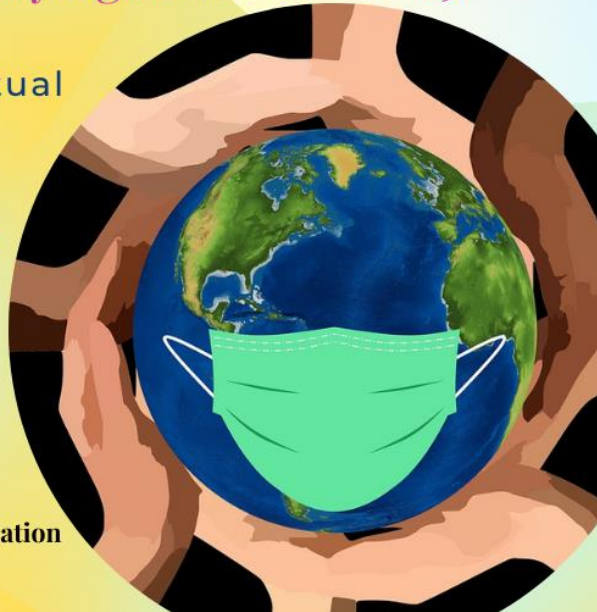
Fall CHW Workforce Virtual
Symposium

November 19th, 2020

Hosted by:



Arizona Community Health Workers Association



CHWs collaborate with universities in:

- Researching community needs and challenges
- Planning, developing and implementing CBPR interventions
- Assist in the collecting of program data
- Collaborate in the evaluation design
- Collaborate in the development of evidence base curriculum
- CHWs encourage individual/Community advocacy for sustained systems/environmental change
- CHWs brought community perspectives and voices to research process.
- CHWs validated study findings on the basis of their lived experiences.

Community Health Workers an Essential Workforce!

THANK YOU!