

CHW DOCUMENT RESOURCE CENTER

COMMUNICATION TOOLKIT

NOVEMBER 2023



CHW Document Resource Center

Communications Toolkit

Contents

The CHW Document Resource Center	3
How to Use this Toolkit	3
Help Us Expand the DRC.....	3
DRC Partners	3
Key Features of the DRC	5
Fact Sheet.....	5
Newsletter and Social Media Messaging	6
Newsletter Blurb.....	6
Hashtags	6
Sample Social Media Posts and Graphics.....	7
Web Banners (to be linked to database page)	8
Additional Resources and CHW Reports.....	9

The CHW Document Resource Center

The CHW Document Resource Center (DRC) was launched in August 2020 to create an ongoing, curated, searchable online database of resource documents related to CHW state policy development and workforce development practices. The DRC serves as a one-stop location for high-quality, practical resources for CHW leaders at local, state, regional, and national levels, as well as state health departments and their state and local partners. If you are a CHW, in CHW leadership, state government, FQHCs, health systems, and other CHW partner organizations, this resource database is for you.



There are currently over 1,000 documents in the database, with new documents being added regularly. This database includes reports, meeting minutes, brochures, state legislation and other material that show how state and local groups have created definitions, policies, and workforce development programs for CHWs. The DRC was utilized by over 4,000 users since its launch. In the first year after launch, DRC users accessed the website on desktop (89%), mobile (7%), and tablets (4%). Results indicated that information found within the DRC was shared with others and significantly reduced the time needed to review multiple sources of information.

How to Use this Toolkit

Hello and welcome to the Document Resource Center (DRC) toolkit! This toolkit is created and designed to help you share information about the DRC with your colleagues. Please share the content in this toolkit on your webpage and social media, as well as with your networks through email blasts, newsletters, and blogs. All content is part of the public domain and free to use without restriction under copyright law.

Help Us Expand the DRC


Users can help expand the DRC. Documents about evidence base and employment practices will be added in the future. Please help us keep the DRC accurate, up to date and useful by sharing documents you think should be added to the site.

DRC Partners

The DRC was created under a partnership of the National Association of Community Health Workers (NACHW), the Center for Disease Control and Prevention (CDC), and the National Association of Chronic Disease Directors (NACDD).




NACHW is a national professional organization whose members are CHWs, *Promotores de la Salud*, Community Health Representatives, CHW Networks and



Associations, allies, and supporters (individuals and organizations). NACHW's mission is to unify the voices of CHWs and strengthen the profession's capacity to promote healthy communities. United, NACHW will mobilize CHWs and our networks, create professional and leadership development opportunities, build a research and education hub, and develop policies to sustain workforce integrity and impact. NACHW is proud to have members in all 50 U.S. states - and a growing membership in tribal nations. We work in partnership with CHWs and allies to create innovative strategies that amplify, promote and sustain the CHW profession.

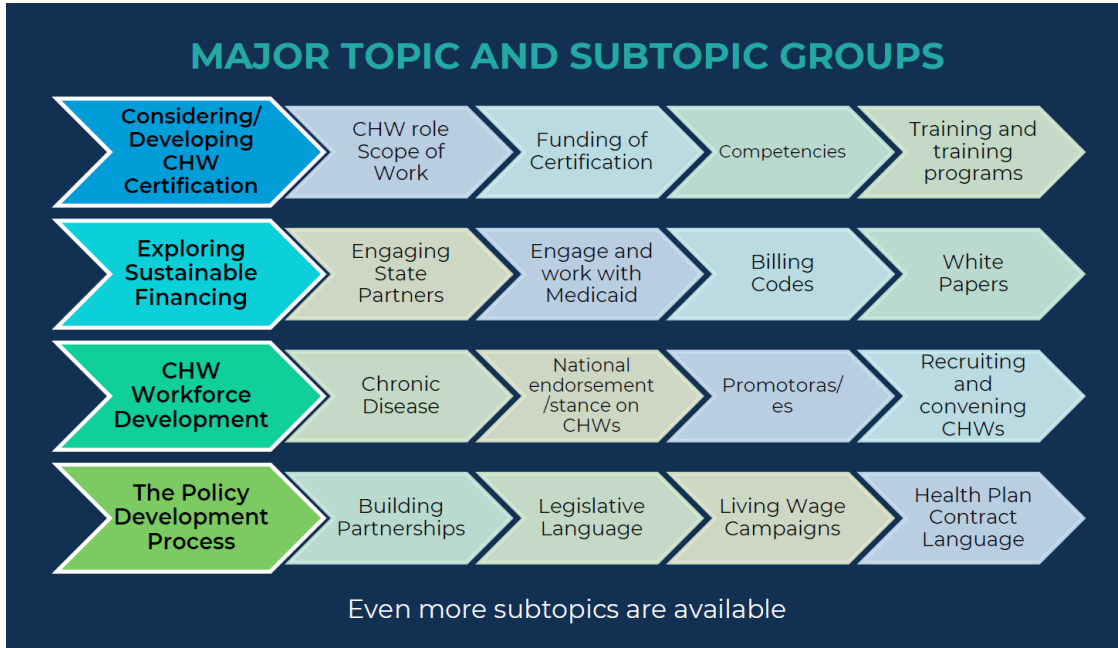
The CDC is the United States' (US') health protection agency, working 24/7 to protect America from health, safety, and security threats, both foreign and in the U.S. CDC works to tackle the biggest health problems causing death and disability in the US; promote health and safe behaviors, communities, and environment; and develop leaders and train the public health workforce, including community health workers.

The CHW Work Group at CDC is a multidisciplinary group, comprised of public health analysts, advisors and educators, epidemiologists and medical officers, and health and behavioral scientists. The mission of the CHW Work Group at CDC is to facilitate, support, and advance CHW initiatives and policies to help accomplish public health goals. Their goals are to facilitate capacity-building for key partners (e.g., public health, CHW practitioners, health care) to maximize the CHW role and impact, collaborate and promote the synergy of effort and resources related to CHW initiatives, share and disseminate information about projects, programs, policies, strategies, and publications focused on CHWs, and develop evaluation of CHW initiatives. The Work Group has developed an additional database, [the CDC CHW Resources Gateway](#), containing resources from programs across CDC that host materials pertinent to CHWs. These resources should be helpful not only to CHWs but also to those who work with them. If you identify a CDC resource not listed here, see an error, or have additional feedback, please email the NCCDPHP Community Health Worker Workgroup at CHWORK@cdc.gov.



Key Features of the DRC

Users of the DRC can filter their search by document date, alphabetically by title, and by state. There are additional filters by topic. Our glossary of terms is a key tool to help you focus your search within four major filter topics and subtopics.



For most resources, you can read or download a PDF copy directly from the website (for copyrighted materials, there will only be a link to the original source).

What is not in the Database:

- There are no maps or tables showing how states compare with each other. For those, try the links in the “Other Important Resources” section of the Landing Page.
- Many people ask for “best available evidence of CHW impact” and “best practices in employing CHWs.” These are not covered in the current version of the database. See “Future expansion.”

Fact Sheet

THE NACHW DOCUMENT RESOURCE CENTER

The NACHW CHW Document Resource Center (DRC) is the largest, curated, searchable online database of documents focused on state policy and workforce development practices for Community Health Workers (CHWs).

DOCUMENT CATEGORIES

There are currently over 1000 documents in the database. The filters on the left report the major categories of the documents. Some documents fit into multiple categories.

The DRC will be expanding. Documents about policy, best practices, and workforce development will be added to the DRC. Please help us keep the DRC current. If you have any documents you would like to add to the DRC, please email us at info@nachw.org.

Who is Using the DRC?

Since its launch in September 2020, over 6,000 users have visited the DRC.

Category	Count
INDIVIDUAL CHWs	~1,500
RESEARCHERS & ACADEMICS	~1,000
CHW NETWORKS & ASSOCIATIONS	~800
HEALTH CARE EMPLOYERS	~700
COMMUNITY BASED EMPLOYERS	~600
STATE HEALTH DEPARTMENTS	~500

How Do I Use the DRC?

The DRC has over 1000 policy reports, legislative bills, meeting minutes and other document types to help you explore state and local CHW policy. You can filter, sort and gain insights from states about their investments in a variety of CHW policies and investments.

The DRC can be searched by document date, alphabetically by title and by state. There are additional filters by topic. Our glossary of terms is a step-by-step tool to help you focus your search within four major filter topics and subtopics.

MAJOR TOPIC AND SUBTOPIC GROUPS

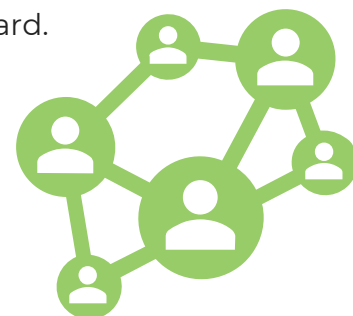
Even more subtopics are available.

The DRC is expanding!

Users are invited to submit or suggest documents to be added to the DRC. Documents are added to the DRC based on specific topics that are relevant to CHW practice. If you have any documents you would like to add to the DRC, please email us at info@nachw.org.

Newsletter and Social Media Messaging

The social media and newsletter messaging in this toolkit is accessible through the copy (Ctrl+C) and paste (Ctrl+V) functions of your keyboard. The social media graphics can be downloaded by navigating to the desired image and clicking “download.” The social media images are formatted for Facebook and Twitter.



The web banners can be downloaded and added to a webpage. To implement them to your webpage, download the desired banner, and hyperlink it to the Resource Center website, <https://nachw.org/chw-document-resource-center/>.

Newsletter Blurb

The CHW Document Resource Center (DRC), a valuable resource for CHW policy. The DRC is a unique searchable database for stakeholders working on developing or advocating for policies affecting CHWs. It was launched in August 2020 to create an ongoing, curated, searchable online database of resource documents related to CHW state policy development and workforce development practices. The DRC serves as a one-stop location for high-quality, practical resources for CHW leaders at local, state, regional, and national levels, as well as state health departments and their state and local partners.

The DRC includes over 1,000 documents from across the country. It includes both peer reviewed journal articles and gray literature. The DRC also contains links to existing online resources developed by the CDC (Centers for Disease Control & Prevention) and other partners, and reports summarizing these resources. Visit the DRC today at <https://nachw.org/chw-document-resource-center/>.

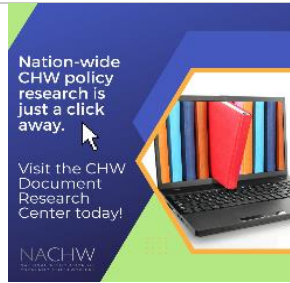
Hashtags

- #CHWPolicy
- #CHR
- #PromotoresdeSalud
- #AdvancingCHWPolicy
- #CHWDRC

Sample Social Media Posts and Graphics

TEXT	FACEBOOK AND INSTAGRAM	TWITTER
<p>Are you looking to advance policy to support CHWs? Visit the resource center trusted by over 4,000 users in just its first year. https://nachw.org/chw-document-resource-center/ #CHWPolicy #CHR #PromotoresdeLaSalud #CHWPolicy #CHWDRC</p>		
<p>Visit the CHW Document Resource Center, where you can view CHW Policy-related documents from across the country. Documents cover a wide range of topics relevant to the CHW workforce, and more documents are regularly added. https://nachw.org/chw-document-resource-center/ #CHWPolicy #CHR #PromotoresdeLaSalud #AdvancingCHWPolicy #CHWDRC</p>		
<p>CHWs are on the frontlines supporting our communities. State policy and workforce development supports their CHWs. See what other states are doing today. https://nachw.org/chw-document-resource-center/ #CHWPolicy #CHR #PromotoresdeLaSalud #AdvancingCHWPolicy #CHWDRC</p>		
<p>CHWs, including CHRs and Promotores(as) de la Salud strengthen the response to COVID-19. The CHW Document Resource Center has documents to inform CHW support. https://nachw.org/chw-document-resource-center/ #CHWPolicy #CHR #PromotoresdeLaSalud #AdvancingCHWPolicy #CHWDRC</p>		

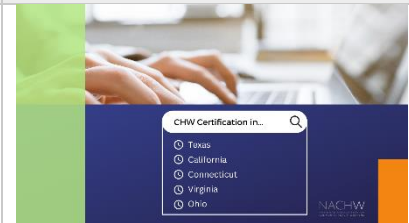
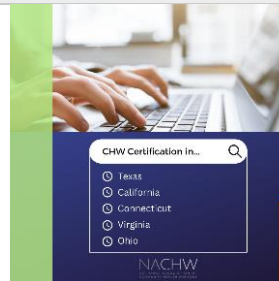
Researching CHW policy? We've done most of the work for you. Visit the CHW Document Resource Center, the largest curated, searchable online database of documents focused on state policy and workforce development practices for CHWs. <https://nachw.org/chw-document-resource-center/>
 #CHWPolicy #CHR
 #PromotoresdeSalud
 #AdvancingCHWPolicy #CHWDRC



The DRC has information specific to your state. You can filter the results of your search by state using the tools on the left of the screen. Try it now!
<https://nachw.org/chw-document-resource-center/> #CHWPolicy #CHR
 #AdvancingCHWPolicy #CHWDRC



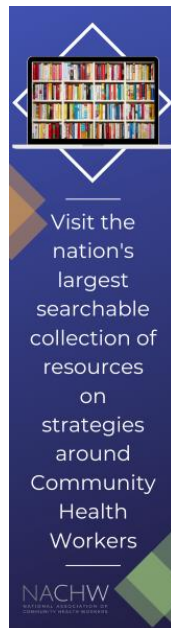
Every state has different regulations and requirements for CHWs. Are you wondering if your state has a certification for CHWs? Use the DRC to start your research!
<https://nachw.org/chw-document-resource-center/> #CHWPolicy #CHR
 #PromotoresdeSalud
 #AdvancingCHWPolicy #CHWDRC



Web Banners (to be linked to database page)


The web banners below can be downloaded and added to any webpage. To add them to your webpage, download the desired banner, and hyperlink it to the CHW Document Resource Center website: <https://nachw.org/chw-document-resource-center/>.





Additional Resources and CHW Reports

- **NACHW Policy platform (English | Spanish):** This document is an important tool to promote national professional identity, leadership and capacity of CHWs and our Associations. It centers many of the policies and best practices that are already nationally endorsed within our field and can be applied to COVID-19 response efforts as well as long term policy development.
- **REPORT | Community Champions and COVID-19 Vaccination:** This report provides a snapshot of respondent perspectives from individual, community, and system-levels, as well as challenges, bright spots and recommendations in vaccine distribution from 192 self-identified community health workers, contact tracers and community and organizational leaders.
- **REPORT | Statewide Training Approaches for Community Health Workers:** This report provides examples of the use of the NACHW CHW Document Resource Center by investigating the topic of setting standards for statewide core training for community health workers.
- **REPORT | Assessing the Community Health Worker (CHW) Workforce at the State and Local Level:** This report provides an example of the use of the NACHW CHW Document Resource Center by describing current efforts and potential support available to state and local health departments, CHW professional organizations, and other stakeholders to measure and assess the CHW workforce.
- **REPORT | From Crisis to Opportunity: Resources and Guidance that CHWs Want from Employers During the Pandemic:** This report



summarizes the results of a survey that collected CHW responses over three weeks in June 2020 to understand the needs of CHWs and how employers can best support CHWs to protect themselves, provide services safely and adapt services to the changing environment.

- **Report | Sustainable Financing of Community Health Workers Employment:** This report summarizes approaches to financing programs engaging and supporting CHWs, which have been proposed by multiple organizations and research studies from 2001 to the present.

