

Integrate CHWs into Community-Based Organizations



Why Integrate CHWs Into Community-Based Organizations

- Major employers of CHWs who respect their scope of practice
- Highly diverse, locally trusted, community-based workforces
- Contributors to local economies — entry-level CHW jobs, career advancement
- Deliver non-medical social needs services — food, housing, re-entry
- Fill education and service coordination gaps in emergencies

How to Integrate CHWs Into Community-Based Organizations

Integrate into community engagement and care solutions by:

- Building buy-in and acceptance for CHWs in communities over time
- Establishing CHW professional identity and supporting their work
- Developing CHW capacity for innovation and leadership
- Providing training and financial support — motivational interviewing, evaluation and research

Resources: 1. [Results of a National Survey of Community-Based Organizations](#) 2. [Community-Based Workforce Alliance](#)
3. [CHW Network Leader Recommendations for Public Health Departments](#)

Spotlight on CHW Strength and CHW CO-OP

Stephanie Toney is a certified CHW and the visionary of two community based organizations that are changing the view of Community Health Workers as leaders and entrepreneurs who are building local workforce and healthcare infrastructure. **CHW Strength** has trained CHWs in **20 states** in relationship centered core competencies to deliver high quality CHW services and improve **systems of care**.

The **CHW CO-OP Company** is an ecosystem hub that coordinates local CHWs to **establish and grow sustainable businesses** in their communities, and deliver **vital preventative and cost saving social services**. The CHW CO-OP partners with **Pear Suite** who provide a customized documentation, administrative, compliance and billing platform empowering them to access state Medicaid and national Medicare reimbursement. The CHW CO-OP operates in 5 states and generates over **\$4,000 in revenue** for each CHW CO-OP member monthly.

1. <https://www.chwstrength.com/> 2. <https://www.chwcooperative.com/mission> 3. <https://www.pear suite.com/>

The [Strengthening Public Health with Community Health Workers](#) report (2025) published by National Association of CHWs (NACHW), NationSwell, Atlas Clarity, and Sanofi, highlights how CHWs strengthen public health through trust, capacity-building, navigation of health and social services, and cross-sector partnership. In 2026, CHW Network and Association leaders reviewed the report and offered recommendations in a focus group.

This one-pager is part of series requested by CHW leaders targeting multiple audiences.

