



IMPACT REPORT

2019 - 2025

NACHW

NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS



THE FOUNDATION

ABOUT NACHW

The National Association of Community Health Workers (NACHW) a 501(c)(3) nonprofit membership-driven organization was founded in April 2019 after several years of planning and organizing by Community Health Workers (CHWs) and allies across the United States.

Community Health Worker is an umbrella term and includes community health representatives, promotores, peers, and other workforce members who are frontline public health professionals who share life experience, trust, compassion, and cultural and value alignment with the communities where they live and serve.

OUR MISSION: To unify CHWs across geography, ethnicity, sector and experience to support communities to achieve health, equity and social justice.

OUR VALUES: Self-determination and self-empowerment of our workforce; integrity of character; dignity and respect for every human being, social justice, and equity to ensure fair treatment, access, opportunity, and outcomes for all individuals and communities – guide our work.

NACHW Membership 2025



A UNIFIED WORKFORCE

Six Pillars defining core identity and functions of CHWs

Over many decades, CHWs, CHRs, Promotoras, and other members of our community-based, frontline workforce have advocated and organized to articulate the CHW identity. Yet CHWs' identities, origins, and capacities are still not well understood in the U.S. – resulting in strategies, policies, and programs that often do not respect, protect, or authentically partner with us. In 2023, NACHW, in partnership with CHWs, CHW Networks, and allies across the country developed the [Six Pillars of Community Health Workers](#) – to communicate clearly and succinctly who we are, where we are, what we do, and our capacity and needs for sustainability.



The Six Pillars serve as the backbone for NACHW, CHWs, allies, and partners **MAKING THE CASE for CHWs**. They have been referenced in policy proposals, program development, and presentations at the national and global stage.



10,000+ views of Six Pillars webinar recording on YouTube

RESPECT: VALUE IN DIVERSITY



OUR MEMBERS

NACHW members are at the core of our decision-making process. NACHW members are a reflection of the CHW profession and the communities they represent. Since our inception in 2019, we officially achieved a longstanding goal of our organization – to have NACHW members in all **50 states**. We have seen growth in membership from tribal nations and territories, including an engaged community in Puerto Rico, Guam, and the U.S. Virgin Islands.

The diversity of CHWs is a key factor in their proven success. Where mistrust exists between marginalized communities and existing public health infrastructure, CHWs are uniquely positioned to step into the gap.

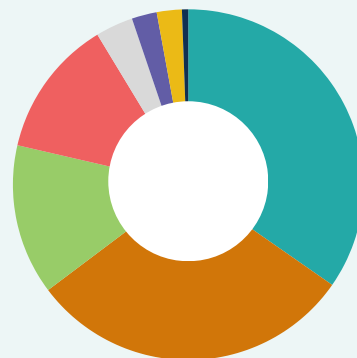
2,422
Members

84.9%
Women
(self identified)

2025 New
members in the
U.K., Australia,
and Vanuatu

MEMBER RACE & ETHNICITY

- White
- African American/Black
- Hispanic/Latino & Black, Indig...
- Hispanic/Latino and white
- Asian/South Asian
- Native American/American In...
- Native Hawaiian and/or Pacifi...
- North African and/or Middle E...



CHWs: EQUIPPED FOR OUR HEALTH FUTURE

The National Center for Health Workforce Analysis (NCHWA) currently projects a **shortfall in the health workforce by 2037**, which includes physicians, nurses, mental health specialists, OB/GYNs, and more. Funding and sustaining CHWs addresses many of the social determinants of health (SDOH), increasing disease management and access to preventative care, which reduces emergency care visits, reduces burnout for hospital staff, and reduces costs for hospital systems.

CHW MEMBER SPECIALIZATIONS

- Housing and basic needs
- Diabetes management
- Heart health
- Women's health
- Mental health
- Many more, including the top chronic diseases negatively affecting Americans

THE IMPACT

A NATIONAL CHW SURVEY

In 2021, NACHW launched efforts to conduct a national survey of the CHW profession. The survey served to strengthen our call to action to build recognition for the CHW professional identity and advance our leadership in this space. **This is the largest number of CHWs represented in a survey created by CHWs for CHWs in history.** 867 CHWs from 859 different zip codes responded to the survey between the months of June and September 2021.



RESPECT: TAKING UP SPACE

ANNUAL MEETING & UNITY CONFERENCE



The Unity Conference is an interactive, educational and informative gathering convening CHWs and allies, members, and partners from across the country.

Unity 2023 was hosted in Austin, Texas, and marked the first in-person conference since 2019. In 2025, the conference was held in-person in Columbus, Ohio.

5,600+
attendees
(2021-2025)

2,000+
in-person
attendees
(2023 & 2025)

192+
Workshops and
Trainings led by
CHWs

CHW NETWORKS AND ASSOCIATIONS

NACHW partners with CHW Networks and Associations across the nation, cultivating programming for CHW leaders to build their leadership capacity. At **quarterly network meetings**, we share national updates, best practices, sustainability strategies, and intentional networking opportunities.

At the **first CHW Network Retreat** in 2024, NACHW and Network leaders created recommendations for Public Health Infrastructure and produced a white paper. With funding announcements from the government for the Rural Health Transformation Program, NACHW and subject matter expert partners provided office hours to assist CHW Networks in producing feedback for their state applications, and to offer strategy sessions for implementation opportunities.

NATIONAL CHW AWARENESS WEEK

National CHW Awareness Week (NCHWAW) is the first ever national annual campaign with CHWs at the center! NACHW developed this event to increase awareness of CHW identity, roles, impact on communities, and leadership – and to promote policies that respect, protect and authentically partner with the CHW profession. The first NCHWAW was held in 2023.

During NCHWAW 2024, NACHW embarked on a media tour to amplify the week. NACHW's Executive Director, Denise Smith, appeared on local tv, radio, and podcasts. This and other appearances amassed over **32 million airings nationally**. CHW Awareness week hashtags had a reach of over 1.6 million.

In December of 2024, NACHW appeared on the Jennifer Hudson show, continuing the momentum and showcasing the value of CHWs with a national audience.



IN THE SENATE:

"I am proud to introduce a House Resolution to establish the inaugural National Community Health Worker Awareness Week in partnership with the Senate. It is about time we shine a light on the invaluable contributions of (CHWs)..."
Congressman Raul Ruiz (D), CA
September 2023



PROTECT: POWER IN POLICY



CAPITOL HILL VISITS

Since 2023, in response to unprecedented interest and momentum to integrate the Community Health Worker (CHW) profession into state and federal policies and initiatives, NACHW and Partners in Health US collaborated to coordinate the first ever CHW and Promotora federal briefing on March 8, 2023. Every March since then, NACHW members participate in a two-day advocacy event to meet with members of Congress and legislative staff and build upon the momentum we have created over the past years to increase the visibility and awareness of the critical CHW workforce and profession. This is an **opportunity for CHWs and allies nationally to engage with the U.S. legislative process, build relationships with lawmakers, and raise awareness of CHWs' role and contributions to community health and wellbeing.**

In 2024, Senator Bob Casey sponsored the **CHW Access Act** and introduced it (S.3892) on 3/7/24.

In 2025, **over 100 NACHW members from 32 states** participated in training to prepare for legislative meetings and a CHW rally on Capitol Hill, followed by **over 140 total meetings with lawmakers and staffers (75 House districts and 68 Senate districts).**



66

"This entire experience was impactful at a personal and community level. I now have the training and practiced experience to continue relationships with Senators and Representatives. These trusted relationships will empower and connect CHWs to political efforts at our state level. THANK YOU for this opportunity!" -CHW Participant

99

Major CHW Policy Development: Medicare Payment for CHWs

What happened:

2023

- The Centers for Medicare and Medicaid Services (CMS) invited comments from the public on proposed federal rule changes that, for the first time, authorize Medicare payment specifically for CHW services.
- NACHW submitted a statement to CMS with detailed recommendations in 15 topic areas, including:
 - Service coverage that aligns with the full range of CHW core roles
 - Reimbursement rates that better reflect the full cost of services, the value of CHWs' lived experience, and the need for thriving CHW wages.
 - Quality assurance through CHW-led measurement of both processes and outcomes of CHW programs.
 - Technical assistance and other resources to eliminate barriers to partnerships and participation by CBOs that employ CHWs.

2024

The 2024 Medicare Physician Fee Schedule introduced new codes for Community Health Integration (CHI). CHI, a new Part B benefit, provides reimbursement for CHW services, increasing sustainability for CHWs.

PARTNER: TRUST IN PRACTICE



The CHW workforce is anchored by the phrase, **“Nothing about us, without us.”** For a workforce that serves the most marginalized, self-determination and co-creation of programs and policies that affect them is central to their advocacy. At NACHW, we center the voices of CHWs, and push our partners to do the same.

REPORT: STRENGTHENING PUBLIC HEALTH WITH COMMUNITY HEALTH WORKERS

On August 26, 2025, a new report, *Strengthening Public Health with Community Health Workers*, was published. The report spotlights examples of sustained programs in communities across the country where the trust and expertise of CHWs is strengthening health interventions - from outreach to community engagement, and from chronic disease prevention to care. CHW leaders are featured, **in their own words, and were included in the dissemination of the report during National CHW Awareness Week.**

The report was developed in collaboration between the National Association of CHWs (NACHW), Sanofi, NationSwell, and Atlas Clarity.



170.3
MILLION

Total potential audience from press release pickups

7,347

Views on report webpage in 14 day period



CHW CONNECTOR: A FIRST OF ITS KIND CHW SOCIAL PLATFORM

The covid pandemic confirmed historic gaps in CHW infrastructure for sustainability. As part of a longstanding partnership, Sanofi provided funding and support to NACHW, over two

years, to design and develop a digital home for the CHW workforce in the United States.

This partnership ensured that the development of the platform's design, purpose, and components was led by CHWs and CHW networks.

In 2024, NACHW launched CHW Connector. A free app providing a space for CHWs to:

- Connect with other CHWs to learn, share, grow, and identify resources and information,
- Follow and connect with state/local CHW networks and topic-specific communities,
- Receive critical alerts related to public health emergencies,
- Share valuable insights and information with NACHW to build the CHW movement, and
- Learn about and get involved in CHW- and equity-focused policy and advocacy opportunities at the state and national level

As of January 2025, There are **31 CHW Networks and Associations**, and **25 communities** active in CHW Connector. Communities include: **CHWs in Research, Rural Health, Maternal and Child Health, Mental and Behavioral Health.**

