COMMUNITY HEALTH WORKERS
Multi-disciplinary Effort to Promote CHW Sustainability in a Bi-state, Regional Community

www.marc.org/communityhealthworkers
Bi-state Collaboration

Multi-disciplinary members:
- Community Health Workers
- Federally qualified health centers
- Hospitals
- Social service organizations
- Faith-based organizations
- Educational partners
- Other community-based organizations

Supported by Mid-America Regional Council with a grant from the Health Care Foundation of Greater Kansas City
MISSION AND VISION

- **Vision**: Optimal health outcomes for the Greater Kansas City bi-state community.

- **Mission**: To integrate CHWs into the health and human services systems through capacity building, advocacy, and sustainability.

- Community Health Workers link between the health and human service system.
HISTORY

- Stated in 2011
- 2011-2016 Accomplishments
  - CHW Training Program
  - Membership and CHW Growth
  - CHW Forum
  - White Paper
  - Bylaws and Org Structure
  - Strategic Plan
  - State Involvement
  - KS CHW Coalition
LONG-TERM STRATEGIC PLAN
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- Long-term Goal Development with Executive Committee
  - Guided Discussion - KEY
  - Long-term goals related to **capacity building**, **sustainability**, and **advocacy** to further vision and mission
  - Measureable Benchmarks

- Subcommittee Work Plans
  - Guided Discussion in subcommittees to develop work plans with action steps to achieve benchmarks and long-term goals set by Executive Committee
  - Subcommittee work includes engaging CHWs and other Collaborative members through focus groups and survey methods

- Logic Model
  - Visual representation of subcommittee work plans, short and long-term goals and measurements of success
LONG-TERM GOALS

- 5-year goal: CHWs are integrated into the health and human services systems:
  - 25% increase in volunteer or employed CHWs in the region
  - 10% increase in the number of organizations that offer CHW programs
  - 100% regional safety net providers coordinate with CHWs
  - 80% of hospitals coordinate with CHWs

- Measurement tools:
  - MARC CHW regional occupational analysis
  - Regional CHW program inventory
Advocacy Goal: Payers, educators and relevant stakeholders recognize CHW value.

- Measurement of short-term success (1-3 years):
  - Presentation feedback indicates audience understands CHW value
  - Increase in Collaborative membership

- Accomplishments
  - Held 8 presentations with positive feedback and in-depth follow up questions
  - Developed and implemented an advocacy campaign using print and online media (rack cards, regular newsletter, use of Facebook)
  - Dedicated website (www.marc.org/communityhealthworkers)
Capacity Building Goal: A comprehensive curriculum and professional development opportunities exist that meet the needs of the community, CHWs, employers, and payers.

- **Measurement of short-term success (1-3 years):**
  - Increase in CHW and employer satisfaction with training opportunities
  - Increase in diversity of CHWs trained and type of post-training work
  - Statewide advisory committees adopt our recommended approach to CHW core competencies, scope of practice and certification

- **Accomplishments:**
  - Surveyed CHWs on professional development needs and regional CHW training
  - Developed a 12-month action plan to create a supervisory training. Hired consultant to improve regional training opportunities
  - Recommendation to MO and KS on CHW scope of practice, core competencies, certification
  - Facilitated 6 professional development speakers for the CHW forum
PLAN COMPONENTS - SUSTAINABILITY

Sustainability Goal: Regional CHW workforce is supported by a CHW association and multiple funding mechanisms

- Measurement of short-term success (1-3 years):
  - Local public health associations created CHW chapters
  - MO and KS Medicaid reimburse for CHW services

- Accomplishments
  - Held a regional conference targeted to payers
  - Initiated a collaborative partnership across Missouri to develop a collective recommended approach to payment
  - Research and recommend to KS and MO governmental agencies Medicaid state plan language or Medicaid managed care contractual language for CHW reimbursement
COMMUNITY - STATE COLLABORATION
COMMUNITY-STATE COLLABORATION: CERTIFICATION POLICY

- Background research on certification policies nationally
- Educational presentations for Collaborative and CHW Forum members
- Distribution of a regional survey on CHW certification
- Focus groups to refine survey results
- Draft a certification policy proposal
- Review and refine draft proposal with Collaborative and CHW Forum members
- Presented to Missouri Statewide CHW Advisory Committee (administered by the Department of Health and Senior Services)
- Participate and contribute experience and research in discussions with Missouri Statewide CHW Advisory Committee to develop a recommendation for state officials
- Plan to present policy recommendation to the Kansas CHW Coalition
COMMUNITY-STATE COLLABORATION: KEYS TO SUCCESS

- **Formalized process.** Organized regional efforts to research policy, engage stakeholders, and communicate stakeholder experience with CHW efforts can contribute to learning at the state level.

- **Stakeholder collaboration.** Expanding a regional collaboration statewide can improve advocacy for sustainability payment, while leveraging the work and voice of regional stakeholders.

- **Impetus for state-level involvement.** MO DHSS has a CDC grant that requires for community-state partnership to further community-clinical linkages.

- **State-level Champion.** DHSS staff believe community voice is critical to effective public policy.
FINAL THOUGHTS
CONSIDERATIONS

- Diverse partnership is critical.

- Identify key leaders at state level that are open to working together.

- At the community level, include funders and state government as an equal partner.

- Don’t wait to be asked! Take the initiative to do the research, form the partnerships and make the recommendations to both funders and state governments.

- State must include the “right” people at the advisory level, representing all aspects of the CHW profession.
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RESOURCE LINKS

- **White Paper**

- **Videos**
  - [https://www.youtube.com/watch?v=rfPTvXEVw90](https://www.youtube.com/watch?v=rfPTvXEVw90)
  - [https://vimeo.com/dontblinkmpls/review/222731842/420b91e274](https://vimeo.com/dontblinkmpls/review/222731842/420b91e274)
  - [https://www.youtube.com/watch?v=Ro6H76IH3fk](https://www.youtube.com/watch?v=Ro6H76IH3fk)