

Community-Campus Partnerships & Community Health Worker Initiatives

June 30th, 2003

3 pm Eastern Daylight Time

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Marilyn Rodney, Assistant Director, Center for Healthy Communities

Dr. Elizabeth Whitley, Project Director, Denver Health Community Voices

Acknowledgements

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Community-Campus Partnerships for
Health with the generous support of the
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Special thanks to each of the presenters--
and to the WK Kellogg Foundation for
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Objectives

By the end of this session participants will have:

- An understanding of the definition of a Community Health Worker
- Exposure to two examples of Community Health Worker programs
- An understanding of the nature of partnerships between academic institutions and Community Health Worker programs
- An awareness of national resources to support Community Health Worker programs

The Center for Sustainable Health Outreach

A collaboration between
The University of Southern Mississippi
and
Georgetown University Law Center

Dr. Agnes Hinton, Co-Director

Rationale

Due to cultural, linguistic, and/or economic barriers, U.S. families with the greatest health risk are often least likely to be appropriately served by the health care system.

Rationale

Health care providers are becoming aware that every approach is not equally effective in every community. Providers are recognizing that more specific, community-based approaches are necessary.

Rationale

“If the problems are in the community, the solutions are in the community.”

Gilbert Friedell, MD
Director of Cancer Control
Kentucky Cancer Program
Lexington, Kentucky

Rationale

Community Health Workers provide services within the cultural, linguistic and other value systems of the community.

Definition

Lay Health Advisor
Community Health Advisor
Lay Health Worker

“An individual that is indigenous to his/her community and agrees to be a link between community members and the service delivery system.”

Service C., Salber E. (eds.): *Community Health Education: The Lay Health Advisor Approach*. Durham, NC, Duke University Health Care System, 1979.

Rationale

Community Health Workers are an effective means of improving community health, because they serve as a vital link between communities and health care systems.

Rationale

Community Health Workers can:

- educate individuals and communities
- facilitate access to needed services
- educate providers and health systems
- help craft services that are more responsive to community needs

Mission Statement

The Center for Sustainable Health Outreach will support the role of Community Health Workers as an essential component of sustainable community wellness.

Center Structure

- Advisory Committee
- University of Southern Mississippi
 - Education and Training
 - Evaluation
 - Communications
- Georgetown University Law Center
 - Public Policy
 - Sustainability

Key CSHO Activities

- Annual Unity Conference
Early Spring 2004 in Biloxi, MS
- *Connections*, a quarterly newsletter
- Web page with E-mail links
www.csho.net
- Listserv, chw@usm.edu, to join, e-mail
Susan.Johnson@usm.edu

CHW Inventory Project

W.K. Kellogg-sponsored project to develop a national inventory of CHW programs

- description of programs and CHW activities
- their evaluation methodologies
- an annotated bibliography of articles
- information collection begins Fall 2003

Report of Education Programs

CSHO developed “Report of College and University Programs Awarding Credit, Certificates, and/or Degrees in the Community Health Worker Field”

Report available at www.csho.net

Vision Statement

CSHO envisions Community Health Workers who are valued as essential, integral, powerful promoters of health, wellness and disease prevention in their communities.

Community Health Advocates
Making a Difference in Dayton, Ohio

Marilyn Rodney, RN,BSN,MS
Assistant Director, Center for
Healthy Communities.

Center for Healthy Communities

- Dayton, Ohio - founded 1989
- Charter Funding:
 - Kellogg Foundation
 - Ohio Department of Health
 - Ohio Board of Regents Action Fund
 - Wright State University
 - Sinclair Community College
 - Community Mutual Insurance Company

Center for Healthy Communities

GOALS

- Develop Strong Partnerships
- Educate Students
- Support Community Advocacy
- Develop New Models of Practice
- Conduct & Disseminate Community Oriented Health Care Research

History of Dayton's CHA Program

- Request from the community
- CHAs recruited from community
- Community contributes content for training & continuing education
- Community partners support
- CHAs add services for customers
- Continuous improvement & commitment to program

Current & Past Projects that Benefit by CHAs' Outreach & Follow-up

- Medicaid Healthy Start/Healthy Families
- Grandparent Grandchildren Initiative
- Health Link Miami Valley
- Alliance for Research in Community Health
- Reach Out of Montgomery County
- American Heart
- Kellogg Project
- Department of Education
- Dayton Community Outreach Program
- Susan G. Komen
- Ameritech
- Health Power

Roles & Responsibilities of CHAs

- Provide health education, information, and current resource materials
- Assist individuals/families in obtaining appropriate resources
- Serve as a link between individuals/families and health and social services
- Promote community participation in health promotion and disease prevention activities
- Conduct surveys, collect community and health related data
- Contribute information on community needs and needed resources

Challenges of Integrating CHA Model

- Professionals not informed
- Turf issues
- Outcomes not in dollars saved
- Funding

Evaluation

- Outcome based
- Client perspective
- Provider perspective
- CHA perspective

Funding

- Establish partnerships
- Establish credibility
- Diversify-local, state, & federal
- Collaborate with similar groups
- Educate legislators, professional and community groups
- Legislation

Sustainability of CHA Model

- Establish quality program
- Establish academic credit
- Establish articulation agreements
- Educate community and academic partners
- Establish need for CHA educational content by other audiences



**DENVER
HEALTH**

Community Voices
HEALTHCARE FOR THE UNDERSERVED

Funded by
The Colorado Trust
W. K. Kellogg Foundation

Community Outreach

Presentation Objectives

- Overview of Community Outreach Program
- Roles of Community Health Advisors
- Evaluation of Community Outreach
- Development of Community Health Worker education program
- Lessons learned and issues to consider

Community Outreach

- Initial program design was guided by the 1998 National Community Health Advisor Study conducted at the University of Arizona and funded by the Annie E. Casey Foundation

Community Outreach

Desired Program Outcomes

- Increase Access to Health and other Services
- Health Promotion and education
- Increase enrollment in Publicly funded health insurance
- Improve Image and Community Relations

Community Outreach

Target Populations

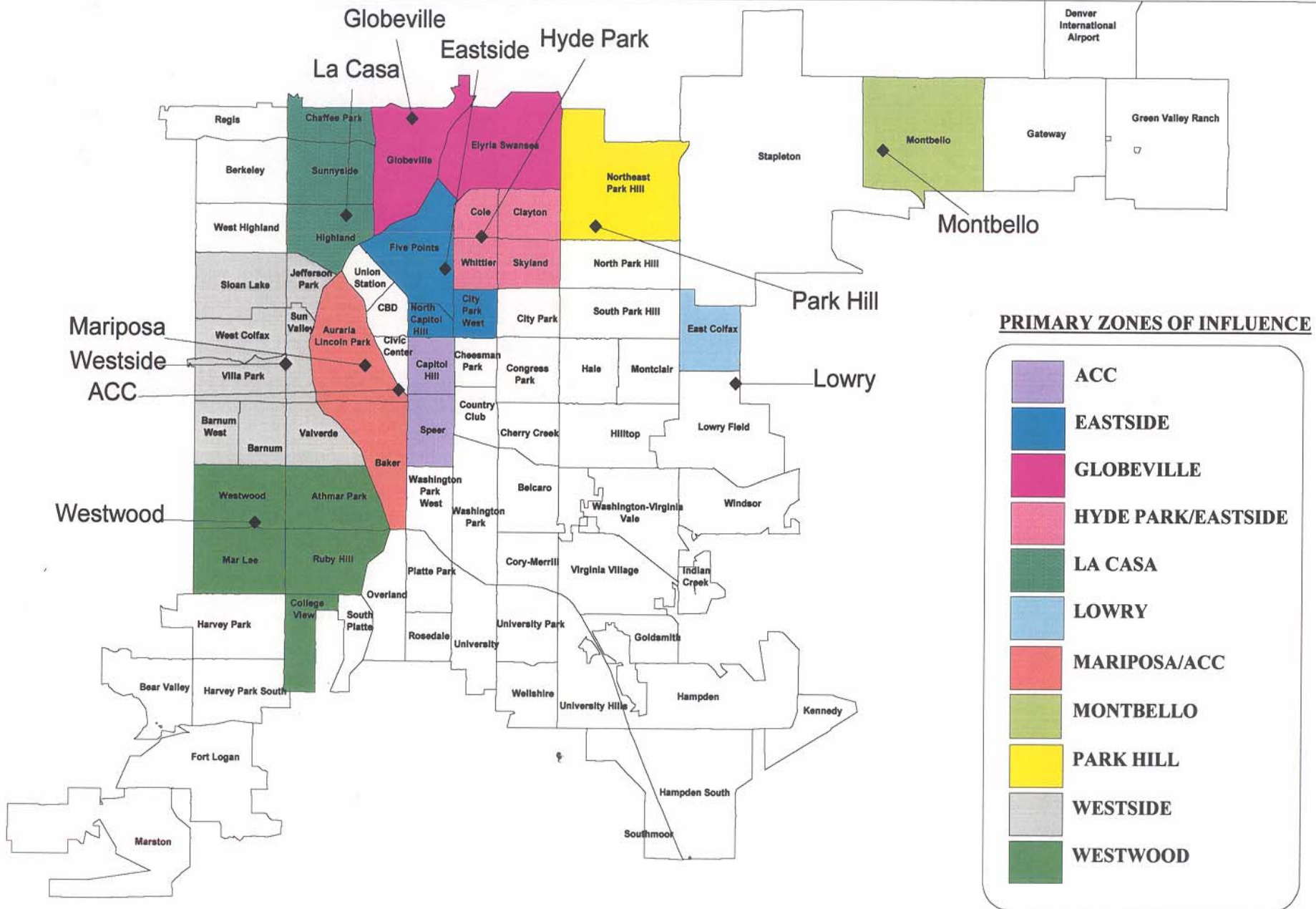
- Geographic
- Racial/Ethnic
- Special Populations

Community Outreach Target Geographic Areas

Primary Zones of Influence

- 32/77 neighborhoods in the City and County of Denver (DH's PSA)

DENVER HEALTH PRIMARY ZONES OF INFLUENCE



PRIMARY ZONES OF INFLUENCE

- ACC
- EASTSIDE
- GLOBEVILLE
- HYDE PARK/EASTSIDE
- LA CASA
- LOWRY
- MARIPOSA/ACC
- MONTBELLO
- PARK HILL
- WESTSIDE
- WESTWOOD

Community Outreach

Target Racial/Ethnic Populations

Denver Health serves

- 55% Hispanic
- 14% African American
- 1% Asian
- 1% Native American
- 25% Caucasian
- 4% Unknown

Community Outreach

Target Special Populations

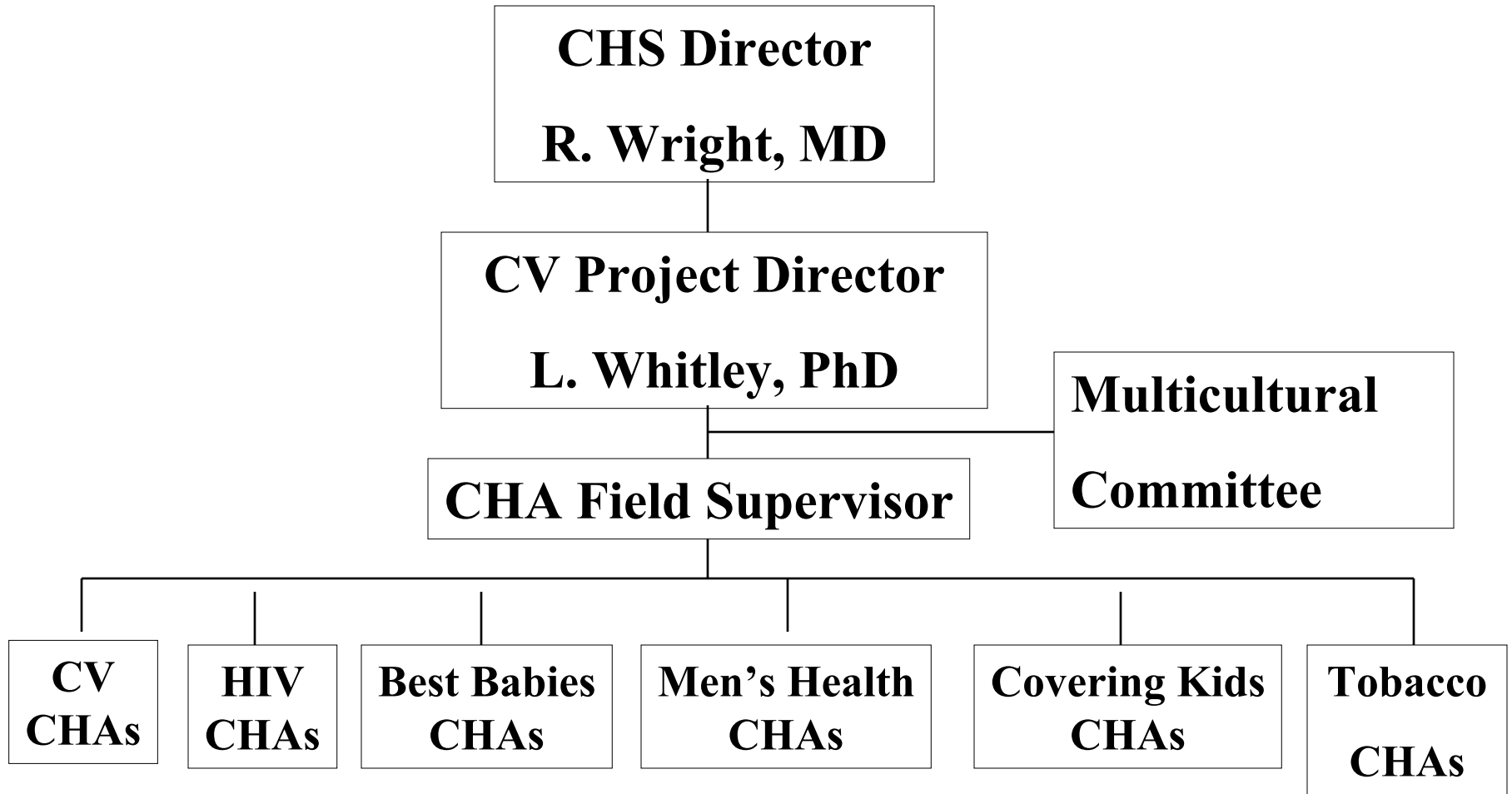
Examples include

- Uninsured and underserved
- High Risk Pregnant Women
- Men
- Children
- Women at risk for Breast and Cervical Cancer
- Patients with Diabetes

Community Outreach

Program Components

- CV infrastructure
- Community Health Advisors
- Multicultural Committee
- Community Partners



Community Outreach

Community Health Advisors

- Indigenous to Community
- Desire to Serve their Community
- Interest in Health
- Bilingual

Community Outreach

Multicultural Steering Committee

- Advise DH in development and evaluation of culturally competent outreach programs
- Improve quality and access to care by strengthening communication among diverse communities and service providers
- Assist DH to identify and eliminate racial and ethnic disparities in healthcare

Community Outreach

Community Partners

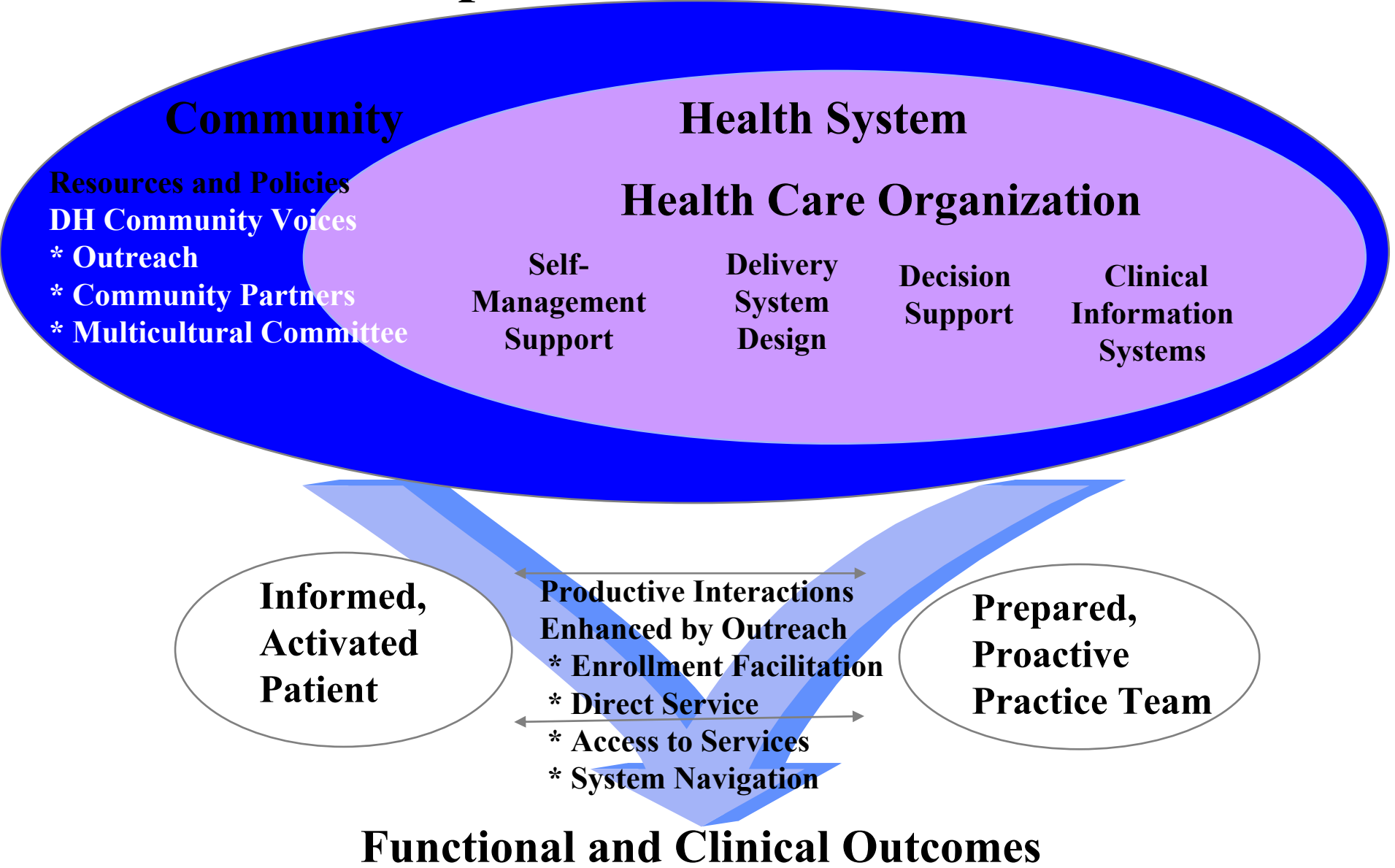
- Community Leaders
- Businesses
- Neighborhood Groups
- Churches
- Day Care Centers
- Recreational Facilities
- Cultural Facilities
- Schools

Community Outreach

Community Partners

- Display Health and Enrollment Information
- Inform and refer clients
- Host Enrollment Events
- Sponsor Health Events

Comprehensive Care Model*



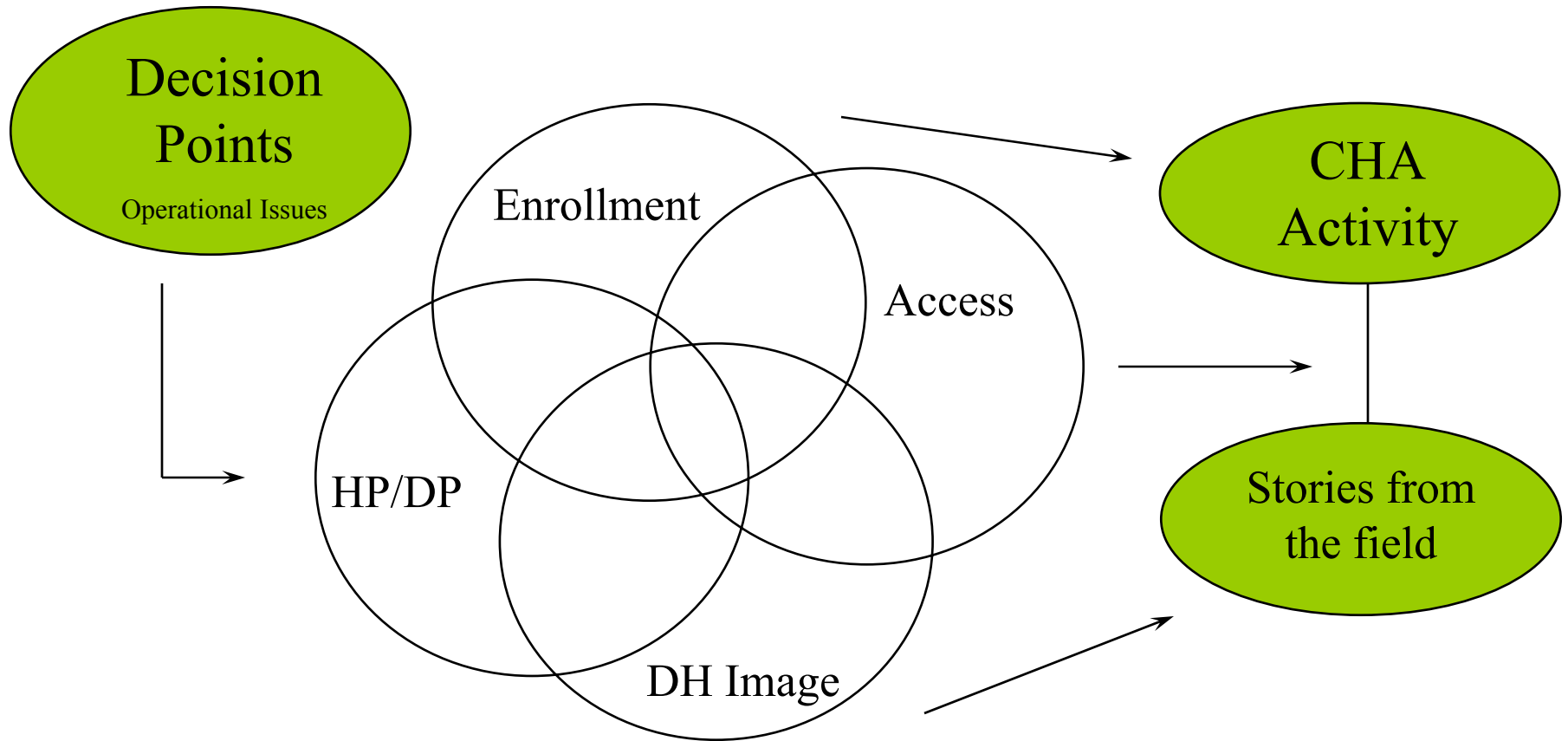
*adapted from E. Wagner Chronic Care Model

Community Outreach

Examples of the Comprehensive Care Model in action

- Pregnancy testing
- Pap test follow-up

Community Outreach Evaluation Design



Community Outreach Evaluation Objectives

- Track productivity of Community Health Advisors
 - # contacts, referrals, presentations and participation in community events
 - # contacts resulting in enrollment
- Outcomes of participation in community events
- Review stories and identify common themes
- Determine effectiveness of the Community Partners and the outreach program

Community Outreach Evaluation

- CHAs enter data into Goldmine Database with Health Track interface

Community Outreach

CHA Certificate Program

- Partnership with CCD and MOWD
- Essential skills program
- 17 credit hours
- 1 semester
- Clinical internship

Community Outreach

CHA Certificate Program

- Performance based Curriculum informed by Community Health Works, San Francisco

Community Outreach

Lessons Learned

- Desirable Attributes of CHAs
- Need for supervision and support
- Benefits of standardizing approach to outreach across the organization, independent of CHA role
- Education and training are crucial investments
- Recruitment Strategies

Relevant Web Sites

- Community-Campus Partnerships for Health
- www.ccph.info
- WK Kellogg Foundation
- <http://www.wkkf.org/>
- Community Voices
- www.communityvoices.org
- Center for Sustainable Health Outreach
- www.csho.net
- The Center for Healthy Communities
- <http://www.med.wright.edu/chc/>