

Opportunities for State Public Health Agencies to Support and Integrate the CHW Workforce:

Lessons from a multi-state learning community

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Presenter disclosures

Anna Bartels

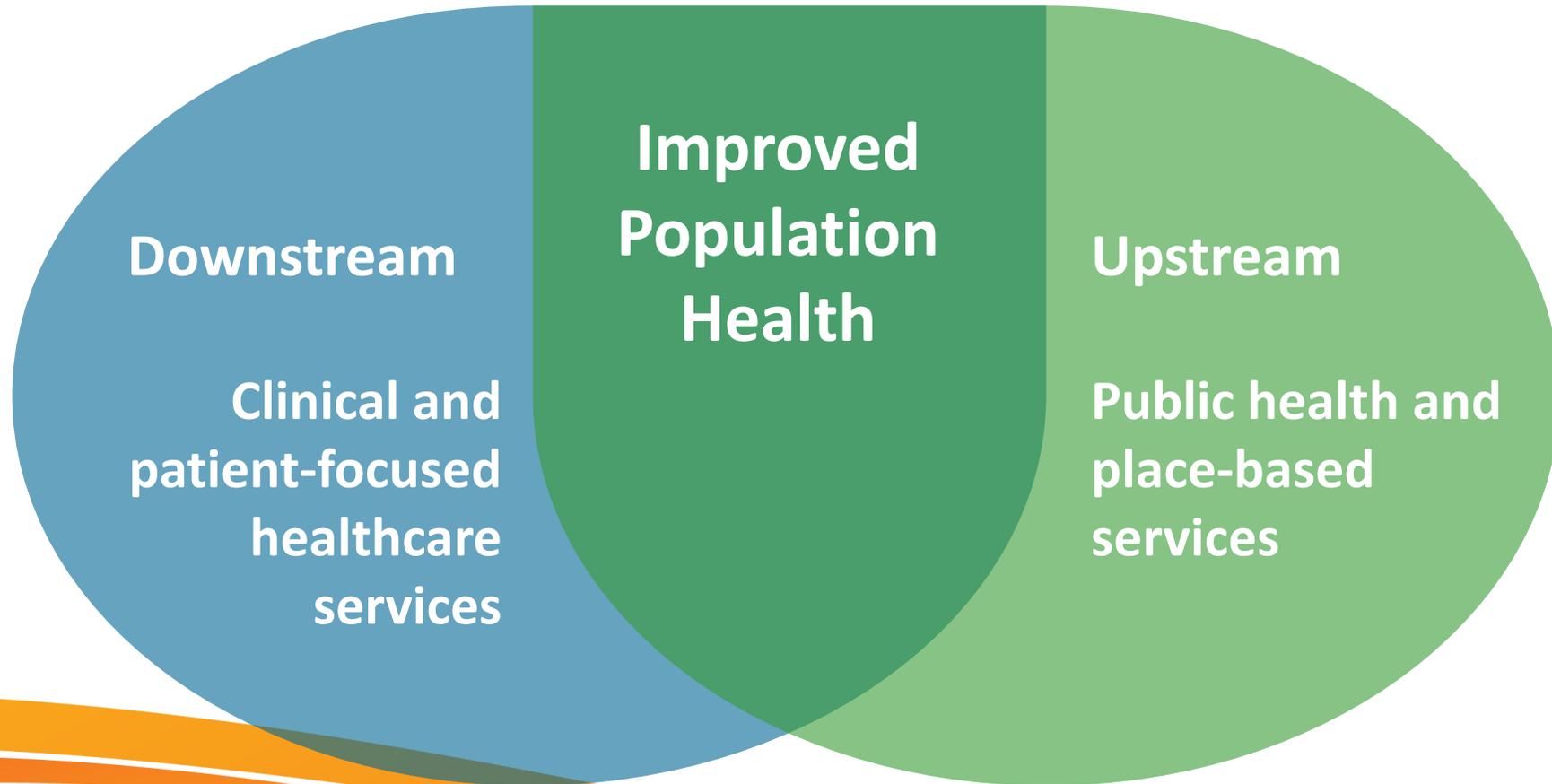
- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose



asthotm 75 *years*
1942 - 2017

State Public Health and CHWs: Opportunity to improve community to clinical connections



General areas of state health agency support for CHW workforce development



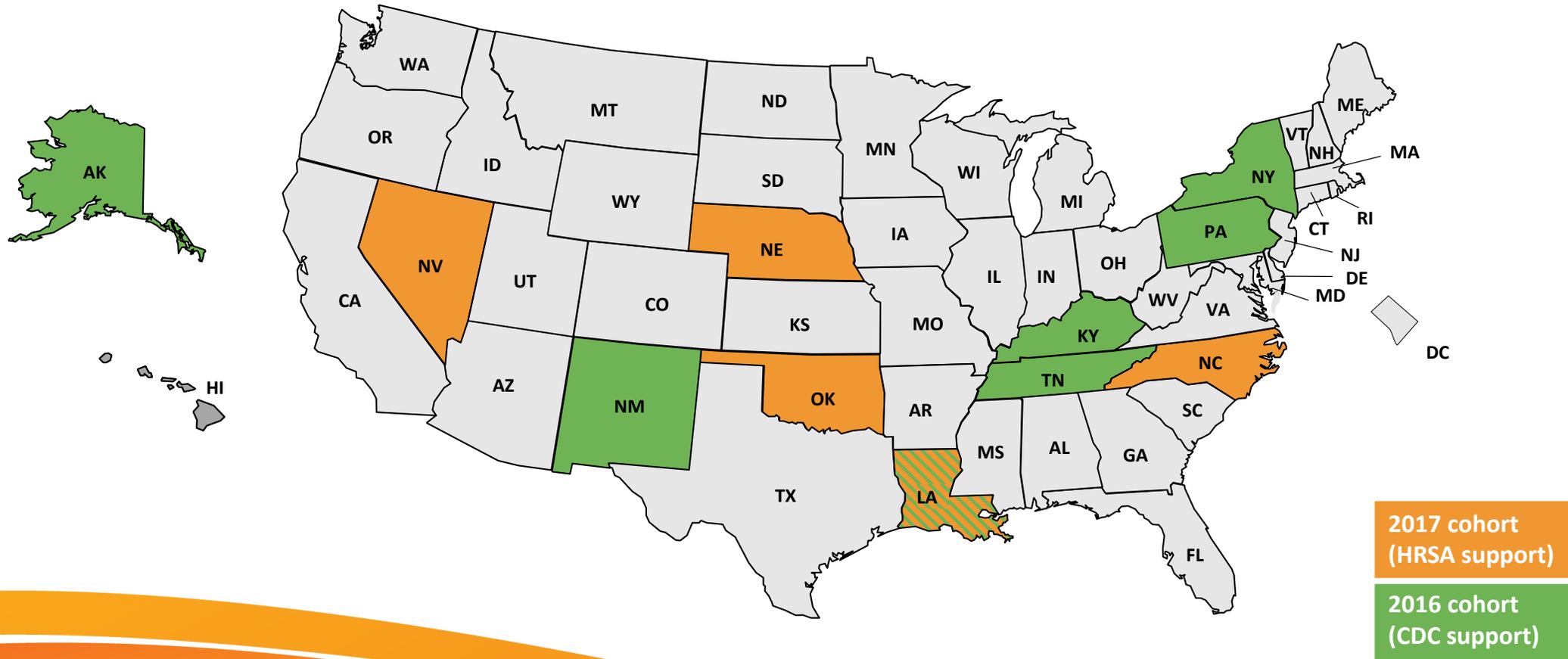
Geoffrey Wilkinson, "State Health Department Support for Community Health Worker Workforce Development and Engagement," available at <http://www.astho.org/Health-Systems-Transformation/Documents/State-Health-Department-Support-for-CHWs-Toolkit-Version/>

Technical Assistance (TA) Plan

- State-specific TA
- Opportunities for cross-state learning
- Topic areas:
 - Certification
 - Strategic planning
 - Coalition building
 - Financing



ASTHO CHW Learning Community States



State-Identified TA Needs

1. CHW participation and broad coalition building
2. Standardized trainings and core competencies
3. CHW certification programs
4. Financing options



Challenges



- **Constantly shifting state landscape:**

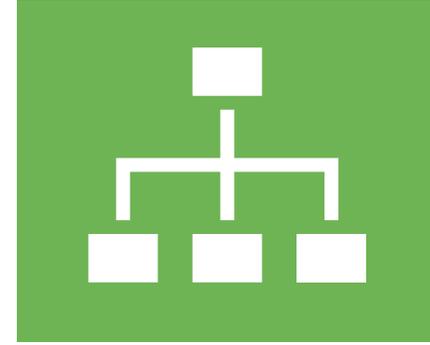
- Competing priorities
- Staffing and leadership changes
- Federal uncertainty
- Varied provider models

- **Need for coordination and shared vision:**

- Internal agency coordination
- External partner coordination
- High-level connections and support
- CHW engagement

Coalition building - Who should be at the table?

- Direct CHW engagement
- High-level agency support
- State health agency managers
- Providers
- External (neutral) facilitation helpful



Strategies for internal and external coordination

- **Internal:**
 - Consistent language in requests for proposals; common CHW definition across divisions
 - Unified communications strategy and resource dissemination
 - Internal workgroups; internal staff lead
- **External:**
 - Build consensus around need for collaboration
 - Ongoing stakeholder coalition meetings
 - Force Field Analysis to review enabling and restraining forces

Strategies for securing high-level support

- **Value Proposition:**
 - Advantages for state population health AND workforce development goals
 - Outline costs, feasibility, and capacity for state health agency to convene internally/externally and advance a CHW agenda
 - Benefits to the agency
 - Benefits to providers
- **Generate a specific “ask”:**
 - E.g., State health official letter to providers/contractors re: CHW education and training

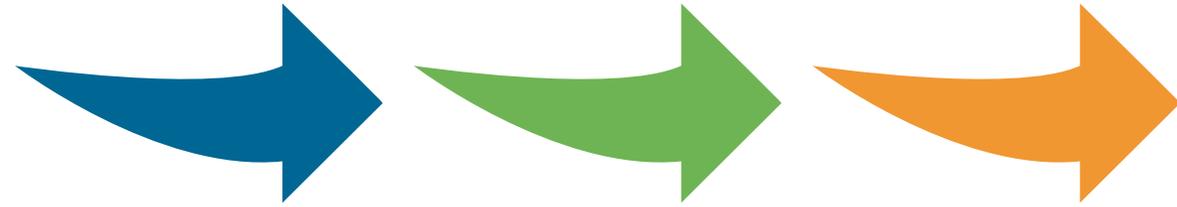
Strategies around defining certification

- Define objective first
- Air preconceptions around what certification looks like and fears of negative consequences (and take deliberate steps to avoid these)
- Protect the diverse and community-based nature of the workforce
- Ensure pathway to certification is available to existing workforce
- Flexibility around structure and oversight
- Direct CHW input

Progress

- Positioned state health agency as **central convener**
- Support for **state CHW association/outreach**
- **Value proposition** to engage state health agency leadership/divisions
- **Legislative language** around certification

Next Steps



- **Future state needs:**

- Employer education and outreach
- Training materials

- **Opportunities for ASTHO:**

- Longer duration of TA
- Increased communication and peer to peer learning between states

Thank you!

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CHW resources: www.astho.org/community-health-workers/

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