Community Health Worker Voluntary Certification

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Session Objectives

1. Overview of Community Health Worker workforce
   1. Definitions, Roles and labor trends
   2. Describe the rationale and trends in voluntary certification of CHWs nationally

2. Timeline for development of Voluntary CHW certification in Arizona

3. Describe the pathways and requirements for voluntary certification

4. Discussion, Questions & Clarification
Community Health Workers Are A Global Workforce
Definition of a Community Health Worker

• A frontline public health worker who is a trusted member of and/or has an in depth understanding of the community served.

• This trusting relationship enables the CHW to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

• A CHW also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.

American Public Health Association – Community Health Worker Section
https://www.apha.org/apha-communities/member-sections/community-health-workers
Community Health Worker - The Umbrella Job Title

Addiction Treatment Specialists
Assister Advocates
Behavioral Health Specialist
Border Health Specialist
Case Worker
Clinical Liaison
Community Health Representative
Community Health Outreach Worker
Advisor Advocate Aide Educator
Developmental Disability Specialist
Diabetes Educator /Counselor Eligibility Worker
Family Support Worker Health Advisor
Health Care Coordinator Health Aide
Health Liaison

Health Specialist
Health Systems Navigator HIV/AIDS Educator
HIV/STD Prevention Counselor
Housing Aides
Maternal/Child Health Specialist
Mental Health Aide Mentor
Migrant Health Specialist Navigator
Nutrition Educator
Peer Counselor
Peer Educator Promotor/Promotora
Public Health Advisor
Public Health Aide
Social Worker Assistant Substance Abuse Specialists
Women's Health Specialist ...
and many, many, more!

Bureau of Labor Statistics - CHWs
http://www.bls.gov/oes/current/oes211094.htm
CHWs are unique from other health professions:

- **Relationship and trust-building** – to identify specific needs of clients
- **Communication** – especially continuity and clarity, between provider and patient
- **Focus on social determinants of health** – conditions in which people are born, grow, work, live, and age
Over 1000 CHWs are employed in community organizations, community health centers and health systems throughout Arizona.
A Profile of CHWs in Arizona

The following are findings from the 152 self-identified CHWs in Arizona who completed the 2014 National Community Health Worker Advocacy Survey.

- Predominantly female: 95%
- Average years worked as CHW: 8.4
- Most CHWs have completed some college or higher: 81%
- Most “agree” to “strongly agree” with the APHA’s definition of a CHW: 94%
- Hispanic/Latino(A): 62%
- American Indian/Alaska Native: 29%
- White: 7%
- Black/African American: 3%
- Average weekly hours for paid CHWs: 37.6
- Average weekly hours for non-paid CHWs: 8.6
- Most CHWs work at a community-based organization, federally qualified community health center or tribal health department: 79%
- Average annual income for over half of CHWs: $10,000-$35,000

Windows of Opportunity for the Sustainability and Financing of CHWs
Trends in CHW Certification

Community Health Workers (CHWs)
Training/Certification Standards
Current Status

- Green: Laws/Regulations Establish CHW Certification Program Requirements
- Blue: Statute Creates a CHW Advisory Board, Taskforce, or Workgroup to Establish Program Requirements
- Light Blue: Medicaid Payment for Certified CHW Services
- Orange: Pending Legislation
- Gray: None

* AK does not have a state-run CHW training program, but statutorily provides community health aide grants for third-parties to train community health aides.

Last updated: 3/16/2015
Many States Have Passed Laws to Standardize the CHW Workforce

- CA 916
- CN 2011 SB 913-PA
- FL SB 866 2011 Intro
- HB02244I
- HB3650.1
- MA Bill H00339
- MA Bill H00598
- MA Bill H01220
- MA Bill H01518
- MA Bill S01087
- MN HF0262
- MN S.F. 1467
- New Mexico-2011-HB35
- New Mexico-2011-SJM12-Introduced
- Ohio 129 HB 16 9 1 Y
- Ohio H0169-i-129
- Oklahoma SB882 Introduced
- PA HB 342
- Rhode Island 2011 H5633 (Draft)
- Rhode Island 2011 S0481 (Draft)
- Texas HB 2610
- Texas HB02244I
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4. Questions and Clarifications
Advocacy Timeline

- **CHW/R Stakeholder Meetings:**
  - A total of 14 stakeholder meetings since March, 2013

- **Goals of Stakeholder Meetings:**
  - Create mechanisms for the recognition and sustainability of CHW workforce in the state of Arizona.
Arizona Community Health Outreach Worker Association

- Founded in 2001

- AZCHOW is a statewide organization designed to create unity while preserving cultural diversity among community health workers.

- Contact Flor Redondo
  - 928 366 3016
  - floribella@seahec.org

- Need CHR representation on AzCHOW Board
  - Commitment includes monthly phone calls
Arizona Department of Health Services
Community Health Worker Leadership Council

- Established in 2014
- This 21 member advisory council provides ADHS:
  - support and expertise on current and future infrastructure for the CHW Workforce throughout Arizona.
- Meets quarterly – face to face and by phone
- Chair and co-chair identified for 2015-2016
- Need CHR Program leadership on Council

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Arizona CHW Workforce Coalition

- Established in 2013
- The Coalition is a multi-stakeholder advocacy coalition of over 200 academic, public health, health care, tribal and non profit organization members working to sustain and advance the CHW workforce in Arizona. CHWs is the umbrella title and includes Promotoras, Community Health Representatives, Peer Educators, Patient Navigators and beyond.
- Meets quarterly, face to face in Phoenix area.
- To join contact:
  - Monica Munoz to get on list serve
  - munoz@email.arizona.edu
Arizona CHR Movement

- Established in 2015
- The CHR Movement is focused on CHR workforce, discussing current policy and how the broad CHW voluntary certification concept fits into tribal CHR's current training.
- Meets quarterly, through teleconference and annual meetings in Phoenix area.
- To join contact:
  - LydiaEnriquez to get on list serve and participate in calls
  - lydia.enriquez@ahcccs.az.gov
Timeline and Advocacy Focus

2013 – Year of Awareness Raising
- Sustainability and financing models
- Lessons learned from other states and nationally
- Role of state health department in supporting CHWS

2014 – Year of Consensus Building
- Development of definition, scope of practice of CHWs
- Establishment of a CHW manager position at ADHS
Timeline and Advocacy Focus

2015 : Year of Assessment and Adoption
• Assessments of CHW/R workforce, health care providers and systems (health plans, IHS, 638)
• Discussion and listening sessions on CHW/R skills and competencies, and scope of practice

2016 : Year of Advocacy and Policy
• Submission of Sunrise Application
• Development of Voluntary Certification Process
2015 CHR Policy Summit

• Feb 2015 – listening sessions
• Sept, 1, 2015
• 75 attendees
• 17 CHR Programs
  o CHRs
  o CHR Supervisors
  o Health Department Directors
• Topics
  o Certification
  o Reimbursement
  o Workforce Sustainability
### Voluntary CHR Certification

#### Benefits
- Elevates the profession
- Demonstrates desire and passion among CHRs
- Promotes commonality across all CHR programs
- Supervisors are a motivator
- Could help with reimbursement and expansion of the workforce

#### Concerns
- How will consensus among CHR be achieved?
- Will there be conflict between certified and non-certified CHRs?
- Will veteran or experienced CHRs want to be certified?
- Supervisors play a key role
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2. Timeline for development of Voluntary CHW certification in Arizona (Yanitza Soto)

3. Describe the pathways and requirements for voluntary certification (Flor Redondo)

4. Questions and Clarifications
Pathways to CHW Certification

Two Pathways

First : Voluntary CHW Certification

• The purpose of voluntary CHW certification is to standardize the competencies and scope of practice of the CHW workforce and establish professional recognition and career development for CHWs. A standardized CHW workforce will benefit the health care system by ensuring the positive health outcomes associated with CHW services.

Second : Sunrise Application

• Mechanism for health profession and non-health profession to request regulation and expansion of the scope of practice from the Arizona state legislature.
First Pathway:
Voluntary Certification

- Voluntary certification is a collaborative effort of:
  - AZCHOW
  - University of Arizona Arizona Prevention Research Center
  - Arizona Department of Health Services
  - Other institutions are welcome!

- This process is totally independent of any state legislation.

- 100% Voluntary

- See packet for Requirements for Voluntary Certification
Second Pathway: Sunrise Application

- **Sunrise Application serves to:**
  - Raise awareness among the State Legislature
  - Request support to establish a CHW Certification Board to develop and oversee the process.
    - Board consists of 51% CHW/Rs!
  - The decision to submit the Sunrise was based on feedback from several health care provider organizations, health care plans and associations, and others.
Sunrise Support

- 37 organizations and associations support the Sunrise Application

Including:
- Hopi Department of Health and Human Services
- Hualapai Tribal Council
- Navajo Nation Community Health Representative Program
- San Carlos Apache Tribe Department of Health Human Services
- Tohono O’odham Nation, CHR Program
- Tohono O’odham Nation, Department of Health and Human Services, Division of Community Health
- Johns Hopkins Center for American Indian Health Family Spirit Program
Next Steps…Opportunities for Involvement

- AzCHOW Association
- ADHS CHW Leadership Council
- Arizona CHW Workforce Coalition
- CHR Movement
Contact Information

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........THANK YOU!