

Community Health Worker Voluntary Certification

Flor Redondo | AzCHOW President

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Research Center

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

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

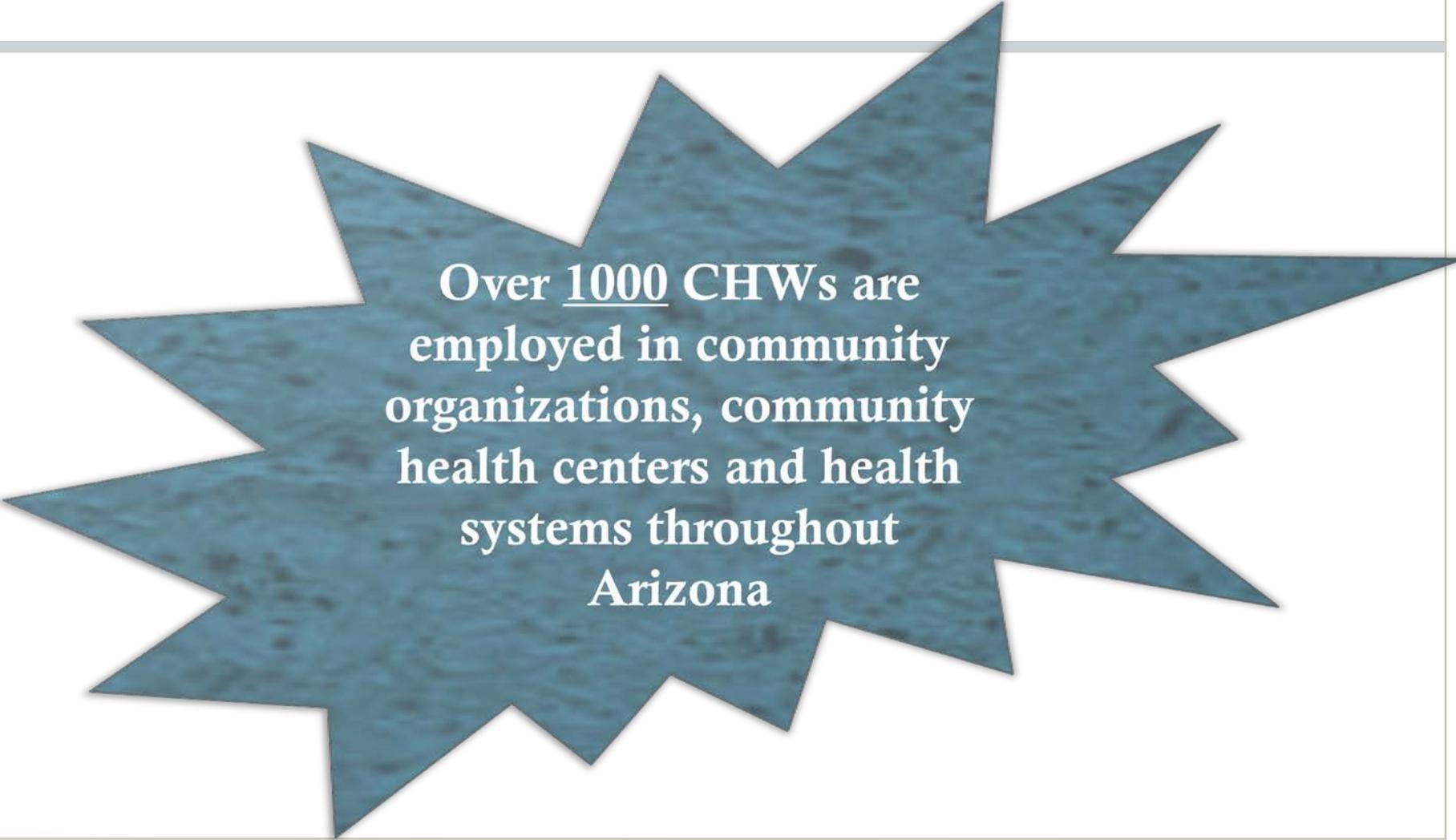
<http://www.bls.gov/oes/current/oes211094.htm>

CHWs are a Unique and Distinct Workforce

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

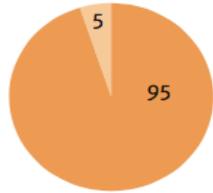
CHWs in Arizona



Over 1000 CHWs are
employed in community
organizations, community
health centers and health
systems throughout
Arizona

A Profile of CHWs in Arizona

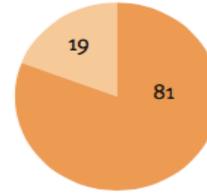
The following are findings from the 152 self-identified CHWs in Arizona who completed the 2014 National Community Health Worker Advocacy Survey.



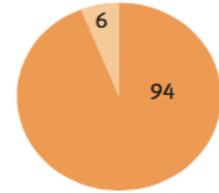
PREDOMINANTLY FEMALE

8.4

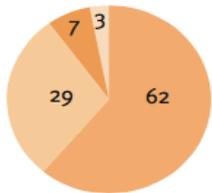
AVERAGE YEARS WORKED AS CHW



MOST CHWs HAVE COMPLETED SOME COLLEGE OR HIGHER



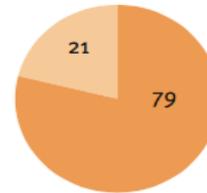
MOST "AGREE" TO "STRONGLY AGREE" WITH THE APHA'S DEFINITION OF A CHW



62% HISPANIC/LATINO(A)
29% AMERICAN INDIAN/
ALASKA NATIVE
7% WHITE
3% BLACK/
AFRICAN AMERICAN

37.6
8.6

37.6 AVERAGE WEEKLY HOURS FOR PAID CHWs
8.6 AVERAGE WEEKLY HOURS FOR NON-PAID CHWs



MOST CHWs WORK AT A COMMUNITY-BASED ORGANIZATION, FEDERALLY QUALIFIED COMMUNITY HEALTH CENTER OR TRIBAL HEALTH DEPARTMENT

\$10,000-35,000

AVERAGE ANNUAL INCOME FOR OVER HALF OF CHWs

Windows of Opportunity for the Sustainability and Financing of CHWs

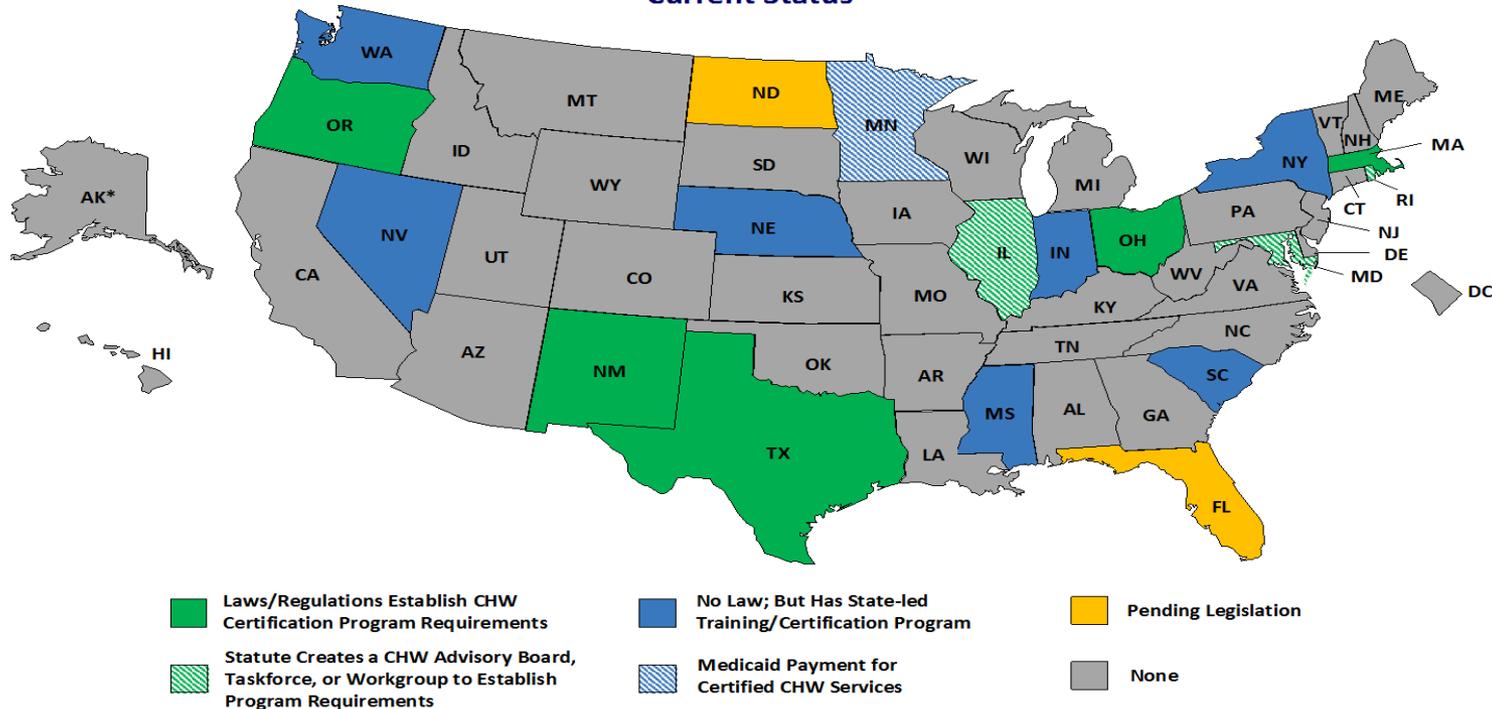


Trends in CHW Certification



Community Health Workers (CHWs) Training/Certification Standards

Current Status



* 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.

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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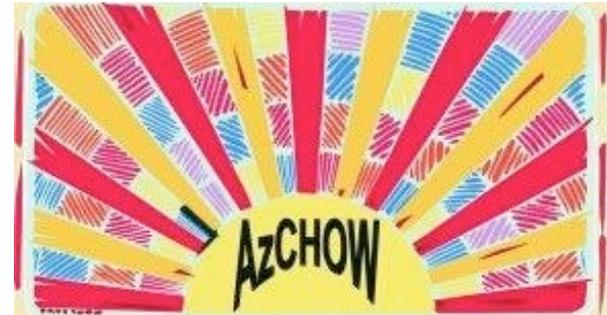
Advocacy Timeline

- **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

Yanitza Soto, CHW Program Manager
Arizona Department of Health Services
Bureau of Tobacco & Chronic Disease
(602)542-8261

yanitza.soto@azdhs.gov



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 CHRs 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



ARIZONA DEPARTMENT
OF HEALTH SERVICES

Timeline and Advocacy Focus

2015 : Year of Assessment and Adoption

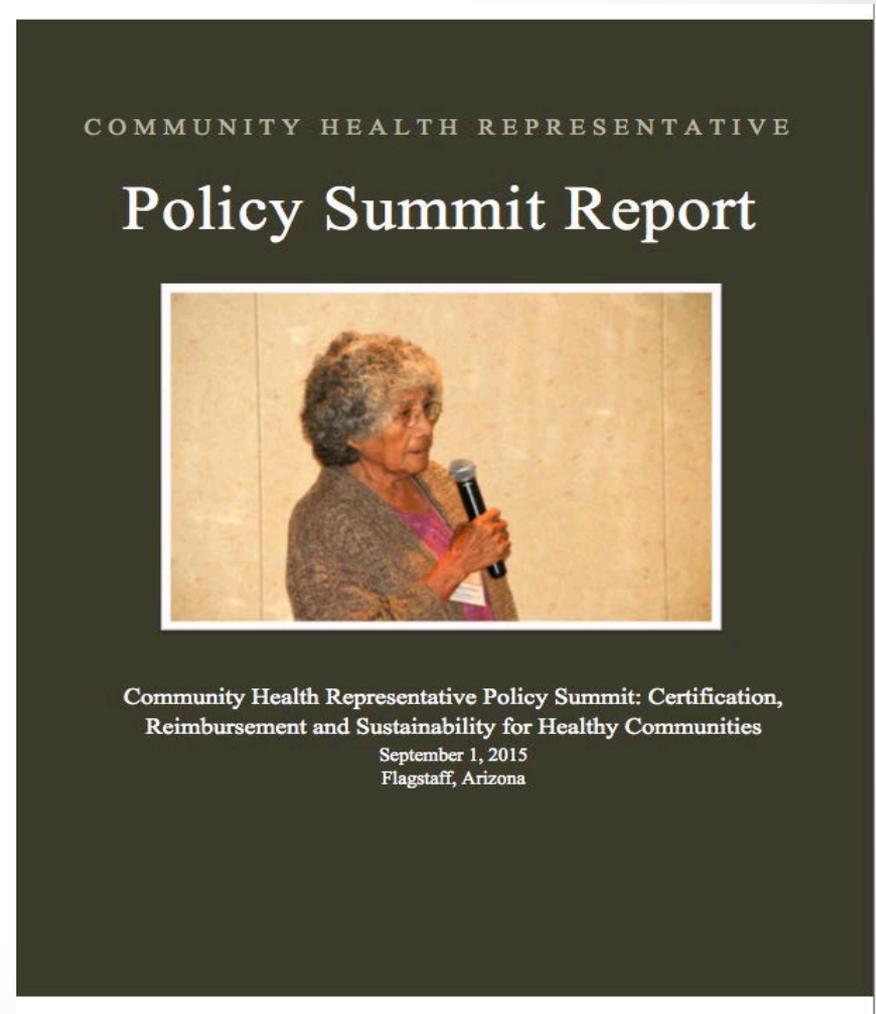
- Assessments of CHW/R workforce, health care providers and systems (health plans, IHS, 638)
- Discussion and listening sessions on CHW/R skills and competencies, and scope of practice

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
 - CHRs
 - CHR Supervisors
 - Health Department Directors
- Topics
 - Certification
 - Reimbursement
 - 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, an 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!