

Community health workers

A bridge to health care and community resources.



Speaker intro

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- Organization goes here

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What is a community health worker?

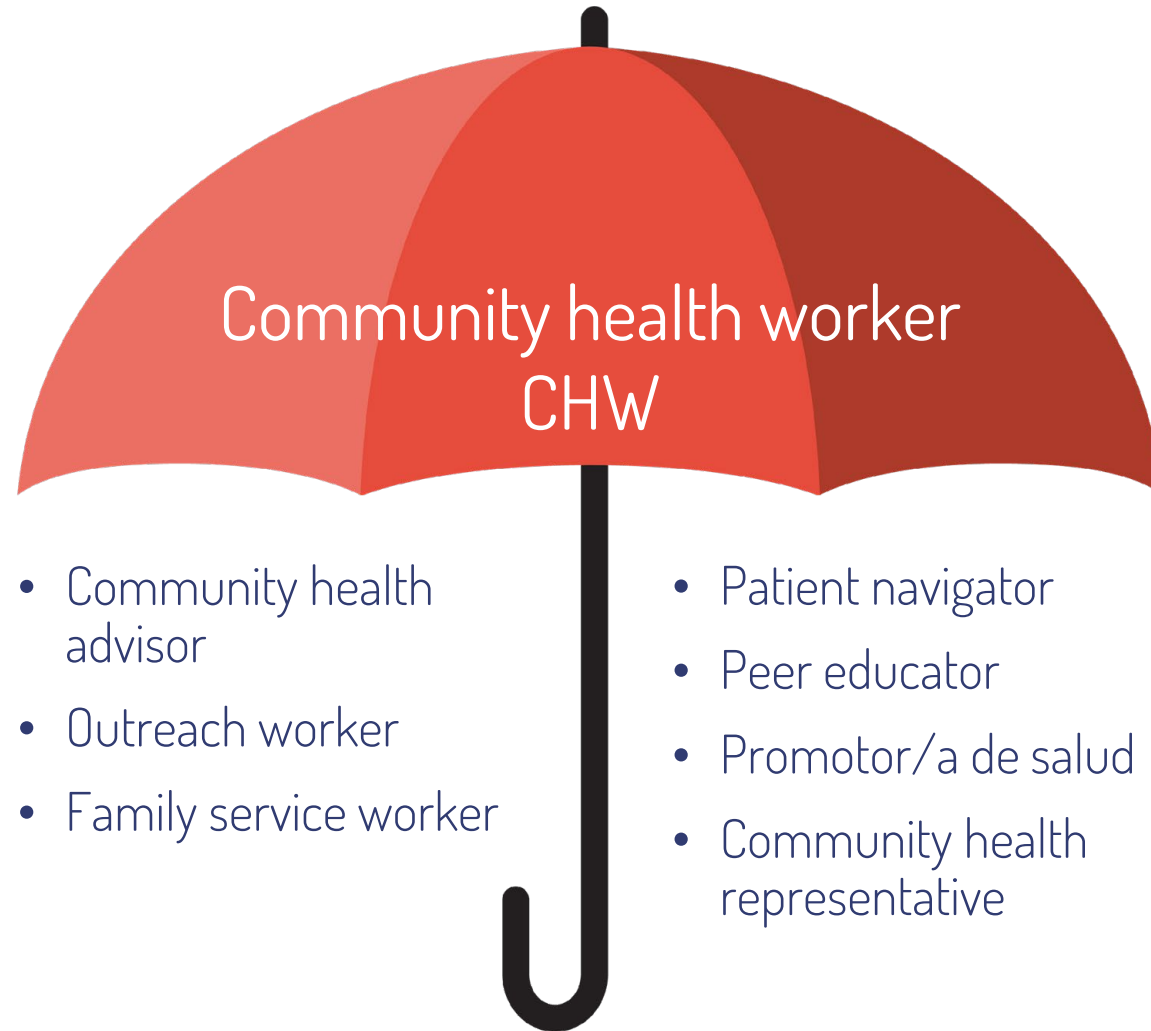
A community health worker (CHW) is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

- American Public Health Association

We work in many places like:

- Health departments
- Community organizations
- Nonprofits
- Hospitals
- Clinics
- Schools

We have many titles, including:



But we are all

Connectors

to health care and local resources that are vital to individual and community health.

Navigators

of often confusing and complex health care and social service systems.

Advocates

for the health care and resources our communities need to thrive.

Allies

in helping individuals overcome barriers and increase access to services that help them lead their healthiest lives.

My journey

NOTE: What makes CHWs unique is the shared lived experiences with those they serve. CHWs are often from the community and understand its culture and needs.

Share your experiences and what inspired you to become a CHW. Boil down the highlights of your journey and experience into a few key bullets.

What makes us different from other health care professionals?

- Our shared lived experiences (facing barriers accessing care and services, etc.)
- We do not provide care but act as a link to care and other services.
- We deeply understand our community's needs, circumstances, and culture.
- We are from the neighborhoods we serve and are seen as trusted peers.
- We have networks and connections that other health care and service professionals don't have.
- We speak the same language as our clients and provide interpretation or translation services.

How we make an impact

Community health workers:

- Increase health screenings.
- Help communities understand and better utilize health systems.
- Improve communication between providers and clients.
- Reduce emergency room and specialty service visits.
- Increase positive health outcomes for individuals and reduce health care costs.
- Help identify and address health outcomes related to social determinants of health, like where clients grow, live, and work.

CHW's improve health accessibility by:

- Building community trust in health care systems.
- Building individual and community resiliency and empowerment to use resources.
- Providing interpretation or translation services.
- Helping overcome cultural stigmas or barriers to health recommendations.
- Explaining health recommendations in a way that makes sense to clients.
- Building trust with clients so the information they receive is more trusted.
- Focusing on overall wellness through a lens of equity.

Proof community health workers are a good investment

A 2022 study conducted by the Rural Health Information Hub analyzed the return on investment from the Kentucky Homeplace program, a CHW program created to address health disparities in rural Kentucky. The program trained CHWs to provide access to health and social services such as health coaching, eye exams, and reduced-cost medication and health services. Over the course of nearly 20 years, the program served 182,783 clients, with a **return on investment of \$11.37 for every \$1 invested**. This program demonstrates the long-term benefits and ROI of a CHW program and is especially relevant given the rural landscape of Wisconsin.

Proof community health workers are a good investment

A study conducted by Christiansen and Morning analyzed the return on investment of the Health Plan of Nevada's (HPN) CHW program. The study analyzed the ROI on CHW services for HPN members who were super-utilizers (individuals with three or more ER visits in six months) over 17 months. They found that the CHW intervention decreased emergency room visits by 14 percent, cutting the costs of EMS services such as ambulatory surgical center care and ambulance land services by 21 percent and 13 percent, respectively. Overall, HPN's CHW program had an **ROI of 1.81; for every dollar spent, they saved \$1.81.**

Proof community health workers are a good investment

CherPao: helping Sheboygan's Hmong community

With funding from the CCR 2109 grant, CherPao supports Hmong residents in accessing vaccines and other health services. To increase awareness and reduce language barriers, he created educational materials and business cards translated into Hmong.

CherPao's strategic outreach supported the Hmong community in a dramatic way. Vaccination rates in the Hmong community greatly increased. During the start of the CCR 2109 grant, about 47% of Asian American residents were fully vaccinated in Sheboygan County. Through CherPao and the Sheboygan County Health Department's efforts, **the vaccination rate for Asian American residents increased to 68% within one year.**

Client story

Client name

Client information goes here

Client story - challenges

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NOTE: Address the client's needs and challenges they faced getting the help they needed.

Client story – the work

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NOTE: Discuss the work you did to address the client's needs and challenges.

Client story – the results

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NOTE: Discuss the results of your work. Be detailed and give an update on how your client is doing now. How has their life changed? Do they feel better able to take control of their health? Etc.

Our current needs

- Sustainable funding
- Impact research
- Training and education
- Program advocacy

You can help advocate for community health workers

How you can help

- Start a CHW program in your community
- Use your sphere of influence to advocate for or provide funding
- Hire and refer patients to CHWs
- Use your influence and platforms to advocate for CHWs

Thank you!

To learn more about the impact of community health workers in Wisconsin, visit dhs.wi.gov/chw.

Get in touch!

Contact info goes here