Impacting the Social Determinants of Health: The Role of the Community Health Worker

Public Health Leaders Conference

January 23, 2020
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 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.
Job Titles

- Promotor/a de salud
- Lay Health Advisor
- Outreach Worker
- Patient Navigator
- Family Support Worker
- Family Advocate

Community Advocate
Traditional Healthcare Worker
Community Health Educator
Health Advocate
Enrollment Worker
Peer Leader
Whole Person Health
A Multi-Sector Approach to Whole Person Care

- Community leaders engaged in health initiatives
- Cross-sector collaboration
- Resource sharing
  - Transportation
  - Food
  - Shelter
- Local healthcare providers committed to public health
- Active faith community
- Initiatives to combat substance abuse
Workforce Needs to Address Health

• Develop, train and strengthen workforce needed to support SDoH/Trauma Informed Care

• Case Managers

• Staff of Advanced Medical Homes (Care Coordinators, Nutritionists, Health Coaches, Pharmacists, Advanced Practice Nurses, Social Workers)

• Community Health Workers
Four Roles

Nine Competencies

Statewide
Standardized Core
Competency Training

Certification Processes
Community Health Worker Roles

• Cultural Liaisons

• Health Navigators

• Health & Wellness Promoters

• Advocates
9 Core Competencies

- Communication Skills
- Interpersonal Skills
- Service Coordination Skills
- Capacity Building Skills
- Advocacy Skills
- Education and Facilitation Skills
- Outreach Skills
- Knowledge Base
- Personal Skills and Development

NCDHHS, Office of Rural Health
NC CHW Health Issues Addressed

- Diabetes: 55%
- Heart disease: 45%
- Mental health: 47%
- Obesity: 40%
- Cancer: 36%
- HIV/AIDS: 31%
- Substance use: 31%
- Maternal health: 31%
- Injury prevention: 27%
- Oral health: 26%
- Tobacco cessation: 24%
- Asthma: 17%
NC CHW Resource Connections

- Health care: 80%
- Food assistance: 54%
- Transportation: 46%
- Housing: 46%
- Education: 37%
- Home: 34%
- Translation: 28%
- Child care: 27%
- Violence prevention: 26%
- Legal services: 23%
- Employment: 22%
- Income: 17%
- Fuel assistance: 13%
- Other: 11%
- Not applicable: 6%
NC CHW Relationship to Clients

- Same spoken language: 57%
- Same race/ethnicity: 51%
- Attend same church: 35%
- Neighbors: 33%
- Same health condition: 26%
- Other: 18%
- Not applicable: 11%

NC Community Health Worker Survey 2017

NCDHHS, Office of Rural Health
NC CHW Populations Served

NC Community Health Worker Survey 2017
The Role of CHWs

The role of the CHW/What is a CHW?
Tish Singletary
tish.singletary@dhhs.nc.gov
919-527-6464

North Carolina Department of Health and Human Services Website

North Carolina Office of Rural Health Website

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