



Health Resources and Services Administration

Utilizing Community Health Workers in Unique and Non-Traditional Settings

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Vision: Healthy Communities, Healthy People



Health Resources and Services Administration (HRSA)

Overview

Vision

Healthy Communities, Healthy People

Mission

To improve health outcomes and achieve health equity through access to quality services, a skilled health workforce, and innovative, high-value programs.

Goals

- Goal 1: Take actionable steps to achieve health equity and improve public health
- Goal 2: Improve access to quality health services
- Goal 3: Foster a health workforce and health infrastructure able to address current and emerging needs
- Goal 4: Optimize HRSA operations and strengthen program management





Health Resources and Services Administration (HRSA)

Overview



TENS OF MILLIONS of Americans receive quality, affordable health care and other services through HRSA's 90-PLUS PROGRAMS and more than 3,000 GRANTEES.





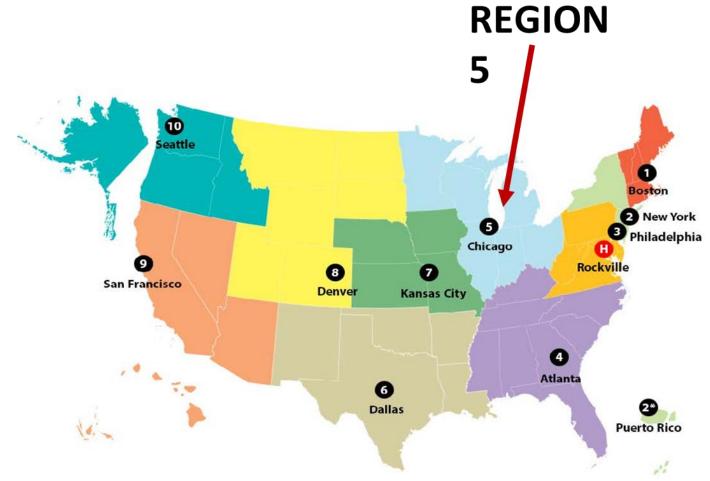
Office of Intergovernmental and External Affairs

Ten Regions – One HRSA

IEA's Mission

To provide on-the ground outreach to increase the reach, impact, and awareness of HRSA programs

https://www.hrsa.gov/about/organiza tion/offices/hrsa-iea





Office of Intergovernmental and External Affairs IEA at Work



State & Local Public Health Leadership Engagement



Technical Assistance



Represent HRSA on Federal, State, & Community Taskforces



Education, Outreach, & Grant Workshops



Promote HRSA Funding Opportunities, Awards, & Initiatives





Office of Intergovernmental and External Affairs Connect with Chicago IEA Regional Staff

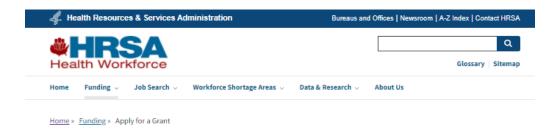
When might YOU reach out to US?

- When you would like to connect with HRSA or HHS programs
- When you have questions about HRSA or HHS programs, data, policies, or resources
- When you are looking for a new type of partner or resource (including funding opportunities)
- When you would like to share information with HRSA to inform decision making or programming
- When you would like HRSA representation at a meeting or event
- Simply to connect!

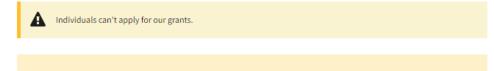




Notice of Funding Opportunity



Apply for a Grant



New Funding Opportunities

We are now accepting applications for the following grant programs:

- <u>Teaching Health Center Graduate Medical Education (THCGME) Program</u>
- Area Health Education Centers (AHEC)
- State Loan Repayment Program (SLRP)
- Public Health Scholarship Program (PHSP)
- . Community Health Worker Training Program

We award grants to organizations (e.g., schools, hospitals, health departments). We also offer a <u>cost-sharing grant</u> to states and territories.

Find current and past Bureau of Health Workforce (BHW) funding notices

- Community Health Worker Paraprofessional Training Program (CHWPTP)
 - Am I eligible? You can apply if you are*:
 - ✓ City or township governments
 - ✓ Private institutions of higher education
 - ✓ Public and State controlled institutions of higher education
 - ✓ State governments
 - ✓ Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education





Contact Information

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Question & Answer







Connect with HRSA

Learn more about our agency at:

www.HRSA.gov



FOLLOW US:















REGION V PUBLIC HEALTH TRAINING CENTER

Dany Zemmel, MPH
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Region V Public Health Training Center

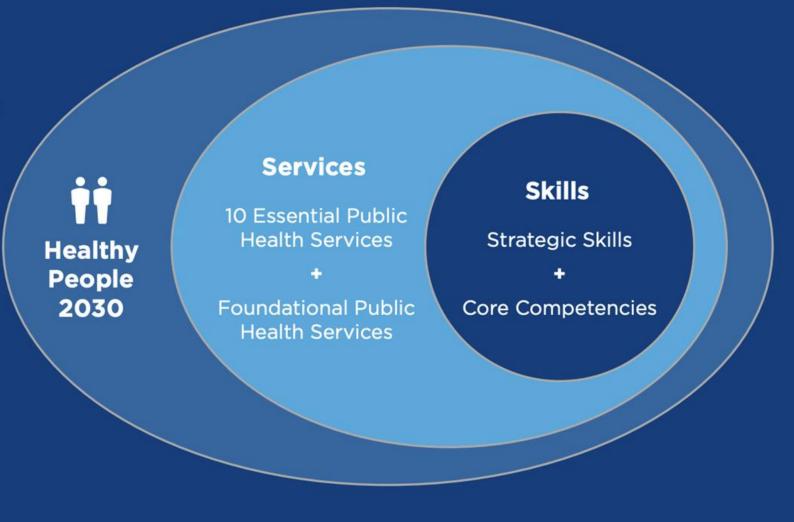


We seek to advance the skills of the current and future public health workforce to improve population health outcomes.

FIGURE 1.

The Relationship between Skills, Services, and Healthy People 2030

Note: Similar to an ecological model, Healthy People 2030 is influenced by public health's ability to carry out services, which is influenced and supported by the public health workforce's skills, knowledge, and abilities. The Strategic Skills and Core Competencies support the workforce in achieving its ultimate goals.



CHW Connection

- Why connect with CHWs?
 - Regional training needs assessment findings
 - National momentum
- How does the RVPHTC engage with CHWs?
 - Met with CHW-serving organizations in 2021, asked about their training and workforce needs
 - Rural CHW Network (RCHWN)
 - MI CHW Alliance (MiCHWA)
 - MHP Salud
 - Partnered with those organizations to provide training
 - For CHW audience and general public health audience

CHW Training

Webinar

- CHWS: Trusted Communicators in Public Health (RCHWN)
 - Aim: participants will learn about the role of CHWs, how they strategically serve their communities, and ways in which CHWs can be incorporated into public health practice

Podcasts

- 2 episodes for PH audience about CHWs (MHP Salud)
 - Role of CHWs in Public Health & Community Engagement
 - Historical Impact & Future Directions
- 1 episode for CHWs (MiCHWA)
 - Resilience Strategies for Community Health Workers (1.0 CEU available for CHWs via MiCHWA)

Resource Guide

- Contains deliverables we've developed and links to external resources
 - Aim: to provide training for and to connect CHWs
- Resources we should add? Send them our way! <u>dzemmel@umich.edu</u>

All trainings and resources are available at https://www.rvphtc.org/resources/chw-resource-guide/

Next Steps

- Relationship building
 - Strengthen existing partnerships and foster new ones
 - Sustainability seek out funding/partnership opportunities ... and advocate!



Get in Touch

Region V Public Health Training Center



rvphtc@umich.edu



734-615-0144



www.rvphtc.org





Planned
Parenthood of
WI Inc.

Promotores de Salud

Creating Trust







Connecting People to Reputable Community Resources

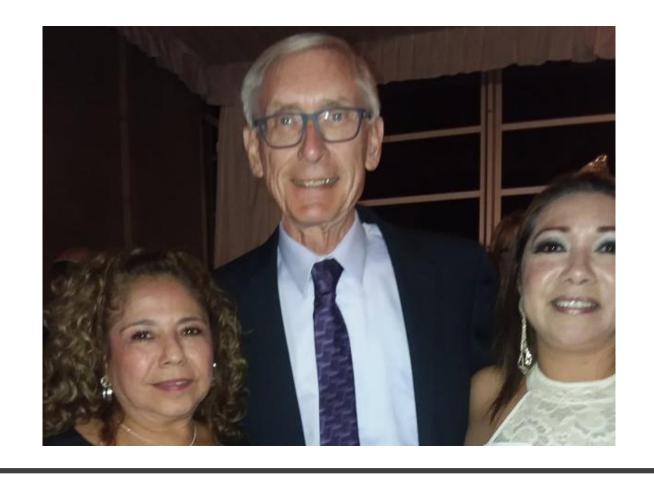
Normalizing Sexual and Reproductive Health
Conversations With the Entire Family





Supporting Latinos in Finding, Lifting and Using Their Voice for Reproductive Justice





Being Agents of Change and Sustainability



Expanding our Reach Into
Puerto Rico

Our Future Depends On It!



Thank You!

Maria Barker

Planned Parenthood Of WI Inc.

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Milwaukee, WI 53202

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Community Health Awareness Group

"Providing Information for a Health-Wise Community"





Organizational *Mission*

- Founded in 1985
- The *mission* of the organization is to:
 - Address current health issues and concerns of African American citizens of Detroit,
 - Provide compassionate and non-judgmental services through culturally appropriate and ethically sensitive programs, and
 - Develop effective ways of promoting and implementing positive health strategies to influence the overall quality of life of the African American community.



BACKGROUND

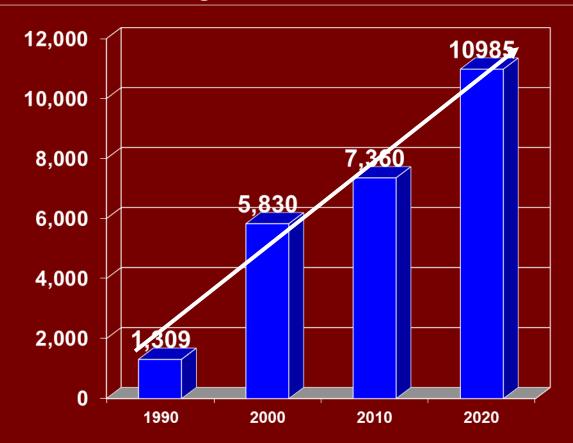
- CHAG was the first organization in Detroit to develop and implement an alternative source of AIDS (HIV) education and information within the African-American community.
- As a pioneer in the use of indigenous leaders, CHAG included men, women, former injecting drug users (IDU), sex workers, and black gay/bisexual males in the planning process.

All CHAG services are built around the Harm Reduction Theory.

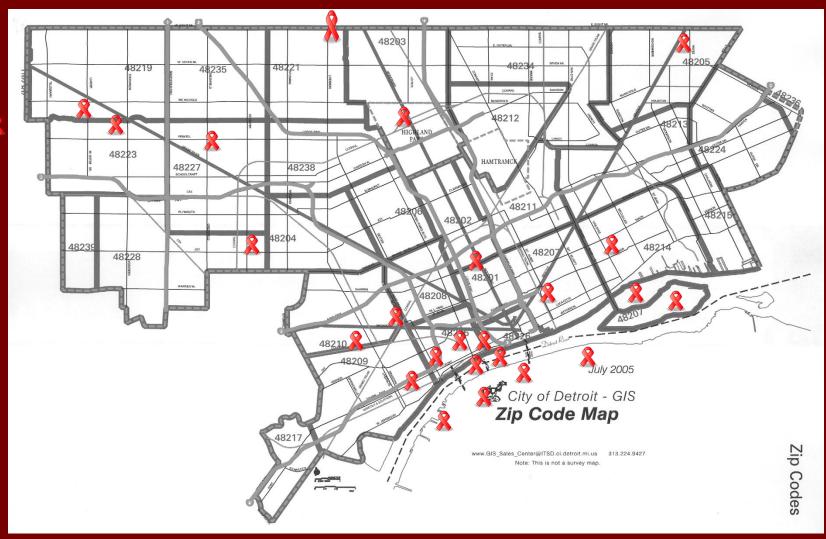


The challenge is great

Estimated Persons Living with HIV/AIDS in the Detroit Metro Area



The Detroit Response 1990 vs 2022





Services

Prevention Programs

- "COVID Ends Here" Project
- Primary Care/PrEP
- Prioritized HIV testing
- Communicable Disease Testing/Treatment
- Evidence-Based Interventions:SNS, ARTAS, PROMISE
- Health Education
- Harm Reduction/Syringe Services

Care Programs

- HIV Early Intervention Services
- Linkage to Care
- Medical and Non-Medical Case Management
- Medical Transportation
- Psychosocial Support Groups
- Tobacco Consultation and Cessation Program



Indigenous Outreach Leader Model

- Using the IOML, CHAG specializes in transitioning untrained individuals, reflective of the population served, and training them as:
 - Clinicians specializing in health education.
 - Health educators specializing in communicable disease testing and treatment.
 - Certified social work technicians.
 - Research and evidence-based interventions facilitators
 - Antiretroviral Treatment and Access to Services (ARTAS)
 - Social Networking Strategy (SNS)
 - PROMISE! (community-level intervention)



COVID ENDS HERE!!!

Primary Populations:

- Persons who inject drugs recruited through gatekeepers and its syringe services project.
- LGBTQ+ individuals recruited through gatekeepers and CHAG's existing HIV testing program.

Partner Organizations

- LGBT Detroit implements a targeted marketing/social media strategy.
- Be Well Medical Center staffs CHAG clinic and provides Moderna vaccine
- Detroit Health Department provides data, conducts COVID-19 trainings, and provides Pfizer, Moderna and J&J vaccines.



Project Approach

- Combination of two evidence-based strategies/interventions previously used for HIV prevention:
 - Social Networking Strategy of Recruitment (SNS) an evidence-supported approach to engage and motivate a person to accept HIV testing based on the underlying principle that persons within the same social network who know, trust, and can exert influence on each other share similar HIV risk behaviors. SNS is particularly useful to recruit marginalized and/or hidden persons at risk for HIV.
 - PROMISE: Peers Reaching Out and Modeling Intervention Strategies is a community-level HIV/STD prevention intervention that relies on role model stories created by and for the community and peer advocates to reduce HIV risk behaviors and increase engagement related to the HIV continuum of care.



Project Staffing

- Project Coordinator
- Vaccine Ambassadors
 - Influential gatekeepers trained to spread educated messages on COVID-19, the importance of getting vaccinated/boosted, and address myths/misunderstandings.
 - Conduct at minimum of 20 contacts/week.
 - Refer consumers to the project for vaccination access.
 - Paid a bi-weekly stipend \$250/week.
- 2 FTE Community Health Workers staffed at CHAG
 - Responsible for processing vaccination referrals from Ambassadors.
 - Addressing barriers for to vaccine access, i.e., lack of transportation.
 - Arranging vaccinations for consumers, either onsite at CHAG, or a local provider.
 - Disseminating consumer incentive, \$50 VISA gift card.
 - Keep contact with consumers for health checks and to schedule followup vaccines



Pre-Implementation

- Recruit initial group of six (6) Ambassadors
 - Influential gatekeepers from within the priority populations.
 - Must have received at least one COVID-19 vaccination.
 - Willing to commit to a 4-hour training.
 - Agree to spread educated messages on the virus and vaccination within their peer group.
 - Follow project guidelines and reporting requirements.
- Interview gatekeepers and develop role model stories based on their vaccine hesitancy and COVID-19 vaccination experiences.
- Develop tools including daily activity logs used by Ambassadors to track outreach contacts & vaccine referrals.
- Hire & train full-time internal Community Health Workers.



Vaccine Ambassador – 4 Hour Training

- Project Overview
- Part 1: Conducted by Detroit Health Dept COVID-19 Team:
 - COVID-19 101, the vaccination and options
 - Myths and misunderstandings on the virus and vaccine
 - Motivational interviewing
- Part 2: Conducted by CHAG Prevention Team
 - Outreach Worker Safety and Security
- Part 3: Project Enrollment
 - Overview of protocols and tools
 - Enrollment in HRSA project
- Ambassadors receive a \$100 stipend upon completion



Implementation – Began September 1st

- Vaccine Ambassadors spread daily/weekly messages among their social networks targeting their peers.
 - Contacts may be individual (in-person, phone, social media) or small/large groups, in parks, bars and community centers.
- Role-model stories and their own experiences are used for messaging.
- Peers expressing vaccine readiness are referred to one of the CHW for scheduling or to address barriers.
- Daily activity logs are submitted bi-weekly to the Coordinator



Implementation, continued

- Vaccine Ambassadors receive coaching from the coordinator consistent with SNS.
- Moderna vaccines are provided through CHAG's clinic partner, Be Well Medical; Pfizer/Moderna/J&J are provided by the Detroit Health Department.
- Vaccinations are provided at CHAGs clinic and pop-up events.
- Street outreach pop-ups have been provided in collaboration with the Detroit Health Department.
- Consumers seeking vaccinations may also be referred to local venues by CHW (CVS, Walgreens, or a local health department).



Implementation, continued

- Subsequent Ambassador trainings are conducted in partnership with the Detroit Health Department.
- Periodic COVID-19 updates with Vaccine Ambassadors conducted in partnership with DHD.
- Vaccine Ambassador focus groups are held to inform marketing tools.
- Monthly partnership meetings.

Vaccine Ambassador Marketing Tools

DO YOU NEED HELP GETTING THE COVID-19 VACCINATION?

Community Health Awareness Group is helping to make getting the COVID 19 Vaccination as easy as possible!

Do you have questions about the vaccine or where to get it? WE CAN HELP!

Do you need transportation to get the vaccine? WE CAN HELP!

For More Information please contact 947-224-9128 (LaToria) 947-224-9131 (Lance)

Protect yourself and others







DETROIT 48226

Vaccine Outreach Event





Outcomes to Date

- Trained a total of 20 Vaccine Ambassadors.
- Vaccine Ambassadors have conducted over 13,000 outreach contacts.
- A total of 1,130 people have received vaccinations (1st or 2nd shots) and boosters at CHAG or through a referral site.
- Onsite weekly vaccine clinic is yielding over 30 clients per session.
- 22 pop-ups held at bars, parks, gay balls, syringe services sites and local agencies such as the Ruth Ellis Center and LGBT Detroit. More than 20 scheduled during the summer months including health fairs and large-scaled pride events.



Recap

- CHAG's diverse group of Vaccine Ambassadors have expanded CHAG's capacity to reach special populations, i.e., African Americans, Latinos, LGBTQ+, and PWID.
 - They fill a gap that was created in an area with fewer providers/resources.
 - Vaccine Ambassadors have allowed CHAG to "work smarter not harder".
- Vaccine Ambassadors were expected to need an average of three (3) outreach sessions to yield a shot. What we found was that many peers expressed vaccine readiness but the barrier was just an access issue.
 - They didn't know where to go or how to get there.



Recap, continued

- Feedback from Vaccine Ambassadors has yielded more effective marketing tools.
- Ongoing training is essential to the success of the Ambassadors.
- Partnerships are essential to the success of the project.



For more information on the

COVID Ends Here Project

Contact:

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"Providing Information for a Health-Wise Community"