

New Jersey CHW Institute / NJ AHEC
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Community Health Workers: a National Perspective

Carl H. Rush, MRP
Project on CHW Policy and Practice
University of Texas Institute for Health Policy
San Antonio, Texas

Today's topics

- Who/what is a CHW?
- What's happening nationally
- CHWs in health care reform
- Policy initiatives in other states
- What can you do in New Jersey?

What's your definition of CHW?



Community Health Worker Definition American Public Health Association (1)

- The 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 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.

Community Health Worker Definition - APHA (2)

- The 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.

APHA Policy Statement 2009-1, November 2009

What Is Distinctive About CHWs?

- Do not provide clinical care
- Generally do not hold another professional license
- Expertise is based on *shared culture and life experience* with population served

What Is Distinctive About CHWs? (cont' d.)

- Rely on *relationships and trust* more than on clinical expertise
- Relate to community members *as peers rather than purely as client*
- Can achieve certain results that other professionals can't (or won't)

Discussion

- What questions do you have about *definitions*?

What's happening at the national level?

- National milestones for CHWs
- Opportunities under federal healthcare reform (Affordable Care Act)
- Opportunities in State planning for ACA implementation
- Other new federal CHW initiatives

National milestones



- National Community Health Advisor Study (1998)
- State CHW credentialing in Texas and Ohio (2002-3)
- Massachusetts health care reform bill (2006)
- HRSA CHW National Workforce Study (2007)
- NUCC Provider Taxonomy code for CHWs (2007)
- Minnesota Medicaid State Plan Amendment (2008)
- OMB creates SOC code for CHWs (2009)

Support of CHWs Under Health Care Reform (1)

- National Health Care Workforce Commission (§5101) – includes CHWs as primary care professionals
- Grants to Promote the Community Health Workforce (§5313) – CDC to award grants to employ CHWs
 - To promote positive health behaviors and outcomes
 - In medically underserved communities

Support of CHWs Under Health Care Reform (2)

- Area Health Education Centers (§5403) – CHWs added to mandate for training
- Hospital Readmission Reduction (§3025) – high potential for CHW role in meeting standards
- Patient-Centered Medical Homes (§3502) – natural role for CHWs as part of “Community Health Teams”

Support of CHWs Under Health Care Reform (3)

- Patient Navigator Program (§3509) – HRSA favors employing CHWs (grants awarded August 2010).
- Maternal, Infant, and Early Childhood Home Visiting Programs (§2951) – grants to States. CHWs not mentioned; case will have to be made
- Center for Medicare and Medicaid Innovation (§3021) –not mentioned in law but interested!

Other Opportunities in Reform Policy to Promote Employment of CHWs

- Standards for “patient-centered medical homes” and “community health teams”
- Outreach for Health Insurance Exchanges
- New models for global payment, P4P, and Accountable Care Organizations
- Standards for preventive care benefits
- Rules for Medical Loss Ratios

New Federal CHW initiatives

- CDC CHW policy education webinars for state grantees (*free to any user!*)*
- OWH CHW leadership training
- DOL “apprenticeable trade” approval
- OMH Promotora/CHW initiative

New Federal CHW initiatives (2)

- NIH CHW strategic planning
- HUD CHW Initiatives
- CMS Medicare diabetes disparities pilots*
- CMS Center for Innovation*

**NOW
AVAILABLE**



e-Learning Training

Promoting Policy and Systems Change to Expand Employment of Community Health Workers (CHWs)

- ▶ Six self-paced sessions: topics range from roles and functions of CHWs to examples of state policy and systems changes resulting from stakeholder advocacy.
- ▶ Each session lasts 30 to 45 minutes. Audiences include program managers, policy experts, coalition representatives, CHWs, and others involved in policy and systems change.
- ▶ Contains assessments at the end of each session to evaluate user satisfaction.



e-learning format with narration | Transcript available for the hearing impaired
No cost to access | User-friendly | All audiences welcome

http://www.cdc.gov/dhdsp/pubs/chw_elearning.htm

Division for Heart Disease and Stroke Prevention
in partnership with the REACH program

CDC e-learning modules

1. Definitions: CHW roles and scope of practice
2. Current issues within the CHW field
3. Arenas of public policy (1): workforce development
4. Arenas of public policy (2): occupational regulation; standards for research and evaluation
5. Arenas of public policy (3): sustainable financing of ongoing CHW services
6. Achieving policy and systems change: learning from Minnesota and Massachusetts

Link to CDC e-learning

http://www.cdc.gov/dh dsp/pubs/chw_elearning.htm

[include complete URL in browser]

Office of Women's Health

- Based on Border Promotora Institute (2004-6) leadership development initiative
- Contract to Mariposa CHC February 2011
- Planned to expand to 4 Federal Regions
- Leadership projects emphasize women's health
- Supervisors must participate

U.S. Labor Department

- Employment and Training Administration
- CHW approved as “apprenticeable trade”
October 2010
- Proposal from Coastal AHEC, Texas
- One year on-the-job training + classroom
- May allow for state or federal support for trainee positions

Office of Minority Health, HHS

- Promotora/CHW Initiative to benefit Latino communities
- First National Federal (interagency) CHW work group
- National Steering Committee of 15 Promotor@s
- Goals:
 - **National Recognition Program for Promotores/CHWs**
 - **1) HHS enterprise Portal, 2) Promotores website, and 3) national database system [for] Promotores' networks**

NIH (NHLBI) CHW Initiative

- 3 year contract to Altarum Institute
- Strategy workshop November 2010
 - Over 100 stakeholder participants: federal, state, private
 - Recommendations for strategy in standardizing CHW qualifications and training

HUD CHW Program

- Brainchild of Carol Payne, Baltimore (co-founder of COWAM)
- Targeting cardiovascular health disparities in 22 HOPE VI sites
- Collaboration with CMS on SCHIP enrollment and utilization – 3 local Housing Authorities
- National Library of Medicine Health Literacy Partnership – CHWs in leadership/advocacy role

CMS Medicare diabetes disparities pilots

- CHWs in diabetes education
- First test in Florida “Every Diabetic Counts”
- Second phase DC, GA, LA, NY, MD, USVI
- Mississippi Health First (multiagency pilot)
- Texas “Salud por Vida” (6 heavily Latino counties)
- Medicare now pays for diabetes education in community setting with team incl. CHWs

Center For Medicare & Medicaid Innovation

- Funded to create demonstrations of new systems and payment structures
- Focusing first on Accountable Care Organizations and Medical Homes
- “Convinced” of CHW effectiveness
- Need to make case that CHWs will help reduce cost
- Want to know how to “do it right”

You are not alone!

- State-supported policy initiatives established in MA, MN, more recently in FL, IN
- New initiatives also underway in CA, IL, MS, NM, NY, OH, RI, TX
- New State legislation: “study bills” CA, TX*, NM
- “reform bills” in OR*, PA, RI*
- Increased Federal interest – will it last?

State bills status (1)

“Study” bills:

- TX HB 2610 passed and signed (June 2011)
- CA HB 916 (Perez) reintroduced 2/11, "minor absorbable costs" – Appropriations Committee recommended passage 5/27/11
- NM SJM 12 "died" (recommended pass by Public Affairs Committee and DoH)

State bills status (2)

“Reform” bills:

- PA HB 342 – “Community-Based Health Care Provider Access Program” – CHWs improve access, reduce ER use, improve chronic care
 - referred to Health Committee 1/31/11

State bills status (3)

“Reform” bills:

- OR HB 3650 – creates “Coordinated Care Organizations” under Medicaid
 - must provide assistance from CHWs in “navigating the health care delivery system and in accessing community and social support services”
- Passed and signed (July 2011)

State bills status (4)

“Reform” bills:

- Rhode Island S 481 – creates
“Commission For Health Advocacy And Equity”
 - to develop “comprehensive health equity plan addressing the social determinants of health”
 - “may make recommendations for the recruitment, assignment, training and employment of [CHWs]”
 - passed and signed (June 2011)

What can you do in New Jersey?

- What would you like to do?
- Who else should be involved?
- Who can provide leadership?
- How can NJ AHEC/UMDNJ help?

Useful reports/links

<http://bit.ly/oIUb7O>

For more info:

Carl H. Rush, MRP
Project on CHW Policy & Practice
PO Box 5533
San Antonio, TX 78201-0533
(210) 775-2709
(210) 241-3983 mobile
carl.h.rush@uth.tmc.edu

Mandatory Evaluation

- ALL attendees must complete the webinar evaluation.

- Instructions:

 - Include your FULL NAME.

 - Complete in 1 sitting.

 - To submit, you MUST click the Green Submit Survey button.

 - Do not complete the survey twice.

 - Please complete no later than Friday, February 3, 2012.

<http://asset.tltc.shu.edu:80/servlets/asset.AssetSurvey?surveyid=5076>

- Thank you for attending!