

Advancing the Community Health Worker Workforce through Law and Policy

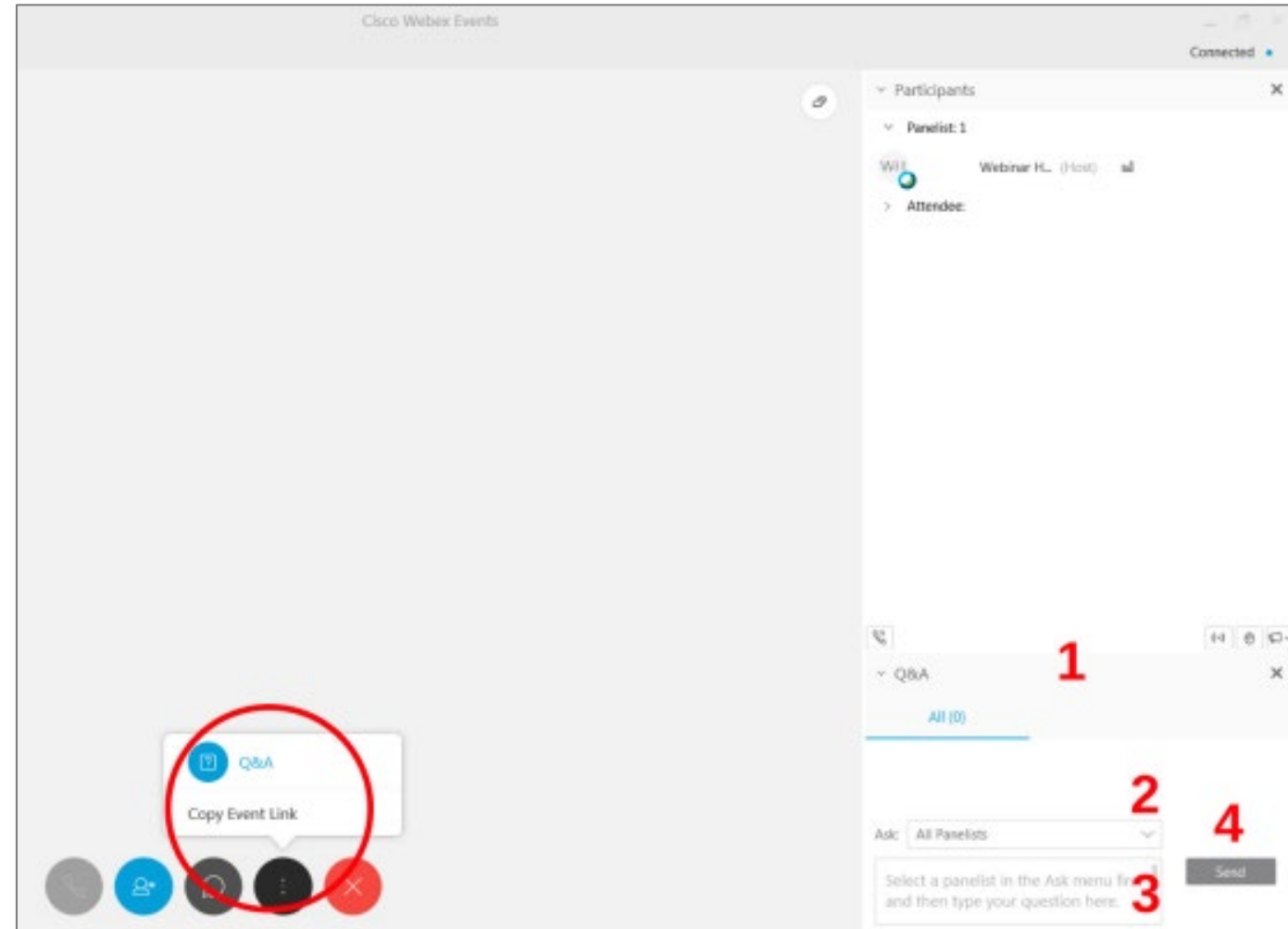
June 20, 2019

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Moderator



Colleen Healy Boufides, Deputy Director, Network for Public Health Law – Mid-States Region

- J.D., Duke University School of Law
- Research interests/areas of expertise:
 - Legal issues affecting the CHW workforce
 - Health equity
 - Medical-Legal Partnership & policy development
 - Public health statutory and regulatory authority
 - Environmental health and climate change

Presenter



Colleen Barbero, Health Scientist, Centers for Disease Control & Prevention

- Ph.D., Saint Louis University
- Research interests/areas of expertise:
 - Economic, community development, and health systems policy analysis and research
 - Community health worker workforce development
 - Stakeholder engagement in policy and research processes

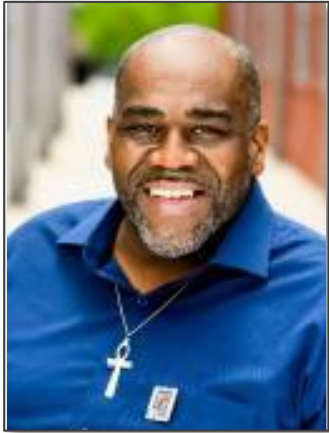
Presenter



Siobhan Gilchrist, Health Policy Analyst, IHRC, Inc.

- J.D., Georgia State University
- M.P.H., Emory University
- Research interests/areas of expertise:
 - Legal epidemiology and policy
 - CHW
 - Nurse Practitioner and pharmacist scope of practice
 - Stroke systems of care
 - Policy issues related to cardiovascular health

Presenter



Durrell Fox, CHW and Equity Consultant, John Snow, Inc.

- Research interests/areas of expertise:
 - CHW Leadership Development
 - CHW Network/Association Development
 - CHW roles in HIV and Diabetes Prevention and Care
 - CHW Training and Education

Presenter



Carl Rush, Public Health Policy Specialist, Community Resources LLC

- M.R.P., Cornell University
- Research interests/areas of expertise:
 - State policy on CHWs
 - CHW workforce development
 - Supervision of CHWs in healthcare organizations

THE ROLE OF EVIDENCE IN INFORMING STATE COMMUNITY HEALTH WORKER LAWS

CENTERS FOR DISEASE CONTROL AND PREVENTION

Colleen Barbero, PhD
Siobhan Gilchrist, JD, MPH

NATIONAL CENTER FOR CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION

DIVISION FOR HEART DISEASE AND STROKE PREVENTION



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CHW Workgroup at CDC
CDC 1305 and 1422 Program Recipients

DISCLAIMER

The information presented here is for training purposes and reflects the views of the presenters. It does not necessarily represent the official position of the Centers for Disease Control and Prevention. This presentation provides a summary of laws in effect as of September 2016 and January 2019 and is not intended to promote any particular legislative, regulatory, or other action.

AGENDA

1. Who is a Community Health Worker (CHW)?
2. Discuss early evidence in support of CHW policy interventions
3. Provide the landscape of evidence-informed state CHW laws
4. Provide resources for policy intervention implementation

WHO IS A COMMUNITY HEALTH WORKER?

WHO IS A COMMUNITY HEALTH WORKER?

American Public Health Association
Definition (APHA):

- is a **trusted member** of and/or has an unusually close understanding of the community served
- serves as a **liaison/link/intermediary** between health/social services and the community
- facilitates **access to services**
- improves the quality and **cultural competence** of service delivery
- builds **individual and community capacity** by increasing health knowledge



WHO IS A COMMUNITY HEALTH WORKER?



DIVERSE TITLES



community health worker

promotor(a) de salud

peer support worker

outreach specialist

street outreach worker

community health representative

lay health worker

community connector

patient navigator

home visitor

...and many more!

DIVERSE ROLES AND SKILLS

CHW ROLES

1. Serving as a cultural mediator
2. Providing culturally appropriate health education and information
3. Coordinating care, assisting with system navigation, etc.
4. Providing coaching and social support
5. Advocating
6. Building individual and community capacity
7. Providing direct services
8. Implementing assessments
9. Conducting outreach
10. Participating in evaluation and research

CHW SKILLS

1. Communication
2. Interpersonal and relationship-building
3. Service coordination and navigation
4. Capacity-building
5. Advocacy
6. Education and Facilitation
7. Assessment
8. Outreach
9. Professional Skills and Conduct
10. Evaluation and research
11. Knowledge base

DIVERSE ISSUES

- Chronic Disease
 - Asthma
 - Cancer
 - Cardiovascular Disease
 - Type 2 Diabetes
- Infectious Disease
 - HIV / AIDS
 - Hepatitis C
 - Tuberculosis
- Emergency Preparedness
- Early Childhood intervention
- Parenting Education and Support
- Violence
 - Domestic
 - Sexual
 - Suicide

DIVERSE SETTINGS

- Hospitals
- Community health centers
- Managed Care Organizations
- State and local health departments
- Public housing authorities
- Community-based organizations



CHW EVIDENCE IN THE POLICY PROCESS



WHAT IS THE COMMUNITY GUIDE?

- Credible source of systematic reviews and findings of the Community Preventive Services Task Force (CPSTF)
- Focus on population-based interventions
 - Communities
 - Health care systems



<https://www.thecommunityguide.org/content/community-health-workers>

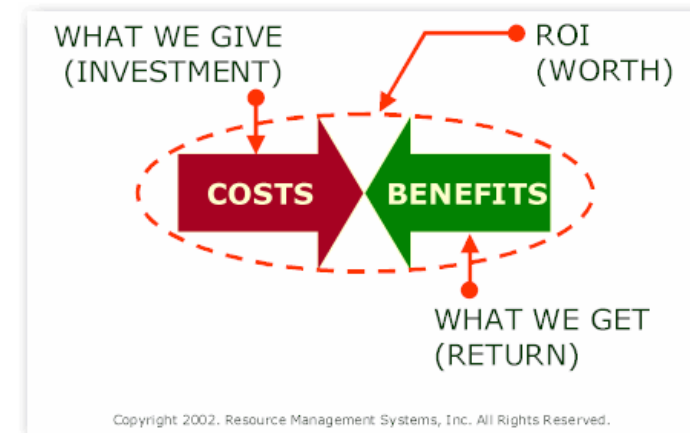
COMMUNITY GUIDE

CHW INTERVENTION FINDINGS

- CHWs & **CVD prevention**: Recommended (March 2015) & Cost-effective (April 2017)
- CHWs & **type 2 diabetes prevention**: Recommended (March 2015) & Cost-effective (April 2017)
- CHWs & **type 2 diabetes management**: Recommended (April 2017) & Cost-effective (April 2017)
- CHWs & **breast cancer screening**: Recommended (April 2019)
- CHWs & **cervical cancer screening**: Recommended (April 2019)
- CHWs & **colorectal cancer screening**: Recommended (April 2019)

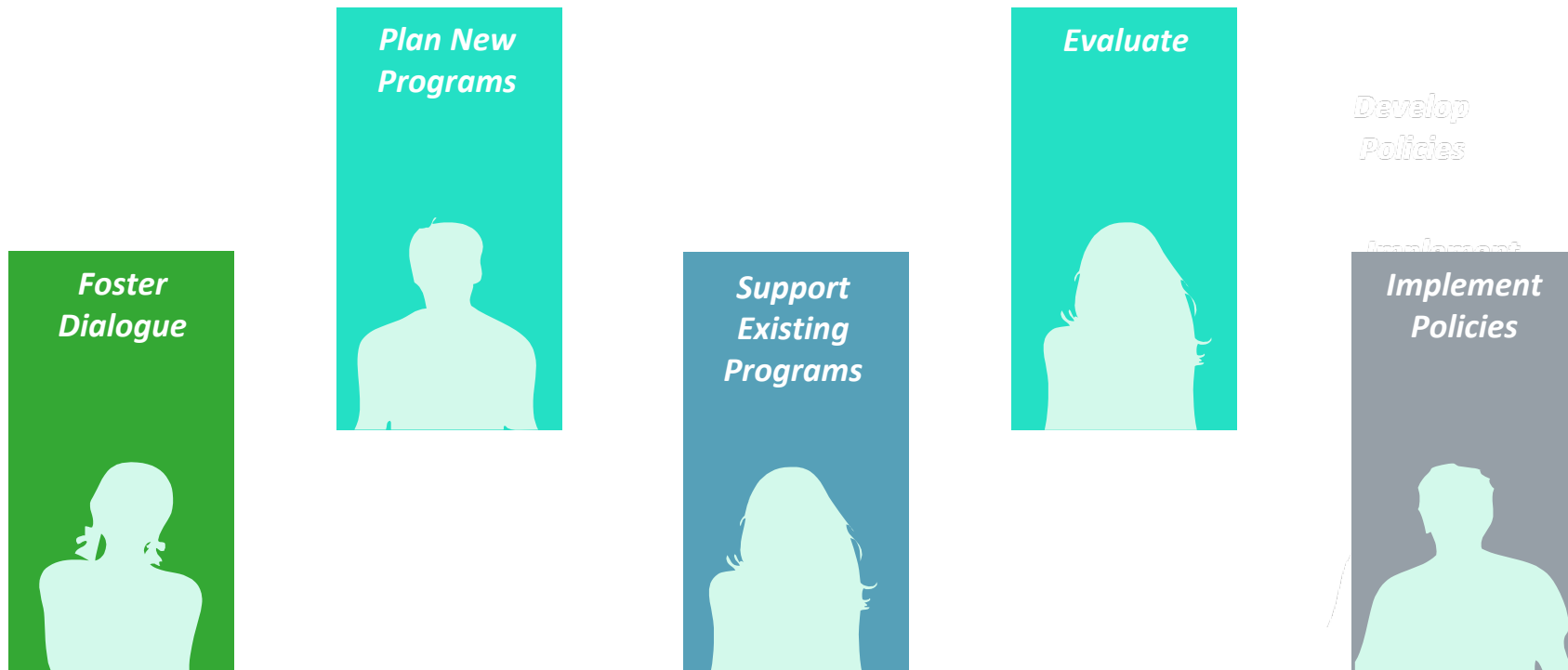
COST SAVINGS AND RETURN ON INVESTMENT

- The Community Guide found the median change in healthcare cost per patient per year was -\$82 for cardiovascular disease prevention and -\$72 for type 2 diabetes management
- CMS found cost savings of \$138 per beneficiary per quarter²
- \$1.12-2.40 and \$1.03-2.31 ROI for **asthma interventions**³⁻⁴
- 2:1 ROI for **chronic diseases**⁵



1. Jacob, et al. (2019). Economics of Community Health Workers for Chronic Disease: Findings from Community Guide Systematic Reviews. Am J Prev Med 56(3),95-106.
2. Research Triangle Institute. (2018). Healthcare Innovation Awards (HCIA) Meta-Analysis and Evaluators Collaborative Year 3.
3. London K., Tikkanen R. (2018). Sustainable Financing Models for Community Health Worker Services in Connecticut: Translating Science into Practice.
4. University of Massachusetts. (2018). Sustainable Financing Models for Community Health Worker Services in Maine.
5. Morgan AU, et al. (2016). Penn Center for Community Health Workers: step-by-step approach to sustain an evidence-based community health worker intervention at an academic medical center. Am J Public Health, 106(11),1958-1960.

CHW EVIDENCE: HOW CAN IT BE USED?



EVIDENCE-INFORMED CHW POLICY INTERVENTIONS

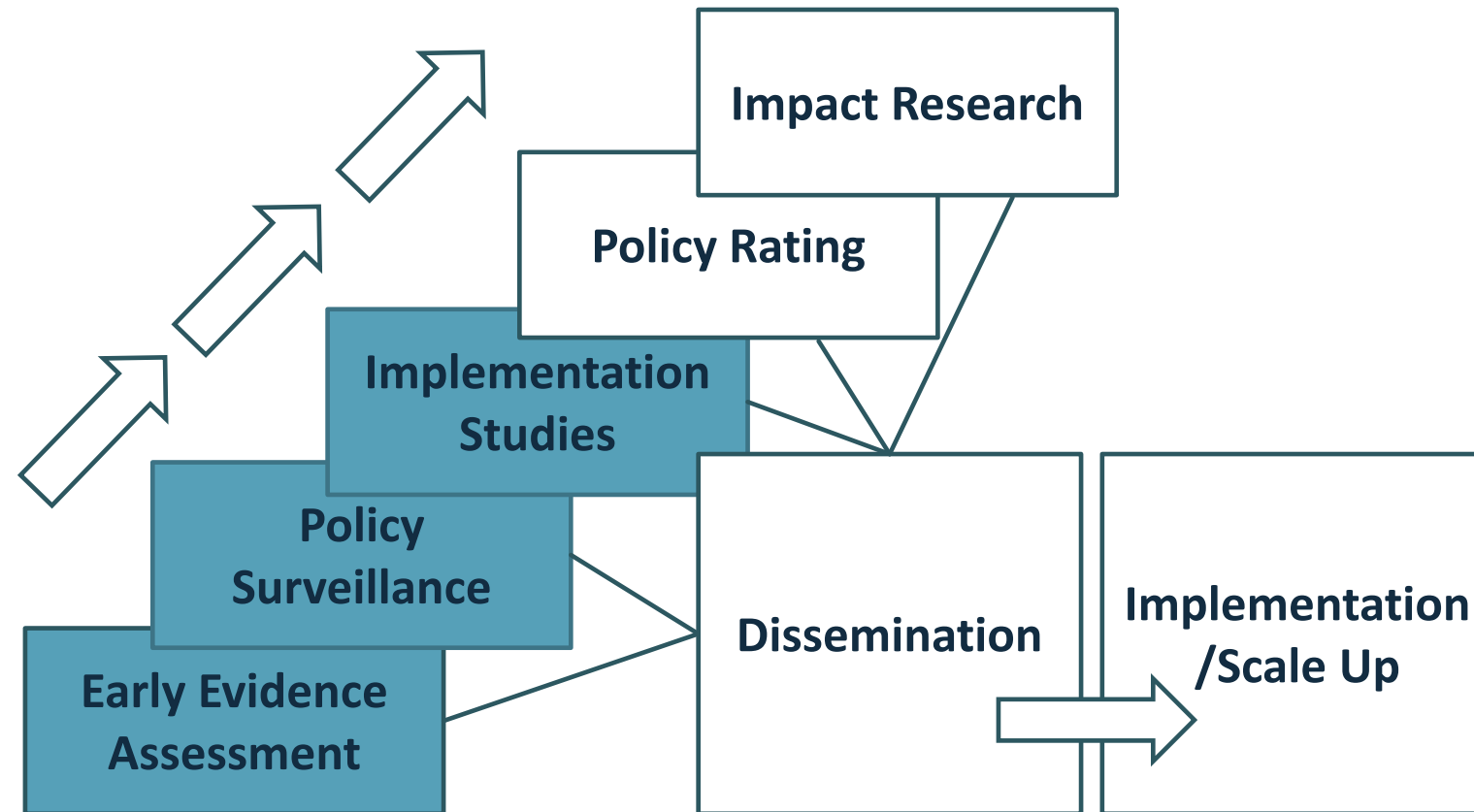
- **Recommendations and practice-based evidence** can inform policy in the absence of research evidence
- Need to show policy **benefits** and mitigate **unintended consequences**

Figure 1. Policies to support the community health worker workforce

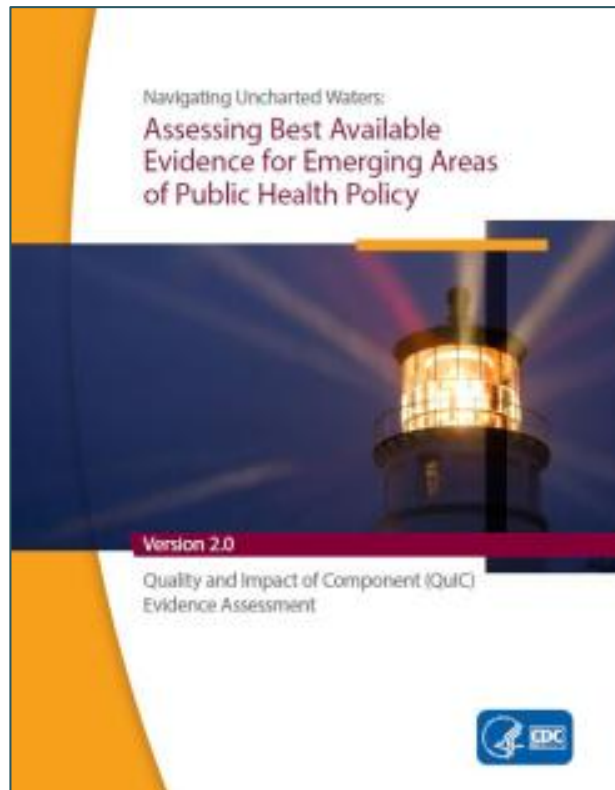
Source: Centers for Disease Control and Prevention. *Promoting Policy and Systems Change to Expand Employment of Community Health Workers An E-Learning Training*; 2016.



A FRAMEWORK FOR EVIDENCE THAT REFLECTS THE POLICY PROCESS



EARLY EVIDENCE ASSESSMENT FOR CHW POLICY INTERVENTIONS



EARLY EVIDENCE ASSESSMENT RESULTS

Policy interventions supported by “best” or “promising” evidence:*

1. CHWs provide chronic disease services (2014) **(Community Guide-recommended)**
2. Inclusion of CHWs in care teams (2014) **(Community Guide-recommended)**
3. Core competency certification (2014)
4. CHWs supervised when providing healthcare services (2014)
5. Standard core competency curriculum (2014)
6. Medicaid payment for CHW services (2014)
7. Specialty area certification (2016)
8. Inclusion of CHWs in decision making (2014)
9. Specialty area curriculum (2014)
10. Defining a CHW scope of practice (2016)

Policy interventions supported by “emerging” evidence:

1. Private insurance coverage (2014)
2. Educational campaigns about CHWs (2014)
3. Grants/incentives for workforce development (2014)

**No policy interventions were found to be harmful*

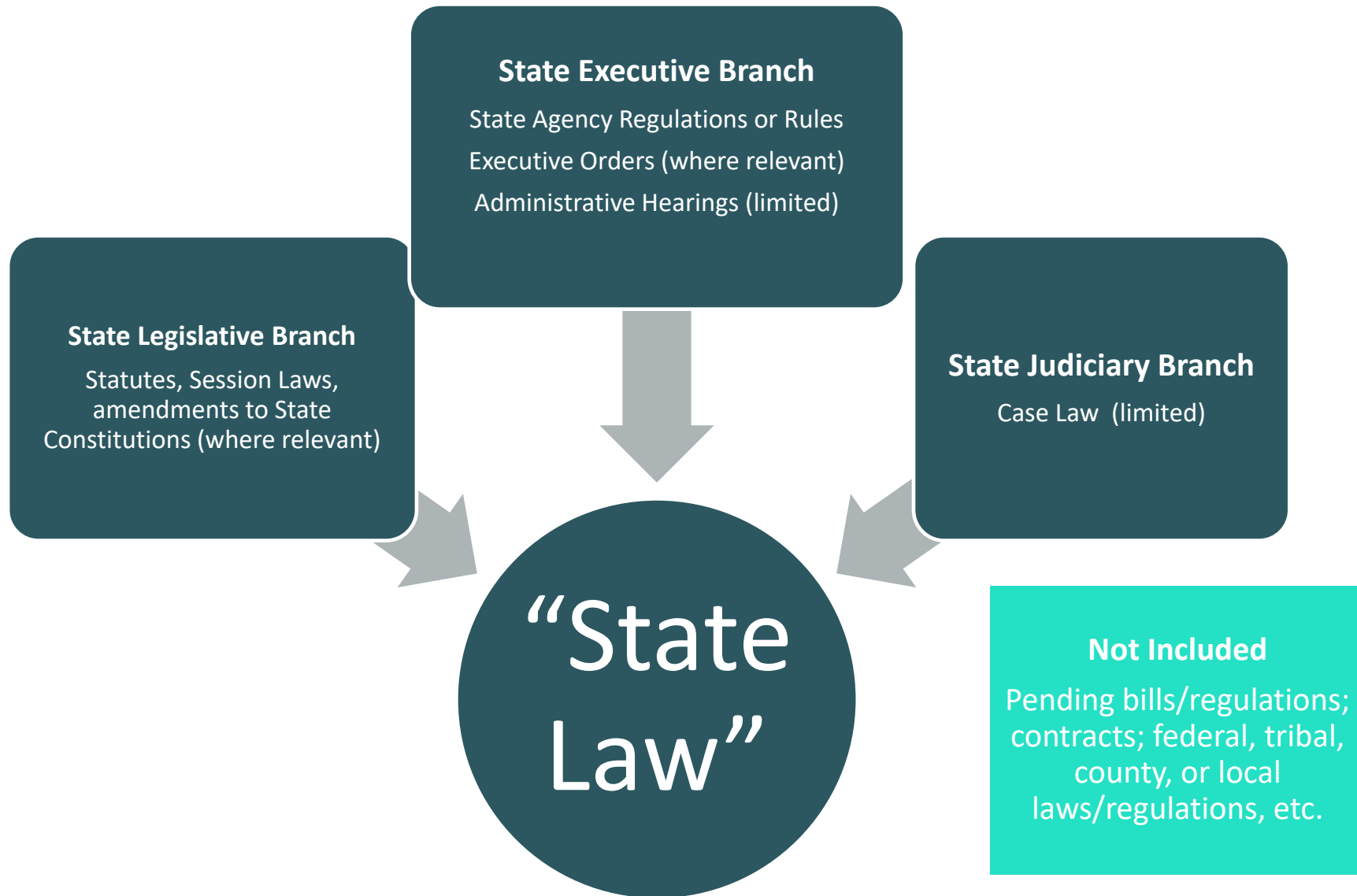
LANDSCAPE OF EVIDENCE-INFORMED STATE CHW LAWS

LAW AS A TOOL

- Help engage CHW stakeholders to decide on a workforce development approach
- Rulemaking processes may formally include CHWs in decision making
- State Plan Amendments may help to cover CHW services



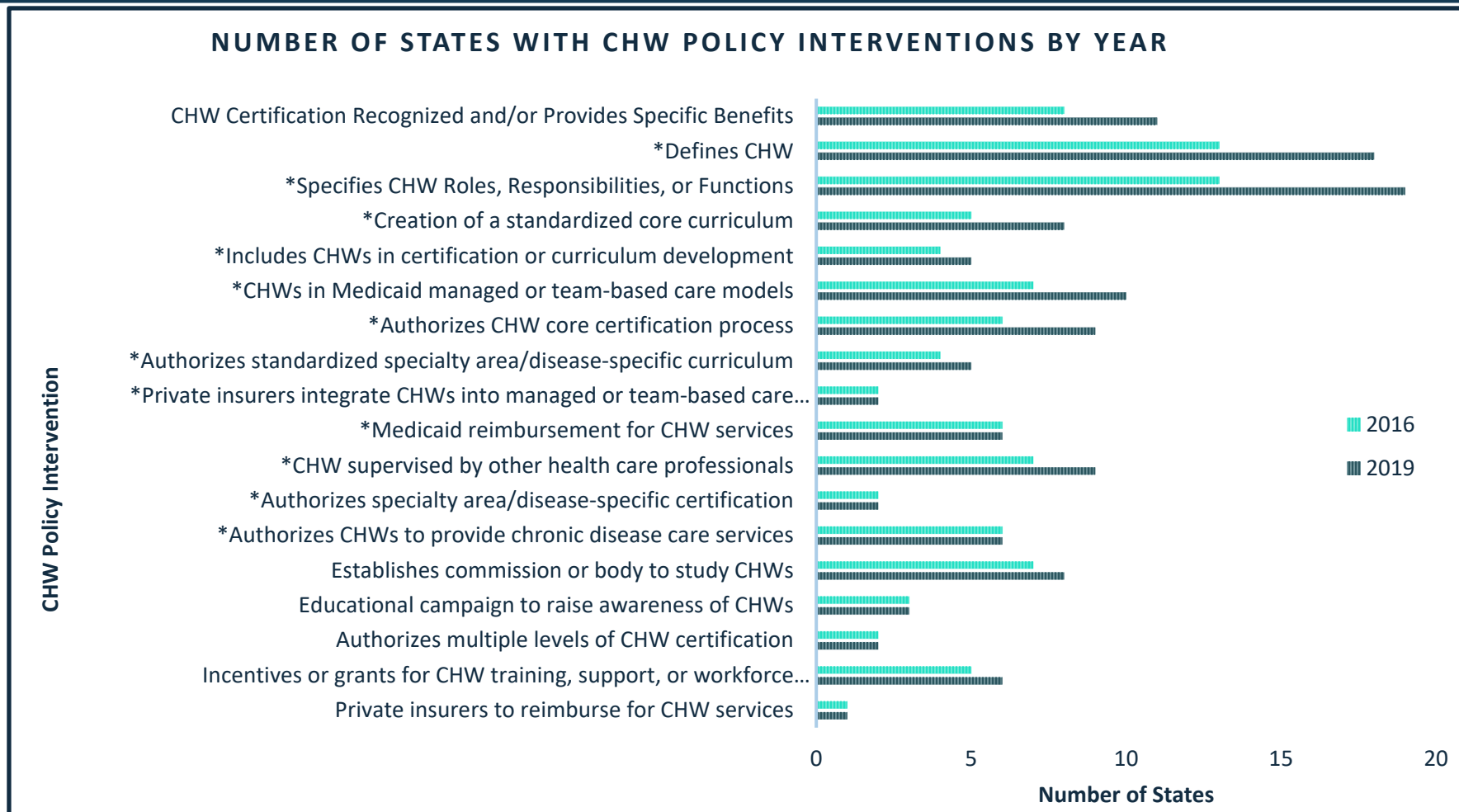
STATE LAW ANALYSIS



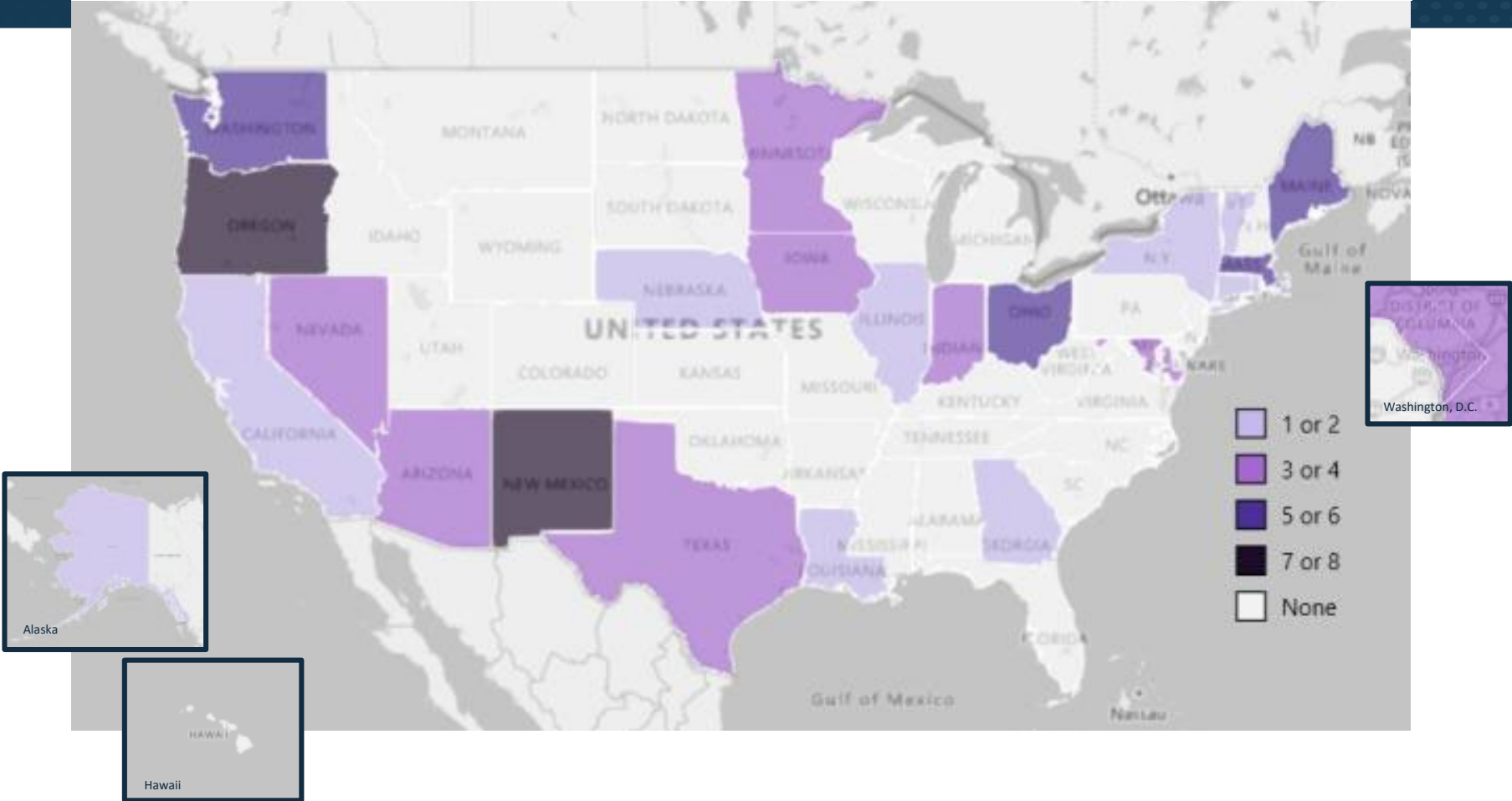
SEARCH TERMS (WHO'S INCLUDED)

- Community health worker
- Lay health worker
- Promotor and promotora
- Community health advocate
- Lay health educator
- Community health representative
- Peer health promoter
- Community health advisor
- Patient navigator
- Lay health advisor
- Neighborhood health advisor
- Community care coordinator
- Community health educator
- Community health promoter
- Community connector
- Community health outreach worker
- Family support worker
- Outreach specialist
- Peer educator
- Peer support worker
- Public health aide

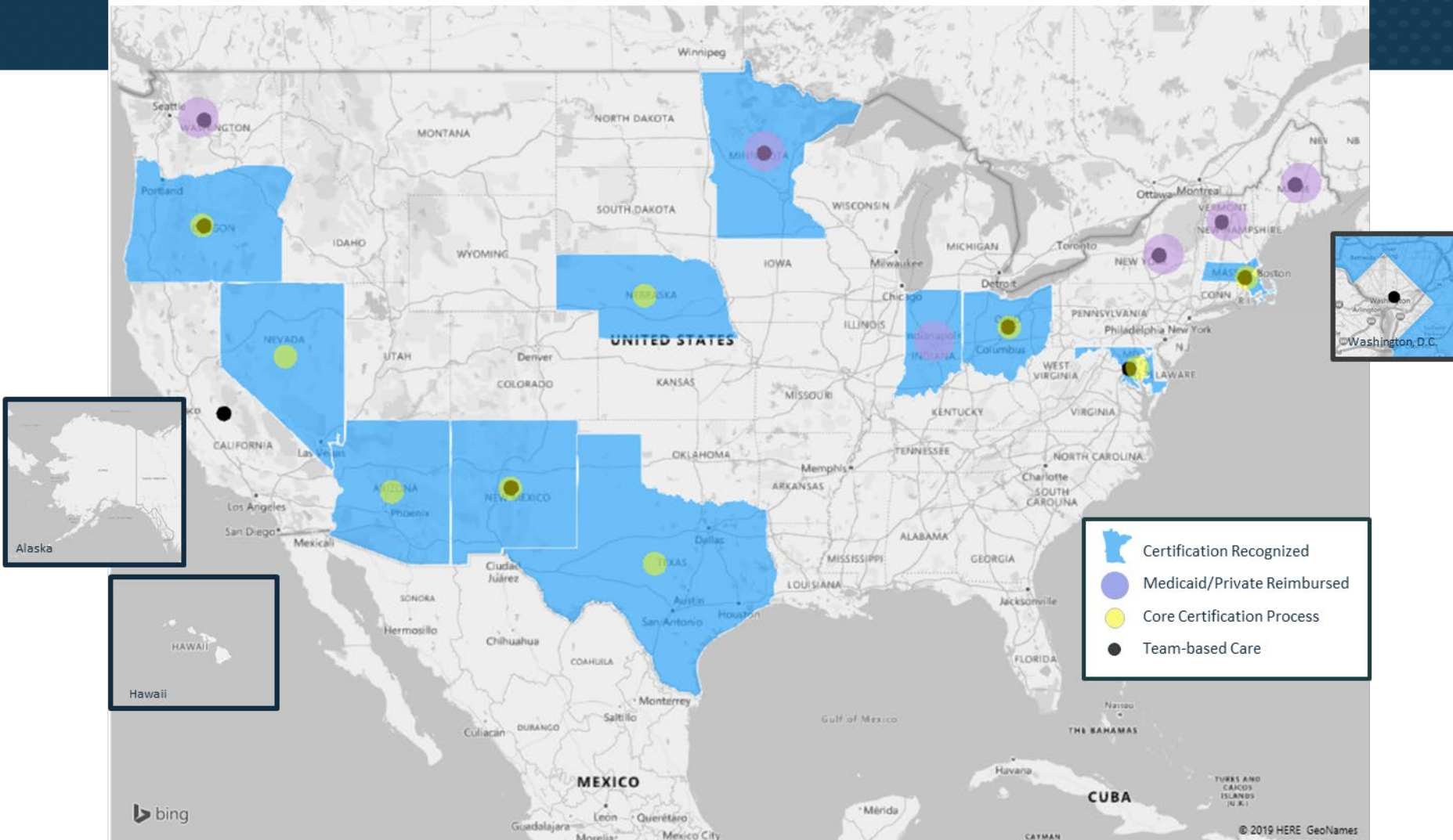
NUMBER OF STATES WITH CHW POLICY INTERVENTIONS BY YEAR



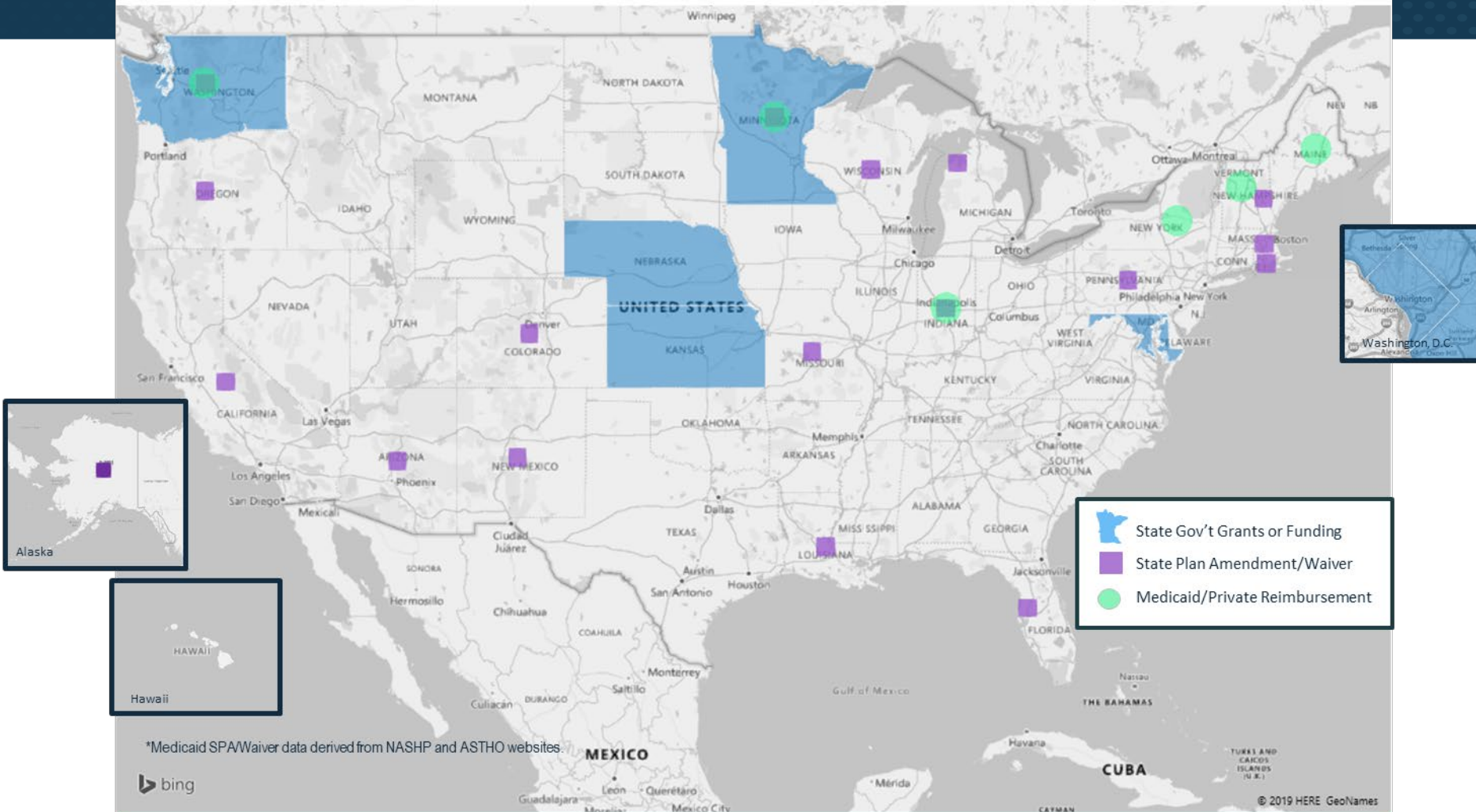
Number of “Best” or “Promising” Law Interventions by State, January 2019



States with Law Authorizing CHW Certification Recognition, Core Certification Process, Medicaid/Private Reimbursement, and/or CHWs in Managed or Team-based Care (January 2019)



CHW Funding Mechanisms in State Law and State Plan Amendments/Waivers* (2019)



IMPLEMENTATION RESOURCES

STRATEGIES FOR INCLUDING CHWS DURING CONSIDERATION/IMPLEMENTATION

- Including CHWs in state and public health department plans, priorities, and programs
- Holding annual CHW summits and conducting statewide surveys
- Requiring a majority CHW members in decision making groups
- Supporting the development of state and regional CHW associations and networks



CDC CHW POLICY RESOURCES

- **Policy Evidence Assessment Reports**

- [2014](#)

- [2016](#)

- **State Law Factsheets**

- [2016](#)

- 2019: Coming soon!

- **[CHW Certification Technical Assistance](#)**

- **[CHW Forum Report](#)**

Community Health Worker (CHW) Toolkit

Related Pages

[Promoting Policy and Systems Change to Expand Employment of Community Health Workers \(CHWs\)](#)

CHWs are trained public health workers who serve as a bridge between communities, health care systems, and state health departments.

Resources on this page include:

- Online courses, lessons learned, and best practices to help state health departments train and further build capacity for CHWs in their communities.
- Training and education materials for CHWs to use within their communities.

Policy Resources



Implementation and Evaluation Resources



Training and Educational Resources



Literature Summary: Science in-Brief



Peer-Reviewed Journal Articles



Learn more about the CHW toolkit. [Watch the CDC Coffee Break Webinar](#)  (PDF-1.BM).

The full CHW Toolkit can be found at: <https://www.cdc.gov/dhdsp/pubs/toolkits/chw-toolkit.htm>

THANK YOU

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DIVISION FOR HEART DISEASE AND STROKE PREVENTION



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Embracing CHW Leadership & Equitable and Meaningful Engagement in CHW Policy Development

The Network for Public Health Law - Webinar

Advancing the CHW Workforce through Law and Policy

*Durrell Fox, CHW-Health Equity Consultant @
JSI (John Snow Inc.)*

The urgent and critical need to support CHWs role in Policy, Law...

- Nothing about us without us, CHW Self Determination (Kujichagulia) – More than just a mantra (don't just talk about it, be about it)
- Everyone listening to this webinar can play a role in supporting CHWs role in policy and legislation development
- CHWs also need support to develop the knowledge and tools to guide policy efforts

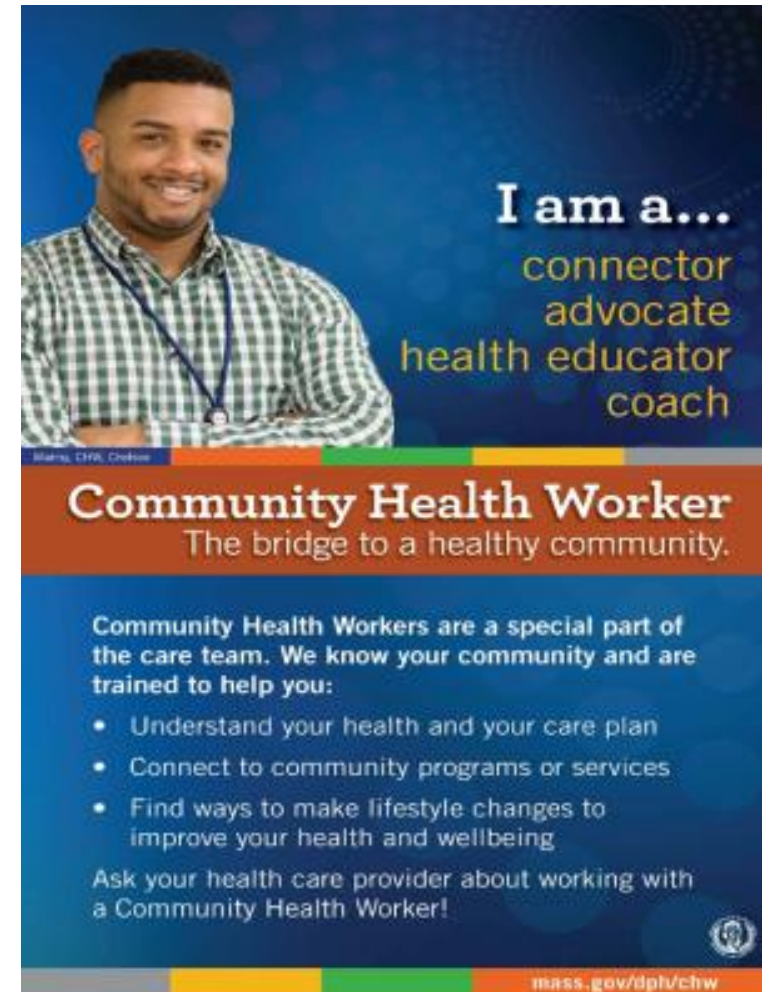
Building policy development and advocacy skills within the workforce

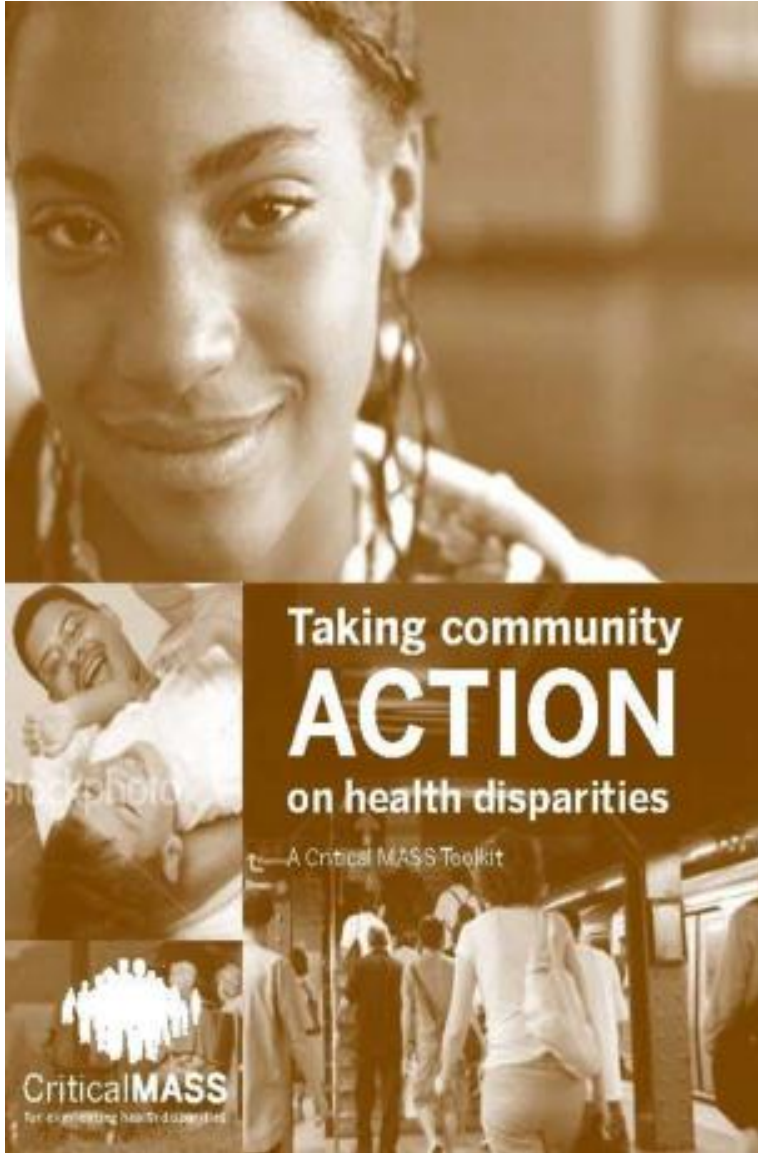
- Advocacy is one of the core roles and skills for CHWs (C3...)
- Policy development is not a CHW core role but becoming more common
- Case example – CHW developed CHW Advocacy toolkit (de-mystifying policy processes and language)



CHWs have increased capacity and tools, what's next ?

- Finding an “equitable seat at the policy table”
- Applying new skills in the field
- CHWs leading efforts to draft legislation





- **CHWs developing and understanding the evidence that informs policy and laws**
- **Other meaningful CHW engagement strategies**
- **Exploring your role in supporting CHW leadership in policy development**

State policy for CHWs: observations on implementation

Carl H. Rush, MRP
Community Resources, LLC
San Antonio, Texas



What patterns
have we seen?

- **Slow and steady vs. “impatient”**
- **State- vs. stakeholder-driven**
- **State government role-seeking and role-avoidance**
- **The role of Medicaid**
- **Connections between state and federal policy**
- **Common stumbling blocks**

Slow and
steady vs.
“impatient”

- Deliberate, patient – and frustrated: MA, FL, AZ, PA, CT
- Ready, fire, aim: OH, TX, RI, IN
- Hurry up and wait: IL, MD, WA, NM
- Chipping away at it: NV, CA, ND, MN

State- vs.
stakeholder-
driven

- **State-driven: MA, CT, RI, TX**
- **State riding shotgun:
FL, MI, CA, AZ**
- **State as experimenter:
OR, MO, NY, ND, MN**

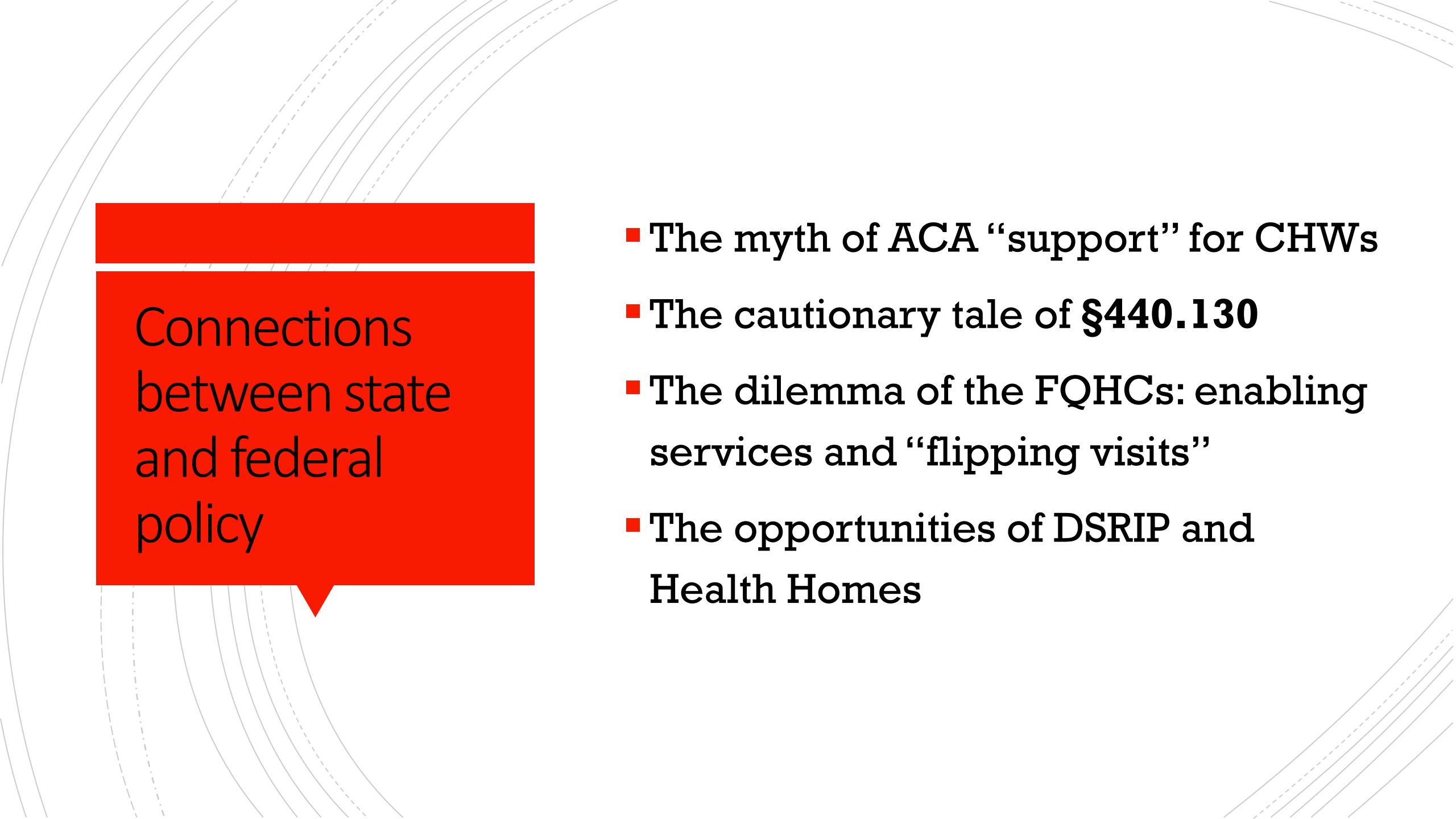
State government role-seeking and role- avoidance

- The anti-regulation climate
- The cost of administering certification
- Who controls training?
- The convening power
- The role of demand for hiring CHWs:
does current (or expected) demand drive
workforce development (WD)? Or is it
part of the WD function to stimulate
demand?

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a stylized globe. On the left side, there is a large red speech bubble with a tail pointing towards the bottom left. Inside this bubble, the text 'The role of Medicaid' is written in a black, sans-serif font. Above the main text, there is a smaller, solid red rectangular box.

The role of Medicaid

- Does the potential for state Medicaid funding drive creation of employment policies for CHWs?
- Does CHW certification lead to Medicaid financing?
- What role does the State Medicaid Office play in defining the CHW profession?
- Is fee-for service reimbursement a futile pursuit?

The background of the slide features a series of thin, curved lines in a light gray color, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

Connections between state and federal policy

- The myth of ACA “support” for CHWs
- The cautionary tale of §440.130
- The dilemma of the FQHCs: enabling services and “flipping visits”
- The opportunities of DSRIP and Health Homes

Common stumbling blocks

- Who may call themselves a CHW?
- How do you assess “shared life experience” as a qualification in public policy?
- What do stakeholders think “certification” means?
- What beliefs underlie their support for, or opposition to, certification?
- How do you assure CHW participation and leadership in policy development?

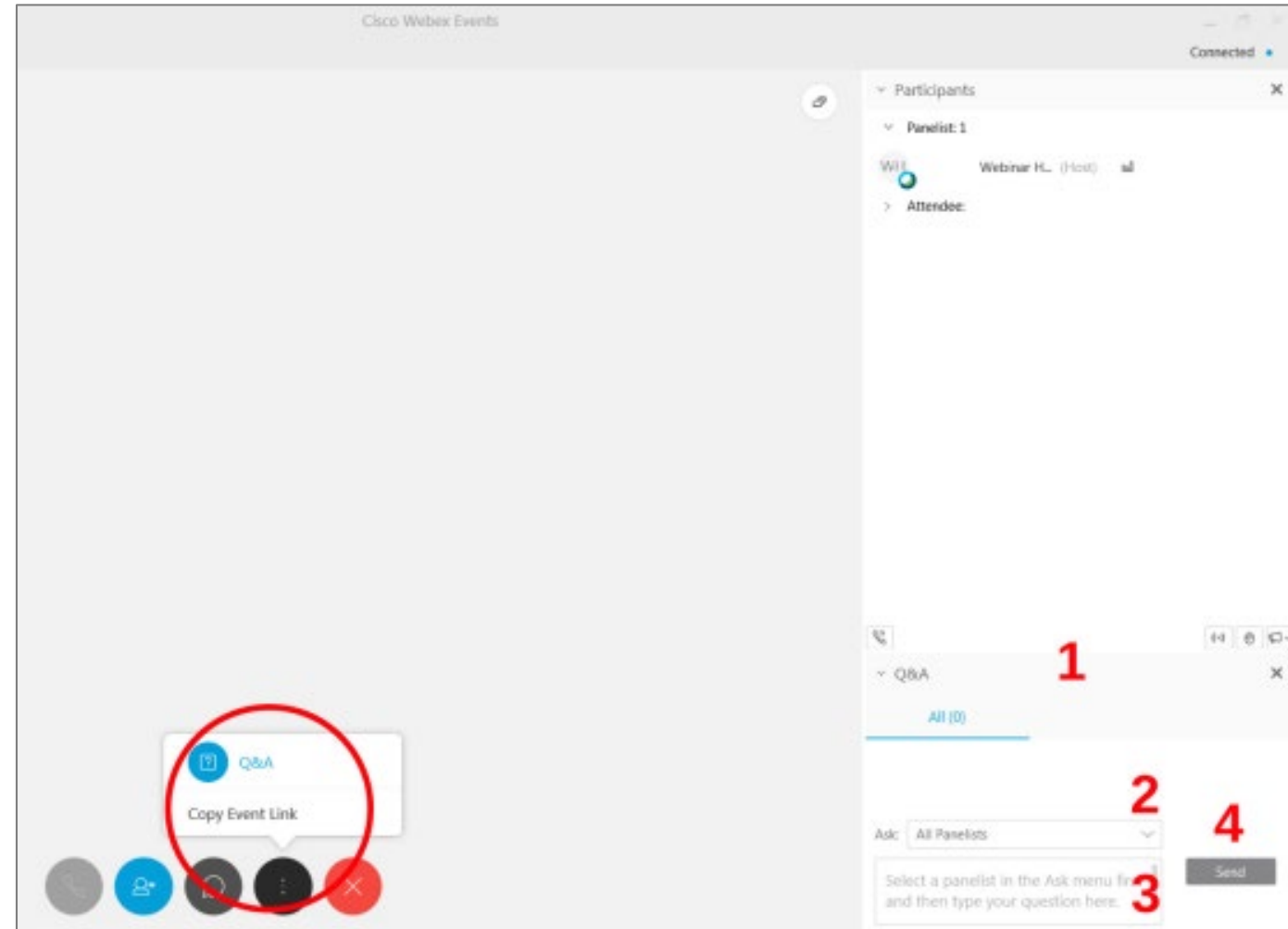
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Contact info

- carl@chrllc.net
- **(210) 775-2709**

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ACA Under Threat: The Potential Impacts of Repealing the Affordable Care Act

June 26, 1:00 – 2:30 p.m. EST

2019 Public Health Law Summit

Data Sharing to Improve Community Health

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