

# NACHW

NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH WORKERS

## Building a Movement for Health Equity and Social Justice

February 24, 2021

Community Health Worker Network of  
Buffalo, CoNECT, D'Youville College and  
Community Health Worker Leaders



DENISE OCTAVIA SMITH, MBA, CHW  
EXECUTIVE DIRECTOR  
NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH WORKERS



## **ABOUT NACHW**

**VISION :** Community Health Workers united nationally to support communities in achieving health, equity and social justice.

### **ENGAGE**

CHWs, Allies, Supporters, Partners, Sponsors, and Influencers

### **EDUCATE**

Stakeholders on the Impact of CHWs

### **EXPAND**

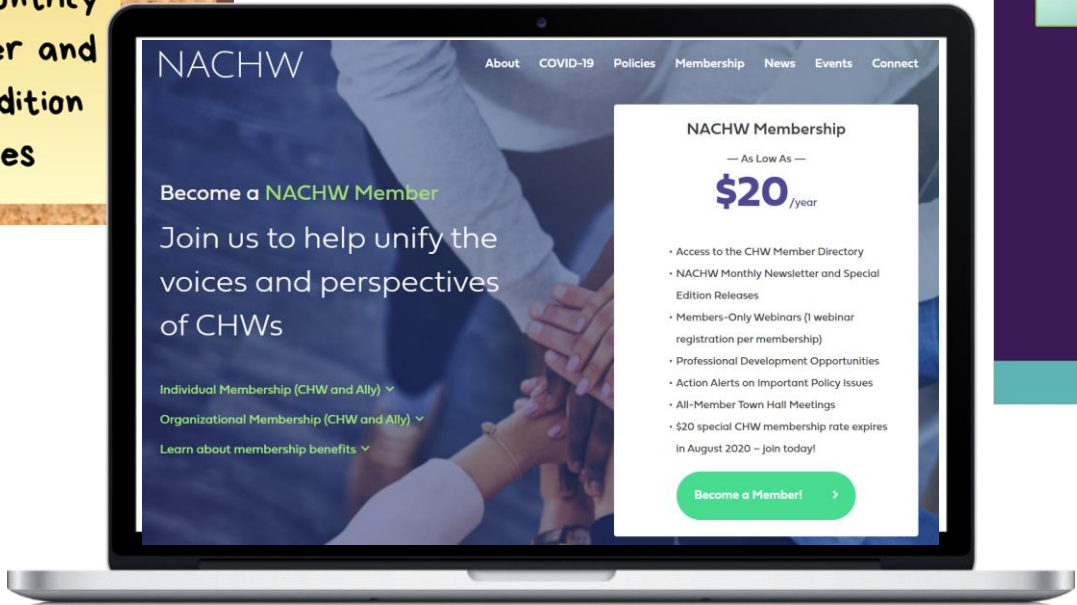
Membership, Recognition, Opportunities, and Collective Action

### **ESTABLISH**

National Voice and Sustainable Strategies On Issues Related To CHW Workforce

### **ENHANCE**

CHW Leadership Skills and Opportunity



**NACHW** | LEADERS IN COMMUNITY HEALTH  
NATIONAL ASSOCIATION OF COMMUNITY HEALTH WORKERS

**Individual Membership Opportunities**

2020

[www.nachw.org](http://www.nachw.org)

**WE VALUE OUR MEMBERS! JOIN US!**



# NEW! The CHW Document Resource Center

**Nation-wide CHW Document  
Research is One  
Click Away.**



nachw.org/chw\_resources/

**NACHW**  
NATIONAL ASSOCIATION OF  
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A curated, searchable online database of documents related to state policy advancements and workforce development practices for community health workers (CHWs).

Login today at:

<https://nachw.org/chw-document-resource-center/>



## COMMUNITY HEALTH WORKERS

TIMELESS ORIGINS

COMPASSIONATE SERVICE

COMMUNITY TRUST AND SHARED EXPERIENCES

PROVEN EFFECTIVENESS

IMPROVING WHOLE HEALTH AND WELL BEING

IMPACTING SYSTEMS AND DRIVING EQUITY

# Community Health Workers: a Precarious Workforce



01

## Who We Are

Disproportionately females of color of Hispanic, Black American, Indigenous American and Asian American and Pacific Islanders. Peers, Neighbors and Survivors with shared lived experience working on the frontlines. ([2007 National Workforce Study](#))

03

## Where We Work

Under-resourced community-based organizations; with growing presence in medical, behavioral health and social service systems. ([nachw.org](#))

02

## Who We Serve – How We're Funded

Most funding for CHW services is temporary grants and project-based funding to provide short term relief for marginalized communities, with income, access, navigation, quality and outcome inequities and disparities.

04

## What We Do

Cultural bridge building, health education, coaching, navigation and care coordination across sectors, community capacity building and advocacy, research and outreach support. ([c3project.org](#))

**NACHW IMPLEMENTS COVID-19 NATIONAL  
AWARENESS CAMPAIGN AND AMPLIFIES  
CHWs AND OUR CHW NETWORKS**



# CHWS: EXPERIENCES DURING COVID-19

“I’ve had difficulty getting a response from the emergency response teams in my community. I’ve called, emailed the city, joined their Facebook groups, answered their questionnaires, etc. It is very frustrating.”

- CHW respondent to NACHW March 2020 Survey

I would like to be included in the planning rather than being told something after the fact. I feel what I am expected to do is being decided without my input.

- CHW respondent to NACHW March 2020 Survey



# COVID-19 RESPONSE

Strengthening public health emergency response with Community Health Workers



“Testing millions of people per week will require hiring a large number of Community Health Workers.”

The Rockefeller Foundation, 2020

## 3 Ways to Amplify the Work of CHWs



Classify CHWs as “essential, critical infrastructure workers” and pay them to respond to COVID-19.



Mobilize funding to scale CHW networks and association capacity for contact tracing and care coordination training and services.



Recognize CHWs as leaders in COVID-19 community recovery & health system transformation efforts.



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Community Health Workers (CHWs) united nationally to support communities in achieving health equity & social justice.  
[www.nachw.org](http://www.nachw.org)


# CHWs are Needed More Than Ever to Strengthen COVID-19 Response

Response and recovery efforts focused on under-resourced communities that are not embedded in or in partnership with communities will be neither equitable nor effective.

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# NACHW COVID PARTNERSHIPS

 American Diabetes Association

## The role that CHWs play as first responders in the outbreak of COVID-19

**Expert Panel**

Betsy Rodriguez, BSN, MSN, DCES Centers for Disease Control and Prevention	Colleen Barbaro, PhD Centers for Disease Control and Prevention	Denise Octavia Smith, MBA, CHW, PN National Association of Community Health Workers
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 **ASTHOExperts**

### Community Health Workers (CHWs) and COVID-19: The Importance of Recruiting CHWs into State COVID-19 Responses

With **Denise Octavia Smith, MBA, CHW, PN**  
Executive Director, National Association of Community Health Workers

▶ | 🔊 0:05 / 7:51

Recording

## Role of community health workers and COVID-19





**HEALTH AFFAIRS BLOG**

RELATED TOPICS:  
COVID-19 | PUBLIC HEALTH | PANDEMICS | ACCESS TO CARE | SYSTEMS OF CARE

## To Strengthen The Public Health Response To COVID-19, We Need Community Health Workers

Denise O. Smith, Ashley Wennerstrom

MAY 6, 2020 [10.1377/hblog20200504.336184](https://www.healthaffairs.org/blog/20200504.336184)



**“CHWs – and NACHW – should be front and center as federal and state leaders seek to move out of the pandemic and re-open society.”**

**Claire Qureshi, Community Health Acceleration Partnership at the World Health Organization**

## COMMUNITY BASED WORKFORCE ALLIANCE





# CHWs Promote Social Justice and Address Racism

## Stop AAPI Hate Reporting Center



We encourage all who have witnessed or experienced micro-aggressions, bullying, harassment, hate speech, or violence to help us document. The more information we have, the better we can respond and prevent further incidents from occurring.

## COMMUNITY HEALTH WORKERS AND COVID19

THREE WAYS TO SUPPORT ASIAN AMERICAN AND PACIFIC ISLANDER COMMUNITIES

### BACKGROUND

Asian Americans and Pacific Islanders (AAPI) represent nearly 5.6% of the US Population and are expected to grow to 10% by 2050, faster than any other racial or ethnic group. Far from being a monolith, these communities have diverse cultures, languages and lived experience, and trace their origins to at least 19 countries in East and Southeast Asia. The "myth of the model minority" promotes a belief that AAPI's have few problems with health and with racism when in fact they share significant disparities in both areas.

The National Association of Community Health Workers offers three ways that Community Health Workers can inform and advocate for AAPI communities to improve their health and well-being during the pandemic and beyond.

**01 Language Access:** Title VI of the Civil Rights Act requires interpreter services for all patients with limited English proficiency who are receiving federal financial assistance, however in most states these services are an unfunded mandate.

**What CHWs Can Do:** Inform AAPI communities with Limited English Proficiency of their rights and connect them to high quality resources. Learn more about the Cultural and Linguistic Access Service Standards.

Visit <https://nachw.org/covid-19-resources/> for more COVID19 resources for CHWs



At Khmer Health Advocates a CHW provides telemedicine services

**02 Data Disaggregation:** Data collection analysis and reporting are needed to understand the impact of COVID-19 and ensure that Asian American, Native Hawaiian and Pacific Islander communities are visible and heard.

**What CHWs Can Do:** Data collection is one of the critical roles of the CHW profession and can improve services and outcomes. CHWs can advocate with employers and in communities for data collection that reflects the diverse communities we serve.

**03 Racial Discrimination:** AAPIs are more likely to report negative experiences because of their race or ethnicity since the coronavirus outbreak, including being subject to slurs or jokes, and fearing someone might threaten or physically attack them.

**What CHWs Can Do:** Use and share local and national Stop AAPI Hate Reporting Center website with AAPI communities and service providers (available in English and 11 other languages).

Developed in partnership with the Austin Asian Community Health Initiative and Khmer Health Advocates



# CHW Help Build an Equitable Vaccine Infrastructure

## Why Black and Indigenous Americans are skeptical of a vaccine

Their fears are anchored in the past.

By Anagha Srivasth | Oct. 15, 2020



The New York Times

## 'I Won't Be Used as a Guinea Pig for White People'

Mistrust of vaccines runs deep in African-American communities. Against formidable odds, Father Paul Abernathy and his teams are trying to convince residents of Pittsburgh's historic Black neighborhoods to volunteer for trials testing a Covid-19 shot.





NACHW is partnering with Morehouse to connect them with CHWs, in order to develop culturally appropriate strategies of disseminating information to these vulnerable communities and find out what resources are most vital in each community.

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**NACHW is:**

- Conducting listening sessions
- Producing an environmental scan report
- Hiring 12 CHWs in Morehouse's focus areas
- Developing a CHW field guide for national distribution
- Developing a network for CHW Employers and allies within the NCRN initiative

**NACHW Contact:**

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NACHW NCRN Coordinator  
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**Morehouse's NCRN Website:**

[https://ncrn.msm.edu/s/?language=en\\_US](https://ncrn.msm.edu/s/?language=en_US)

# VACCINE EQUITY RESOURCES

## Joint Statement On Ensuring Racial Equity In The Development And Distribution Of A COVID-19 Vaccine

10.26.2020



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Health Leads, the National Association of Community Health Workers (NACHW), the Community Health Acceleration Partnership (CHAP), CONVINCe, Partners in Health and the Native Ways Federation have joined forces on a comprehensive, two-year [U.S. vaccine equity initiative](#). This unified and collaborative approach to increasing vaccine confidence and uptake was built upon a co-created set of [guiding principles](#) and aims to support the rebuilding of community trust to address racial health disparities and [spark a health equity movement](#).

[info@nachw.org](mailto:info@nachw.org)

[www.nachw.org](http://www.nachw.org)



LinkedIn

# Our Work Continues.

*J Ambulatory Care Manage*

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## Insights on COVID-19 From Community Health Worker State Leaders

*Susan Mayfield-Johnson, PhD, MCHES;*

*Denise O. Smith, MBA, CHW, PN; Sara A. Crosby, MPH;*

*Catherine G. Haywood, BSW; Joelisa Castillo, CHW;*

*Dolontria Bryant-Williams, MBA, CHW;*

*Kim Jay, BA, CHW; Milagrosa Seguinot, AS, CCHW;*

*Treva Smith, CHW; Nicole Moore, CHW;*

*Ashley Wennerstrom, PhD, MPH*

**Abstract:** Community health workers (CHWs) leverage their trusting relationships with under-resourced populations to promote health equity and social justice in their communities. Little is known about CHWs roles in addressing COVID-19 or how the pandemic may have affected CHWs' ability to interact with and support communities experiencing disparities. A focus group with CHW leaders from 7 states revealed 8 major themes: CHW identity, CHW resiliency, self-care, unintended positives outcomes of COVID-19, technology, resources, stressors, and consequences of COVID-19. Understanding the pandemic's impact on CHWs has implications for workforce development, training, and health policies. **Key words:** *community health, community health worker, COVID-19, health equity, resiliency, workforce development*

Promote, Protect and Pay CHWs as essential  
critical infrastructure workers

Create Workforce Infrastructure to Support CHW  
Physical and Psychosocial Mental Health

Share Insights to Adapt and Improve COVID-19  
Response



Integrate CHW Leadership in the Design and  
Development of COVID-19 Response Strategies

Encourage CHW Engagement in Local, County and  
State CHW Networks

Strengthen Support for CHW Self-Care and Develop  
Targeted Approaches to Address their Concerns

The background of the slide features a dark, semi-transparent image of several hands stacked on top of each other in a circle, symbolizing unity and support. The text is overlaid on this image. The logo 'NACHW' is positioned at the top center, with 'N' in purple, 'A' in light blue, 'C' in teal, 'H' in light green, and 'W' in yellow-green. Below it, the full name of the organization is written in a smaller, light blue font. The main message 'Thank You' is centered in a large, bold, lime green font. At the bottom, the website and email addresses are listed in a white font. Teal geometric shapes are present in the corners: a triangle in the top-left and a large, multi-faceted shape in the bottom-right.

# NACHW

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## Thank You

[www.NACHW.org](http://www.NACHW.org)

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