

Southwestern AHEC’s Plan on Education and Collective Presence on SIM-CHW Certification

Goal:

To assure the State of Connecticut recognizes Certification of CHWs, by raising awareness and CHW Certification becomes state law.

Objectives	Activity	Individuals Responsible	Time Frame	Benchmark/Outcome
<p>Gain collective support from the public, CHWs, CHW employers, funders and others on CHW Certification for CT.</p>	<p>Engage with Health Equity Solutions and the Hispanic Health Council to identify consistent messaging.</p> <p>Identify, engage and educate key partners and CHWs. Key partners may include Legislators, CBOs, CHW Trainers, CHWACT, FQHCs – CHC, Inc. & CHCACT, AHECs, Local DPH Departments, Community Colleges, Providers, SIM Workgroups, 2-1-1, Consumers/community members, and PHTC.</p> <p>Identify and engage community members/clients with positive CHW experience to share as stories.</p> <ul style="list-style-type: none"> • Know Your Numbers • Liza Estevez • CHWACT • CHW graduates and training alumni 	<p>SWAHEC Staff involved in CHW initiative.</p>	<p>September to mid-October 2018</p>	<p>Successful completion of the communication and messaging framework.</p> <p>Key partners and Community members identified, engaged and educated.</p> <p>Consumer/Clients identified to share their experience working with CHWs. Stories collected.</p>

	<p>Develop a consistent messaging campaign that will include a simplified version of the recommendations and present who CHWs are.</p> <ul style="list-style-type: none"> • Messaging will also contain information on the role of CHWs improving someone's health. • Have short concise stories from patients/clients and how they have improved their health because of CHWs. 			
<p>Create and execute the framework/layout of how information will be disseminated throughout the state.</p>	<p>Build a structure on the types of environments utilized to present CHW certification and information.</p> <ul style="list-style-type: none"> • Host or participate in community meetings/learning sessions. • Provide a minimum of two presentations per week either hosting or participating. • Request speaking time during community meetings. Possible statewide and local meetings to engage: PCAG (Access to Care, Greater Bridgeport Health Lifestyle), Hispanic Advisory Council of Greater Stamford (HACGS), HIV Consortium, CT Oral Health Initiatives (COHI) , Greater Bridgeport Prevention Program/Bridgeport United Coalition, Joint Community Resource collaborative (JCRC), 	<p>SWAHEC Staff</p>	<p>September 2018 to October 2018</p>	<p>Structure completed and implemented and activity methods ready for use.</p> <p>Calendar developed and a minimum of 8 presentations secured every month with a minimum of 10 to 15 participants per presentation</p> <p>Track and engage new partners in spreading the message.</p> <p>Develop a tracking tool list that will have partners that have been engaged.</p>

	<p>Covering CT's Kids & Families (CCKF).</p> <ul style="list-style-type: none"> • Develop materials such as flyers/cards/brochures to distribute. Ongoing distribution of materials during in-person engagements, e-mail/newsletter, social media, and other methods identified as needed. • Request others to share this information with others via social media, email, websites, and other methods. • Include promotion of the CHW Website in these activities. 			<p>(Partners identify and share their work)</p> <p>Keep track of number of materials distributed. (to be determined)</p>
<p>Identify key partners supporting the CHW initiative and also build and strengthen relationships with other providers who have not heard of CHW Certification.</p>	<ul style="list-style-type: none"> • Schedule upfront meeting via in-person or phone with Health Equity Solutions and Hispanic Health Council to develop plan. • Combine resources with Health Equity Solutions, Hispanic Health Council and SIM Workgroups to disseminate the CHW Certification in different community venues. <p>Educate other providers throughout the state on CHW certification including Legislators, CBOs, CHW Trainers, CHWACT, FQHCs – CHC, Inc. & CHCACT, AHECs, Local DPH Departments, Community Colleges, Providers, SIM Workgroups, 2-1-1,</p>	<p>SW AHEC Staff involved in the CHW initiative</p>	<p>September 2018 to January 2019</p>	<p>Venues identified with HES, HHC and SIM Workgroups as well as calendar of dates.</p> <p>100% key partners identified, engaged, educated on CHW Certification.</p>

	Consumers/community members, and PHTC.			
Identify and build a collective presence of CHWs in preparation for Advocacy.	<ul style="list-style-type: none"> • Confer with our partners and develop a concise message that will be used to address the importance of the CHW certification and what it would mean for CT. • Work with one or two CHWs that will be the voice for the workforce. Identify via the CHWACT, 2018 CHW graduates (how training helped them be a better CHW), and other ways. • Engage legislator(s) that can be champions on the CHW initiative. 	SWAHEC Staff, In partnership with the Hispanic Health Council and HES	September 2018 to January 2019	<p>Message developed and ready for practice.</p> <p>One to two CHWs identified and prepared to serve as the voice of the workforce.</p> <p>One to two legislator(s) identified to support this legislation.</p>