




Barriers and Opportunities for Remote CHW Programs in Rural Communities

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Your presenter

Shannon is a wife, mother and entrepreneur with a passion for helping people. Shannon has more than two decades of experience in public and community health, and it is her personal mission to make health accessible for all through addressing social determinants and health barriers.



Meet the team!



Shannon Lijewski
Principal



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Master CHW Trainer



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Wendy Bailey
Training
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Our story

With a focus on building individual, organization and community capacity, our team is committed to working alongside our clients, distilling the most complex issues and providing a clear path forward. Everyday Life has had the unique opportunity to work nationally with health and human service organizations which has allowed us to gain insight and build on promising practices. Areas of expertise include but are not limited to; Community Health Workers (CHW), practice transformation, tri-sector partnerships, social determinants of health, change management, community systems integration and Clinical Community Linkages (CCL).

Agenda

- Barriers to remote CHW programs
- Opportunities for remote CHW programs
- Strategies for building remote CHW programs
- Tools needed for remote CHW programs

Community Health Workers (CWHs)

- Are frontline public health workers
- Are trusted community members
- Are exceptionally close to the communities they serve
- Serve as a liaison, link, and intermediary
- Navigate social services and health resources
- Facilitate individuals' access to services
- Are culturally competent to increase the quality-of-service delivery

Titles

More than 150 titles

- Outreach specialist
- Family liaison
- Workforce specialist
- Career coach
- Asthma peer
- Breastfeeding peer
- Recovery coach
- Care coordinator
- Family supports worker

Where CHWs work

- Medical offices
- Social services organizations
- Community organizations
- Nonprofits
- Churches
- Schools
- Hospitals
- Health departments
- Adult education and training centers



Roles

10 nationally recognized
roles and 25+ sub-roles

- Community resource expert
- Cultural liaison
- Translation services
- Health promotion
- Health coaching
- Care coordination/system navigation
- Coaching and social support
- Advocating for individuals and communities
- Providing direct services
- Home-based supports
- Implementing individual and community assessments
- Conducting outreach

CHW training



Not all states
require
certification and
training



Certification and training
help CHWs gain
employment and
knowledge needed to
perform their jobs well



CHWs learn core
competencies
needed to do
their jobs well

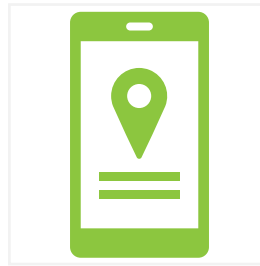
A day in the life of a CHW

- Meet with clients
- Explore clients' needs, motivations, barriers, and resources
- Establish goals with clients
- Refer the clients to resources, like Medicaid, local food pantries, etc.
- Follow up with clients
 - How are they doing? Are they improving? What other resources are needed?
- Attend meetings with community organizations and partners
 - Provide insight on needs you've identified in the community

Barriers to remote CHW programs



Rural community
broadband



Knowledge of
technology



Community
perspectives

Opportunities for remote CHW programs

Opioid intervention, Workforce development

Benefits of telehealth

- Limited physical contact reduces everyone's exposure to COVID-19
- Virtual visits ensure you get health care wherever you are located – at home, at work or even in your car
- Virtual visits cut down on travel, time off from work, and the need for childcare
- Virtual health care tools can shorten the wait for an appointment
- Increased access to specialists who are located far away from your hometown

Opioid intervention

- Early identification and connection
- Increased access to specialist
- Peer support
- Cultural competence

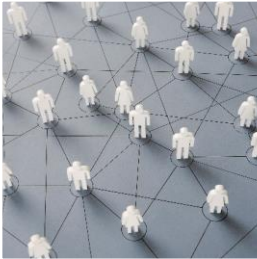
Workforce development

- Increased access to critical trainings such as Narcan
- Decrease training cost
- Decrease time out of work

Strategies for building remote CHW programs

Collaborations with libraries, businesses, and other rural resources

Collaboration



Connection



Share



Grow

How do you build connections

- Pause for a moment, think about the connections in your life; personal, professional, etc.
- How do you build relationships?
- How do you maintain relationships?
- What relationships do you place value on?

Strategies for creating intentional connections

- Be intentional about the people you associate with
- Learn and practice active listening skills
- Develop constructive conflict resolution techniques
- Focus on positivity as much as possible in your interactions.

Tools needed for remote CHW programs

Technology, equipment, and knowledge

Tools



Knowledge



Equipment



Technology

Making connections and mobilizing resources



Community Health Workers are available to all. They screen for needs and customize the response based on everyone's assets and supports



Community Health Workers partner with local anchor organizations to add capacity to the existing infrastructure

From the field

“I’ve learned to be flexible with my supervision” – MN Supervisor

“We’ve used technology to meet people where they’re at” – ND CHW

“When offices closed with Covid, I had to work from home with only my flip phone” – MI CHW

“We have always used text, virtual visit and telephone to meet our patients. Covid provided us the visibility to our work.” Iowa CHW

“Because I am a trusted member of my community, patients invite me into their homes to support use of electronic monitoring devices. I can then share this information back with my care team” – NE CHW

Thank you

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