

Southeast CHW Network Learning Collaborative Minutes

July 18, 2022

1:00-2:30 pm EST/ 12:00-1:30 am CST

Meeting Recording: https://youtu.be/e_4LB-Ha2EA

1. Welcome and instructions for chat box introductions (Name, state, CHW or ally)

Please be sure to share Name, State, CHW or Ally in the chat at the beginning of our meetings. This helps assist in reporting accurate attendance numbers about our network reach.

| Attendance by State | Number of Participants |
|---------------------------------------|------------------------|
| Alabama | 3 |
| Arkansas | 1 |
| Kentucky | 2 |
| Mississippi | 1 |
| North Carolina | 4 |
| South Carolina | 4 |
| Tennessee | 5 |
| Virginia | 2 |
| No State Indicated/Outside SE Network | 6 |
| Total | 28 |

*Attendance counts by state collected according to chat introductions; total attendance was 42.

2. Strategic Planning

- Pre-Presentation Survey: Please take a few moments to complete the brief survey related to your knowledge and understanding of Strategic Planning. This will help us to measure the impact of our Learning Collaborative Meetings. We appreciate your participation!
- **Donna Mack** PMP(r), IHC, PT Executive Director of the South Carolina Community Health Worker Association (SCCHWA)
 - Presentation slides attached
 - Does your organization have a strategic plan? Many do have a plan or have participated in strategic planning.
 - Planning helps us get places in a very efficient manner.
 - Strategic planning starts with a strategy!
 - Start with a vision and mission – where are you going and why? What will it look like when you get there?
 - What have you accomplished so far? Who is on your team?
 - From the very beginning it is good to have someone from the outside to help facilitate the development of the plan. Make sure they have access to all organizational documents (documents used to operate or develop your organization). An outsider will be better able to help identify what has been accomplished.
 - Who are your stakeholders? Who is on your side? Who can you depend on? Who is not on your side?

- Leadership, staff, CHWs, CBOs, Public Health, Education, HMOs, legislators, community members, local health departments
 - These are all stakeholders and the work you do will impact them. You must look at both positive and negative impacts. Those that may be on the negative side can help identify risk and play a valuable part in the process.
 - SWOT – Strengths, Weaknesses, Opportunities, Threats. Each area of your stakeholders can be assessed with SWOT. You want to ensure you have diverse voices at the table and you have covered all your bases.
 - This process takes A LOT of time when done correctly. Breakouts, Votes, Reviews. Sometimes a break is needed so members can think on the material presented and digest.
 - Start with your goal and then breakdown to objectives. Next, will be HOW the objective will be achieved (activities). Lots of sessions that allow members to throw out ideas – great to have your outside facilitator to capture all this information. Determine who will own the objective! Someone needs to be the point person for the objective.
 - Set SMART Goals
 - Specific, Measurable, Achievable, Realistic, Time Constrained
 - SCCWHA has a three-year strategic plan. You want to ensure yours are contained and not over 5 years.
 - Best to do in-person! Less distraction, more engagement, personal relationships, ability to read body language. Want to create an environment where people feel they can speak their mind and are in a safe space. Again, your facilitator can help read the room.
 - Appreciate the person that speaks to the elephant in the room. This helps bring to light something that most people are thinking but may not have spoken up.
 - Plan the process before you begin! Make sure you plan for at least 2 -3 months if you are editing an existing plan. If you do not have a base established plan for at least 6 months.
 - Resources are listed in the PowerPoint Slides. Council for Nonprofits Strategic Plan and Project Management Tool.
- Questions & Discussion
 - Honey Estrada – thank you for saying we need to call out in the elephant in the room. As CHWs we can shy away from this. We need to ensure voices are used to elevate.
 - What challenges have you faced? Getting everyone to talk and participate. You must know your group and make sure you move the vocal people around and have small groups. Also, make sure you keep your vision and mission statement as the focus for every meeting.
 - What characteristic should you look for in an outside facilitator? Look for Project Management background/institute, could also look at professional strategic planning groups if you have funds. Could also explore your local University to see if they have ways to help.

- How do you ensure the plan stays up to date and what does that process look like for SCCWHA?
 - Donna Mack has to report to the board monthly and the strategic plan is used as a guide for these updates. Your strategic plan will help save you – organizations will ask you to be involved, but you must reference your strategic plan to ensure it aligns.
 - Measurements can be on a time or percentage basis.
 - Strategic plans are not set in stone and can be revamped when needed.

3. Interactive State Updates and Feedback

- Alabama – Tuskegee Macon County Community Foundation (TMCC) – not present
- Mississippi Community Health Worker Association (MSCHWA) Kizmet Cleveland – last month MSCHWA started the introduction to our PowerPoint series with board members. They started with financials and had Financial Intelligence, LLC. present on non-profit and fundraising. This really helped the board members understand their duties as a 501 C3 and the needed paperwork. This month, Dr. Susan Mayfield Johnson will facilitate Program Development session for the board members.
- North Carolina Community Health Worker Association (NCCHWA) Honey Estrada NCCHWA will be using the funds to support strategic planning. They have been in communication with a facilitator and looking at hosting a strategic planning retreat. This would include the board members, team, and master trainers. More to come but starting to get the process underway!
- South Carolina Community Health Worker Association (SCCHWA) Donna Mack – SCCHWA is using a good deal of the funding to bring education opportunities to their upcoming conference on October 14th. These include a robust offering of educational opportunities that CHWs have asked for. This will be the first in-person conference!
- Tennessee Community Health Worker Association (TNCHWA) Nikayla Boyd – When TNCHWA submitted, they had three goals, one of those being to revise the toolkit that was designed for those that are new to hiring CHWs. Have been working with the education group to revise the toolkit and they do have one organization that is new to hiring CHWs and will be field testing the toolkit, with another potential college that may be interested in piloting. Goal number two was to design an evaluation tool for smaller CHW programs who do not have an evaluator on staff. They have hired an evaluator and they are working on the development now. The final goal was to establish competencies that the whole state will adopt. Two meetings have been held and they are working to update the language. What research or resources do others use in establishing competency standards? The C3 project is what many are using, the national website, and other state associations.
- **Call for Volunteers for Upcoming Meetings**
Do you know any network members, experts, or specialists in these areas? If so please, share them with Rebecca Salter. We would love to invite them to present!
 - Supervision for CHWs from Nikayla Boyd TN (best practices to lead): 8/15
 - Certification Options – we understand that this is different by state, and it would be great to have a panel on this topic to get various perspectives. Honey Estrada from NC has volunteered, but we need others!

- Storytelling
- Sustainability and Funding
- Advocacy Policy
- Strategic Partnering

- **Additional Announcements**
 - Tonya Elkins in Tennessee is very excited to have published their findings from a randomized control trial looking at CHW impact on maternal infant health outcomes. If anyone does not have a subscription and would like to have full access to the PDF please reach out to Tonya Elkins. It is exciting to add to the growing evidence on the positive impact that CHWs are having! Abstract Link: <https://pubmed.ncbi.nlm.nih.gov/35702003/>.