

BORN NOT MADE

CHW ANTHEM

Welcome to the 2023 Southeast CHW Network Summit!

When posting event pictures on social media, please feel free to use #SECHWs4HealthEquity

#SECHWS4HealthEquity #SECHWNS2023 #CHWactivate

Thank you for being here!





As COVID-19 cases are on the rise once again, please be mindful that if you (or anyone in your household) has COVID-19 symptoms or has been in contact with someone who has tested positive within the last 14 days, to send your love rather than attending in-person. Masks and a limited number of test kits (in the event you feel ill at the event) will be available at the conference. The SECHW Network Summit planning committee consider your health of the utmost importance and have taken measures to ensure attendees are well. Thank you for doing your part in making this as safe as possible.

Mask policy as of August 2023:

Masks are encouraged, but not required. However, this policy is subject to change based on local/state/federal public health guidelines at the time of the summit.

Masks & COVID tests will be made available at the registration table.

Thank you for your cooperation!

COVID-19 Considerations: Sticker System

Red - NO CONTACT: Six feet apart and social distancing.

Yellow - CAUTIOUS: Limited contact, elbow bumps only.

Green - OPEN: Handshakes & hugs welcome, frequent hand washing/sanitizing.

Continuing Education Credits

For a Certificate of Attendance:

~After EACH session~

Complete the evaluation

Enter your email at the end of the evaluation

Save the email that you receive - that IS your certificate of attendance!







Thank You to Our Sponsors!



















Thank You to Our Planning Committee!

Amber Mullen

Anne Sanderson

Betsy Rodriguez

Cynthia Demery

Debrica Jackson

Erin Caple

Felicia Barrow

Gwendolyn Johnson

Honey Estrada

Joe Williams

Judy Pile

Kathia Valverde

Kelssy Ambrosio

Kim Rawlinson

Letricia Mobley

Lisa Schueler

Mike Young

Mychelle Harris

Myra 'Mollie' Cruse

Nanette Bester

Nicole Moran

Rebecca Salter

Rumana Rabbini

Sarah Covington-Kolb

Shanteny Jackson

Soledad Bolden

Terri Jowers

Thomesha Johnson

Tiara Scott



Land Acknowledgement & Blessing



Featured Presenter: Dove Dupree

poet, musician, artist, & activist



Thank you!





Southeast CHW Network Strategic Direction



Vision, Mission, Values

VISION

Community Health
Workers are recognized
as integral to a
sustainable continuum of
care rooted in health
justice.

MISSION

To strengthen the collective impact of the Community Health Worker profession and advance health equity across the Southeastern United States.

VALUES

Cultural humility
Self-determination
Collaboration & Accountability
Equity & Justice









STRATEGIC DIRECTION

The Southeast Community Health Worker Network aims to strategically position themselves as a collective entity for CHWs in the region. Our work demands greater recognition of the profession to ensure the necessary resources and capacity. We are committed to sustainable approaches to advancing health equity and garnering respect for the value we bring to the communities we serve.

Priority One: Collective Knowledge

Create a LinkedIn & Facebook page for the SE CHW Network by early 2024.

Action Steps:

- Identify people to serve as moderators
- Create ground rules
- Keep content focus on health equity (limit polarizing content)

Menti Question: What type of content would you like to see on the SE CHW Network Facebook & LinkedIn account?

Priority Two: Workforce Development

Explore reciprocity agreement between SE states.

Action Steps:

- Research various training program offerings in each state.
- Present findings at SE CHW Network Summit, determine interest, & identify major themes.
- Create website with map outlining certification/ training by state, reciprocity policies if any, CHW stories, policy brief with themes identified at SE CHW Network breakout session.
- Create Reciprocity workgroup following summit.
- Share findings at 2024 Unity Conference.

Menti Question: When exploring CHW certification reciprocity what information is most important to you?

Priority Three: Policy & Advocacy

Opportunity to have a deeper dive on awareness / advocacy days planned by other states

Action Steps:

- Create a space to allow collective in-depth sharing about awareness / hill days / advocacy (timelines, what worked - what didn't, training).
- Identify speakers to talk on individual state events.
- Incorporate ways to align with NACHW's National CHW Awareness Week.

Menti Question: What tools do you need to be more confident in CHW policy/advocacy/awareness efforts?

Priority Four: Intentional Partnerships

Look to grow regional partnerships vs. state through sponsorship packages that include CHW/SE CHW Network stories & metrics.

Action Steps:

- Create a sponsorship package for the SE CHW Network that would include stories and metrics.
- Expand relationships to additional regional partnerships strength in numbers. Target larger organizations that individual states may not have the leverage to partner with.
- Increase network funding through intentional partnerships.

Menti Question: How can we identify and approach larger organizations for regional partnerships that states haven't engaged with before?

Priority Five: Governance

Create a steering committee with representation from each state.

Action Steps:

- Determine positions and roles (State Lead, Assistant Lead (membership/partners) connection to state CHW Association/Network & individual CHWs?)
- Equitable voting process
- Creation of founding document

Menti Question: How will positions like State Lead and Assistant be determined in the steering committee, and what criteria will guide these selections?



Sharing Progress on National CHW Advocacy Efforts: Supporting CHW Sustainability Across the Country From the 1990s through 2023

Durrell Fox, CHW - CHW Consultant with JSI Research & Training Institute, Inc.

Lucas Allen - Interim Advocacy Lead with Partners in Health

Julie Smithwick - Executive Director at the Center for Community Health Alignment

Angie Kuzma MPH, CHW - Policy & Advocacy Manager with the National Association of

CHWs

Lunch & Learn:

Sharing Progress on National CHW Advocacy Efforts:

Supporting CHW
Sustainability Across the
Country From the 1990:
through 2023



Health & Racial Equity: CHWs are the Solution

M. Greg Green, CHW - CEO at Miskonception, LLC. & CHWI Training Manager at the Center for Community Health Alignment

Kathia Valverde, CHW - CHW Training Specialist with the Center for Community Health Alignment





> CHW Activate Moment <

Zumba & Storytelling



Health & Racial Equity: CHWs Are The Solution

Brought to you by Johnson & Johnson's Our Race to Health Equity Initiative, their commitment to help eliminate health inequities for people of color in the US

Health & Racial Equity: CHWs are the Solution



Health & Racial Equity: CHWs are the Solution





Day 2: Friday, September 15th

7:30 - 8:30 AM - Breakfast

8:30 - 9:30 AM - Breakout Session #1

9:30 - 9:45 AM - Break

9:45 - 10:45 AM - Breakout Session #2

10:45 - 11:00 AM - Break

11:00 - 12:00 PM - Breakout Session #3

12:00 - 12:30 PM - LUNCH / Lunch & Learn

1:30 - 2:30 PM - State Roundtable Discussion

3:00 - 3:30 - Closing





Local North Carolina Welcome & Networking Reception

Join us on the Party Deck!





Day 2 - Breakout Session # 1 Options

Multiple Stakeholders' Perceptions of the Implementation of CHW Programs	Holly Pope, MSPH, PhD - Research Associate with the Center of Applied Research and Evaluation	Graham A
Transforming Knowledge into Action: CHW's Roadmap to Good Health - Interactive Training Session	Betsy Rodriguez RN, BSN, MSN, DCES, FADCES - Senior Public Health Advisor, DHHS, CDC, NCCDPHP, Division of Diabetes, Health Education and Promotion Team	Graham B
CHW Home Visitation Safety Best Practices	Catherine Hayward - Executive Director of Louisiana Community Health Outreach Network (LACHON) Silvia Ortega - CHW Consultant with Envision	Duke
Equity Lives Here: A Local Health Department's Approach to Elevating and Sustaining the CHW Profession in North Carolina	Keila Marlin, MPH, CCHW - Health Program Manager with the Community Health Worker Initiative of Mecklenburg County Public Health Department Brittany Weatherall, MHA - Health Equity Fellow with the Community Health Worker Initiative at Mecklenburg County Public Health Department	Mint
Empowering Native Communities: Addressing Trafficking Vulnerabilities and Supporting Healthcare Interventions	Nikki Locklear - Director of Domestic Violence/Sexual Assault/Human Trafficking Program with the N.C Commission of Indian Affairs, NC Department of Administration	Belk

Day 2 - Breakout Session # 2 Options				
Reaching for Reciprocity: Current Certification Standards in the SE CHW Network and Opportunities to Move Toward Regional Reciprocity	Haley Hirth - Second Year Medical Student at the University of South Carolina School of Medicine Greenville Sarah Covington-Kolb, CCHW - Perinatal Programs Manager with the Center for Community Health Alignment			
Workforce Development in Behavioral Health: A Paraprofessional Pipeline Model	Natalie Gober - Program Coordinator with the University of Louisville Trager Institute, Optimal Aging Clinic			

Optimal Aging Clinic

NCDHHS

Chelsea Miceli, MSSW - Program Coordinator with the University of Louisville Trager Institute,

Francisco Guzman - Minority Outreach Coordinator, Division of Child and Family Well Being,

Justin Merrick - Executive Director of The Center for Transforming Communities, Inc.

Co-director at the Center for Community Health Alignment

Lillie Fox, CCHW - CHW with the Center of Community Health Alignment

Fariha Stein, CHW - Program Coordinator with the Refugee Women's Network

Melissa Jones – Executive Director of the Bay Area Regional Health Inequities Initiative

Lisa Renee Holderby-Fox, CHW - Director of CHW Leadership Development and the Envision

Advocating for those children and youth

with Medicaid and without Medicaid

Bringing Community Treasures to Light in

Public Health: Reimagining the Community Health Needs Assessment through

Partnership & Collaboration

CHWs Joining The Fight For Oral Health

Graham

Duke

Mint

Graham

Belk

Day 2 - Breakout Session # 3 Options						
Popular Education Activated! The Ways CHWs are Empathetic Teachers as	Education Activated! The Ways CHWs are Empathetic Consultant DEI Training Specialist at Everyday Life Consulting Consultant DEI Training Specialist at Everyday Life Consulting		MHP Salud's CHW Training Program: A Novel Approach to Expanding the CHW Workforce	Amy Moncion, ACSW, LCSW, CCHW, CWCM - Community Liaison Director with MHP Salud		
well as Humble Learners			Mississippi Delta Health Collaborative's	Willie Ann Thomas, BSN, WOCN, RN - Clinical Lead with the MSDH, Mississippi Delta Health Collaborative (MDHC)		
CHWs and CHW Associations	CHW Programs Manager with the Center for Community Health Alignment in rticipatory and Impact Manager with the Center for Community Limpact Manager with the Center for Community Health Alignment	Graham B	Clinical Community Health Worker Initiative: Building Connections and Advocating for Improved Cardiovascular Health	Mattie Clark, CHW - with the MSDH, MDHC		
Participatory				Margrett Davis, MPH, CHES, RN - Nurse Manager with the MSDH, MDHC		
and						
Evaluation			Live From Charlotte It's CoLLab Learning - Fresh Eyes & Fresh Ears on CHW Issues	Terri Jowers, CCHW - Interim Executive Director of the South Carolina Community Health Worker Association		
	Janay Moniz - Behavioral Researcher at the Virginia Community Health Worker Association			Wilma J. Moore, CCHW - Highland Community Outreach Advocate with United Way of the Piedmont		

Duke

Mint

Belk



> CHW Activate Moment <

Stretch Break
Join us on the Party Deck!



Lunch & Learn:

Financial Structures for CHW Sustainability

Sherri Ohly - Envision Director, Mobilizing Action Toward Community Health (MATCH) Group at the University of Wisconsin Population Health Institute

Lisa Renee Holderby-Fox, CHW - Director of CHW Leadership Develop & Envision Co-Director at the Center for Community Health Alignment

Lunch & Learn:

Financial Structures for CHW Sustainability





State Roundtable Discussion

Presenter



CHW Movement Building & Policy Advocacy

Taylor Norris - Senior Manager of Engagement & Advocacy with NC Partners in Health **Honey Estrada, MPH, CHW** - President of the North Carolina CHW Association



CHW Movement Building & Policy Advocacy







> CHW Activate Moment &





www.menti.com

Code: 5268 9326

Rebecca's Baby!

Holden Lewis Salter

Born 9/14/2023 at 11:09 PM 8oz







Health & Racial Equity: CHWs Are The Solution

Brought to you by Johnson & Johnson's Our Race to Health Equity Initiative, their commitment to help eliminate health inequities for people of color in the US





Introductions







- Engagement
- Agreements
- Temp Check

OBJECTIVES



Describe fundamental concepts of equity, privilege, and inclusion

Compare past and present policies that maintain health inequities

Create opportunities through partnerships to impact and sustain systemic change

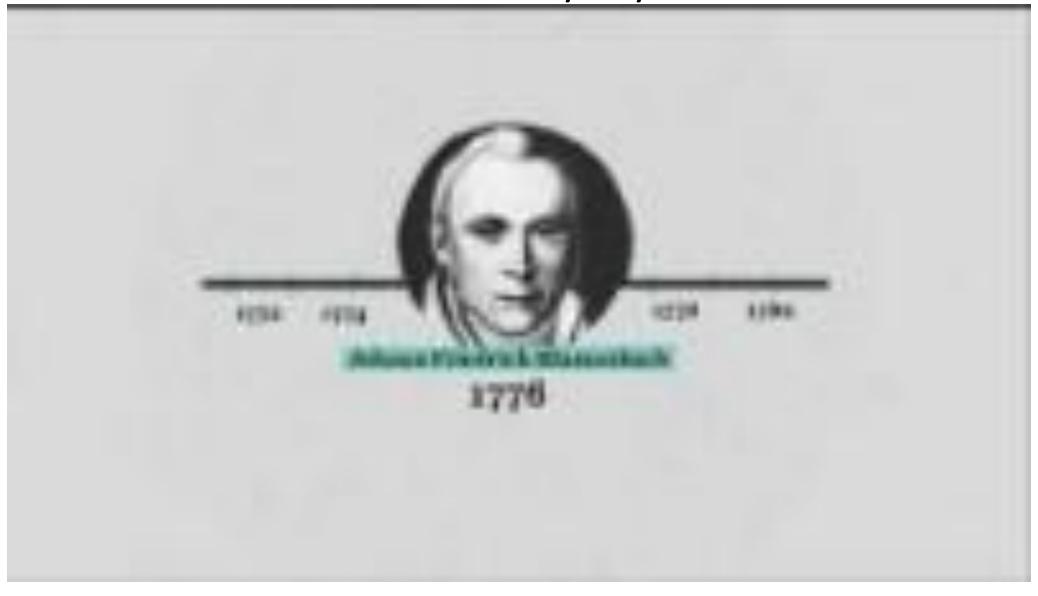


EQUITY FOUNDATIONS



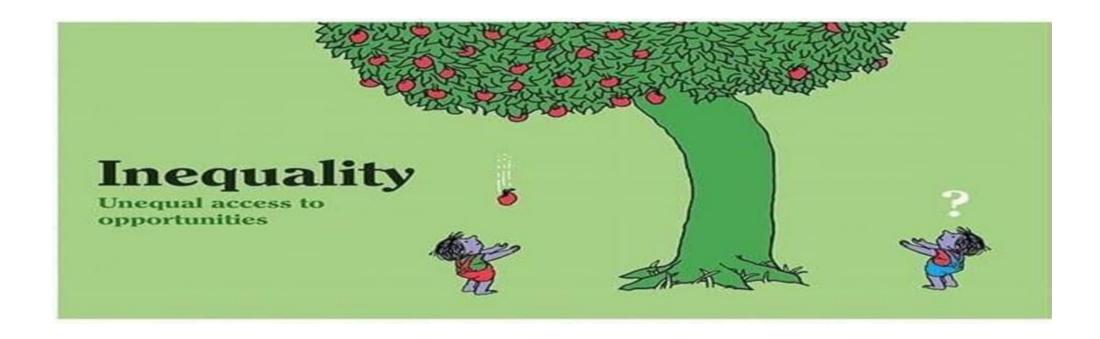
What is race anyway





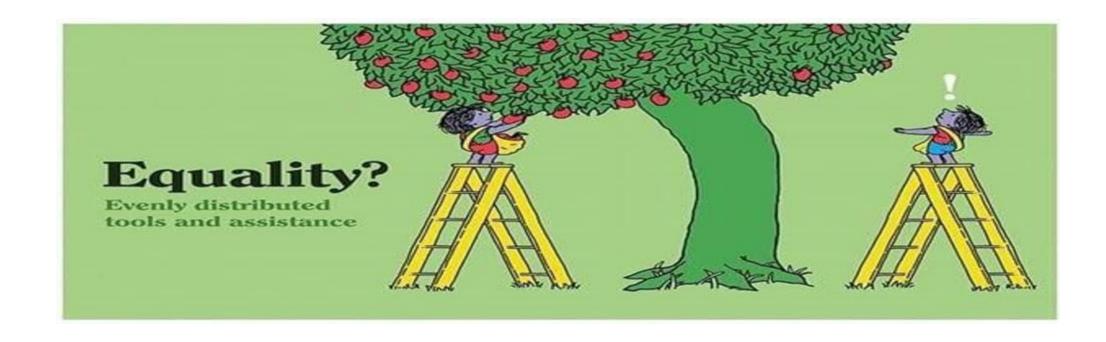


Inequality



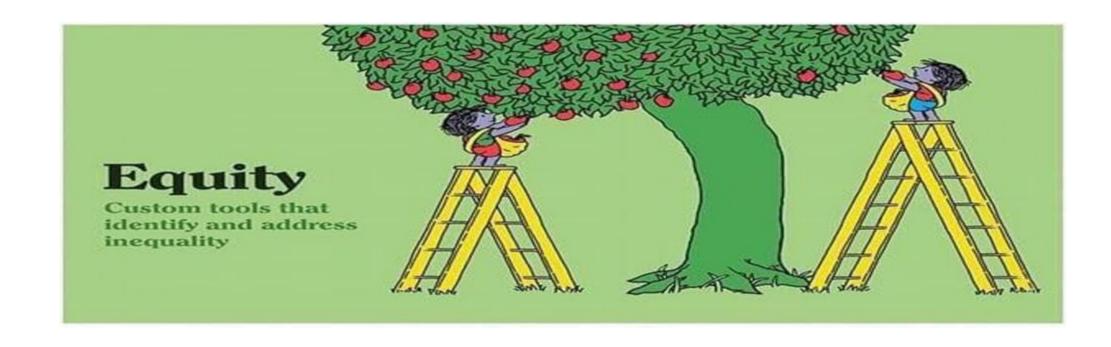






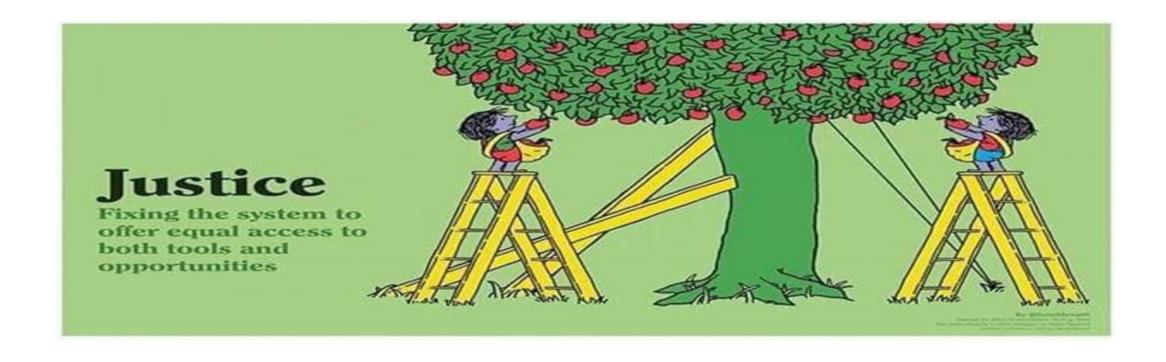


Equity



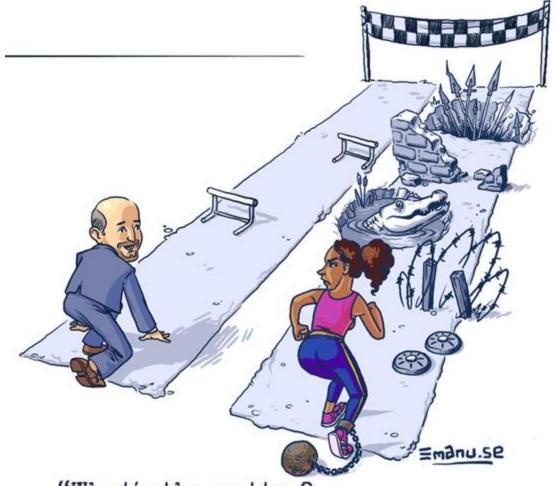


Justice



Privilege





"What's the matter?
It's the same distance!"



WHITE SUPREMACY CULTURE

Characteristics



URGENCY

Applying the urgency of racial and social justice to our every day lives in ways that perpetuate power imbalance and disregard for our need to breathe and pause and reflect.



According to the APHA: Achieving health equity first begins with building knowledge, understanding, and capacity within your organization or agency...

- Equity is more than a single intervention
- Have an open and honest dialogue
- Partner, partner, partner
- Be mindful of history
- Let go of your agenda
- Build trust
- Follow the data, but also local lived experiences
- Community ownership is paramount
- Pay attention to process
- Know when to step aside

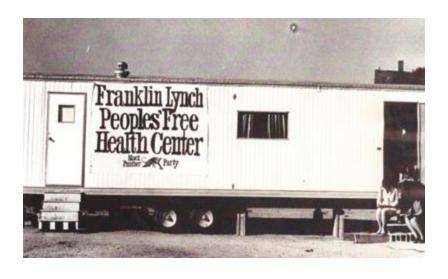
CHW's Impact on Policies - Past



Federal Migrant Act of 1962

Indian Health Services 1968





Black Panther Party 1969

CHW's Impact on Policies - Present

In 2023, anti-trans bills continue to be introduced across the country. We track legislation that seeks to block trans people from receiving basic healthcare, education, legal recognition, and the right to publicly exist.

567 bills
49 states

83 passed 359 active 125 failed



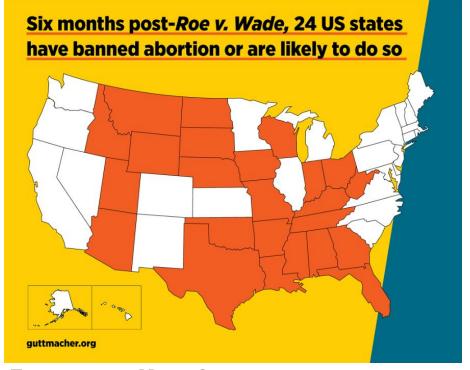














CONNECTING CHW WORK WITH COMMUNITY INVESTMENTS

PRINCIPLES OF SROI METHODOLOGY

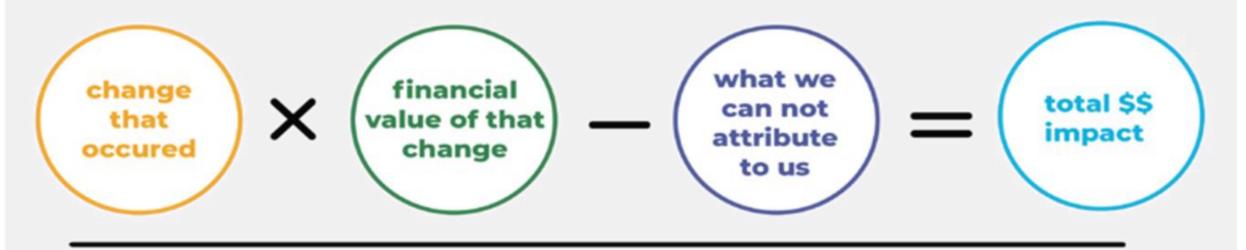
SROI measures change in ways relevant to the people or organizations that experience or contribute to it, assigning monetary values to represent social, environmental, and economic outcomes.

As a result, this valuation produces a ratio of benefits to costs or investments (inputs). For example, a ratio of 3:1 indicates that every \$1 delivers \$3 of social value. To estimate the value of the outcomes, SROI uses financial approximations - or proxies - that may vary according to the stakeholder.

PRINCIPLES OF SROI METHODOLOGY Cont'd

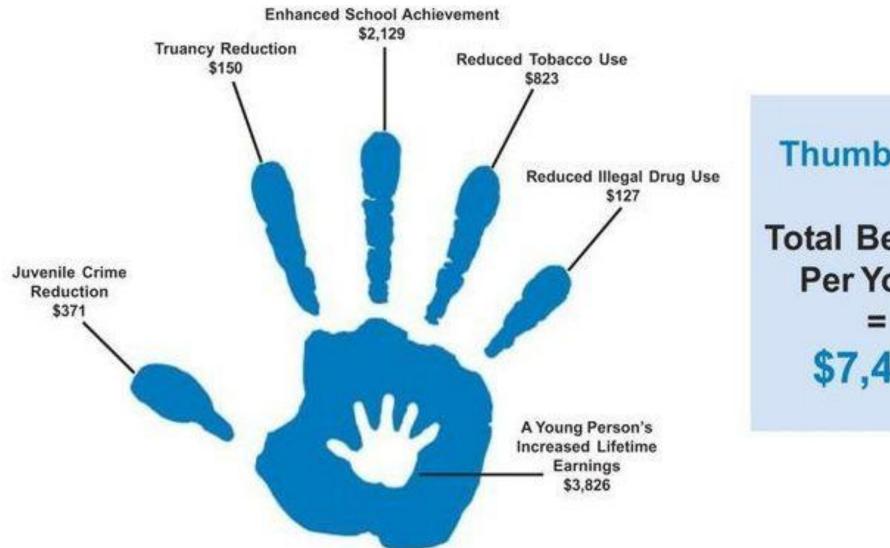
MEASURING CHANGE

How we calculate the Social Return on Investment (SROI)



cost to create the impact

Additional ways to communicate program/org SROL...

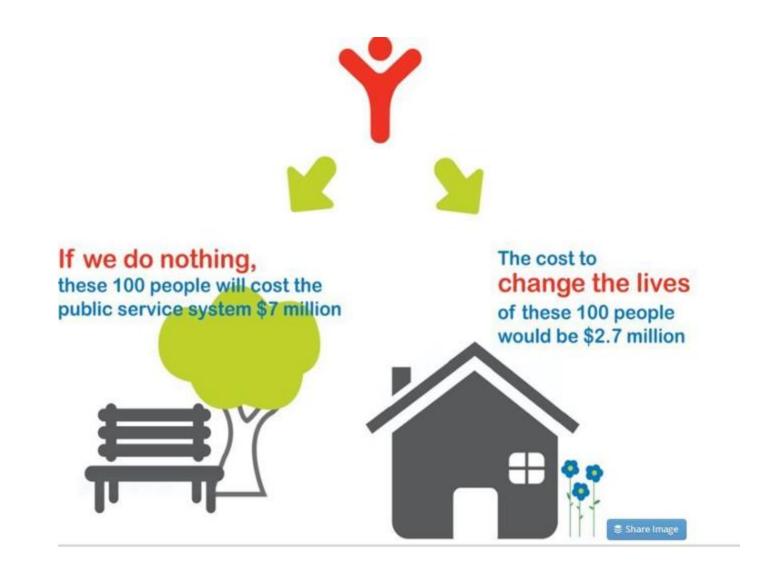


Thumbs Up!

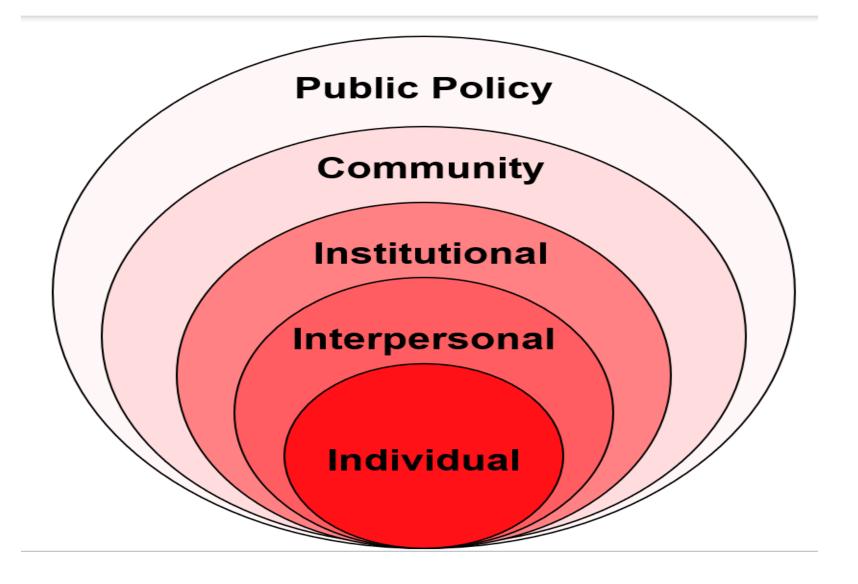
Total Benefits Per Youth

\$7,426

Additional ways to communicate program/org SROI...



Social Ecological Model



Individual



Interpersonal

Data tracking

Track client journey, follow up, and improve through a Learning Health System











Client

Individual with social and medical needs, interests, and gifts

Prescriber

Healthcare provider identifies non-medical issues and makes a social prescription a referral

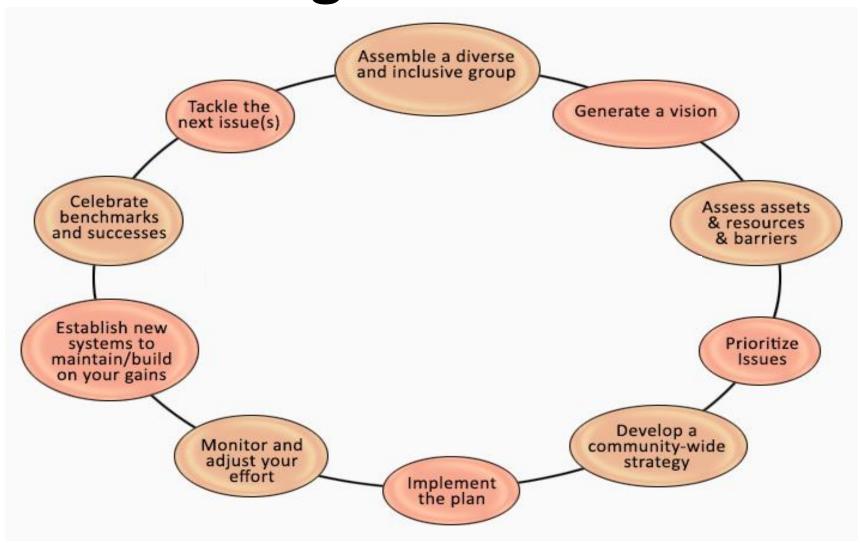
Social prescribing navigator

Connects individual to appropriate resources based on self-identified interests and needs, and supports their journey to wellbeing

Social prescription

Individual connected to social and community supports, with invitation to engage, co-create, and give back

Organizational

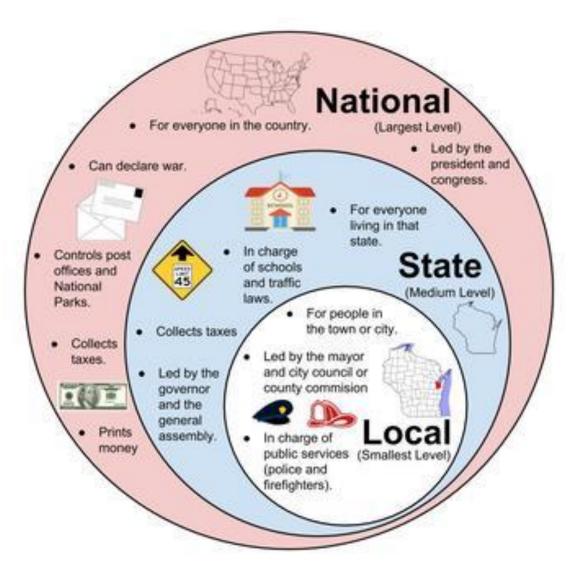


Community



Synergy amongst organizations

Policy, Systems, and Environment



ENGAGEMENT STRATEGIES

- Develop partnerships with community groups, organizations, and agencies
- Learn various organizations and the services or resources offered
- Participate in community events to increase awareness
- Host meetings/events to keep people informed





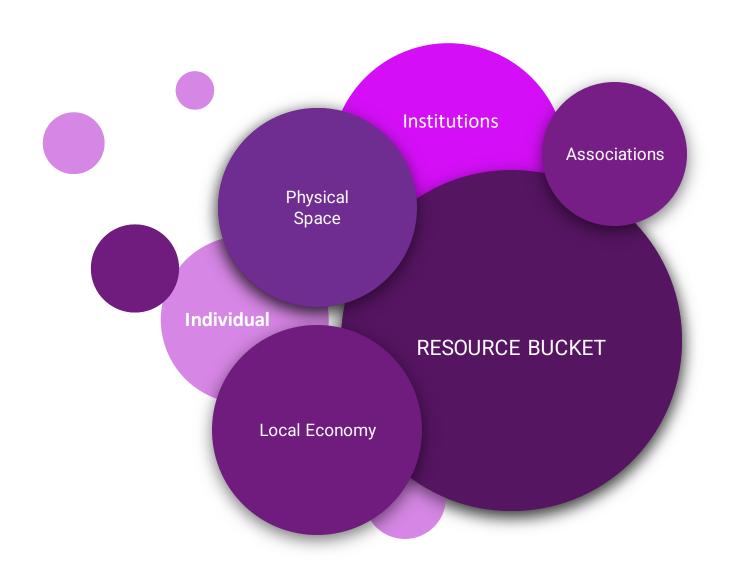
CHWS ADVANCING HEALTH & RACIAL EQUITY



Asset Mapping

Definition: Simply put, asset mapping consists of documenting tangible and intangible resources that are available in a community (Kretzman & McKnight, 1993).

Asset mapping is a simple but powerful activity for community engagement.



Identifying and Accessing Power

- Identify local representative/philanthropist/business owner/influential person to contact
- How will you contact them?
- What will be your ask?
- How will you convince them to support your issue/cause?





BUILDING INTENTIONAL RELATIONSHIPS & TRUST

- Ask! Don't Assume...
- Be approachable
- Listen
- Open lines of communication
- Open door policy
- Diverse methods of communication
- Be consistent
- Show up when you say that you are

Leveraging Tools to Impact Change

TOOLS FOR INFLUENCE

AGENTS FOR CHANGE



STORIES AND NARRATIVES:

Using simplified and contextually relevant stories that help decision-makers make sense of complex realities, linking climate action with development objectives



CHEERLEADERS AND CHAMPIONS:

Nurturing and rewarding leaders and leadership



RAPPORT AND TRUST:

Building trust in the programme and its staff to deliver



DOWNSTREAM IMPLEMENTERS:

Influencing action on the ground by working with those who actually implement, rather than set, policy

POLICY OUTCOMES



ADVOCACY AND NETWORKING:

Harnessing and developing networks on adaptation inside and outside government

Tanner, Thomas & Zaman, Rizwan & Acharya, Sunil. (2018). Influencing adaptation policy: The role of policy entrepreneurs in securing ownership and climate action in South Asia. 10.13140/RG.2.2.15953.58721.



ADVOCACY THROUGH STORYTELLING

The Power of Storytelling



What makes storytelling powerful?

- Changes the way they see the world in some way
- Listeners drop their guard
- There is an emotional investment
- Releases neurotransmitters in the brain

Dopamine:

Increased focus, motivation, memory •Build suspense, cliffhanger

Oxytocin

Increased generosity, trust, bonding, empathy

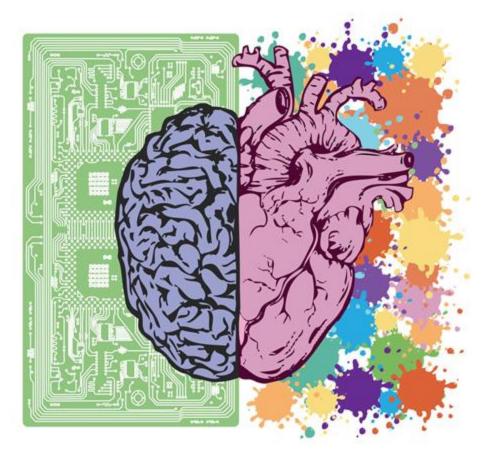
•Sad stories, stories of loss

Endorphins

Increased creativity, focus, relaxation

• Funny stories

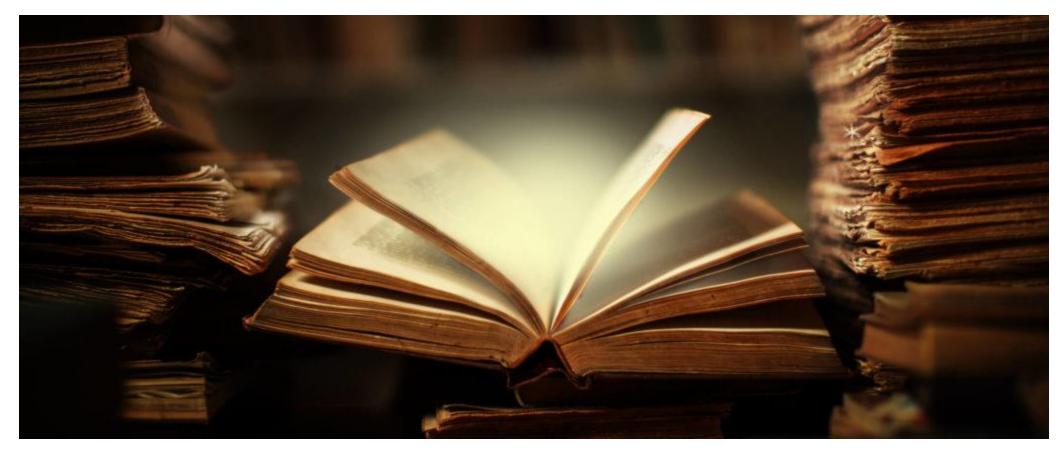
Source: David JP Phillips, TedTalk



Source: Karen Eber- why storytelling is more trustworthy than presenting data Ted Talk

- Stories light up all the senses
- The entire brain gets engaged
- Neural coupling- mirror brain of storyteller
- Stories resonate in words
- Stories and data are not opposites
- Data doesn't change behavior, emotions do
- Fear is impervious to facts (Dr. Reza Aslan)

The Elements of an Effective Story



"To be a person is to have a story to tell."

Isak Dinesen

The Four P's:

People

Place

Plot

Purpose

Act 1 Exposition

What is the context? Why should I care?

Act 2 Conflict

What is the conflict?
Where is it that everything changes?

Act 3 Resolution (worth waiting for)

What is the outcome? What is the takeaway?

FINAL THOUGHTS...



- Ask communities what their needs are
- Listen to their stories
- Navigate asset mapping
- Use the power of storytelling for advocacy





Kathia Valverde (She/Her/Ella) valverdk@mailbox.sc.ed

Thank you





M. Greg Green (He/Him) mgreggreen@sc.edu