



## **SC CHW Ambassador Program (2025 Relaunch)**

### **Program Overview**

The Center for Community Health Alignment (CCHA) and the South Carolina Community Health Worker Association (SCCHWA) are excited to announce the relaunch of the South Carolina Community Health Worker Ambassador Program (SC CHW Ambassador Program). The SC CHW Ambassador Program is an initiative dedicated to advancing the CHW workforce in South Carolina. We are looking to engage a diverse group of CHWs to serve each year to represent and promote the role of CHWs statewide as well as advance the mission of the state association.

To maximize reach and promote regional diversity, CHWs are selected to serve from each region of the state. Up to 10 CHWs will be selected to participate each program year.

### **Program Requirements**

- Must reside in South Carolina
- Must be a current member of the SC CHW Association
- Must be able to commit to active participation in program components

### **Core Program Components**

- CHW Leadership Development Workshop (In-person)
- 1-2 virtual sessions focused on public speaking, timely CHW topics related to workforce issues and advocacy (based on cohort professional development needs)
- Quarterly SCCHWA meetings
- Outreach and awareness efforts to support SCCHWA and CCHA initiatives
- Provide advisement to SCCHWA and CCHA on topics including CHW workforce best practices, workforce development, or other timely workforce and community issues.

### **Program Incentives**

- Eligible for 2 service CEUs for CHW certification
- Stipends to support program participation and travel as required
- Registration scholarship for the annual SC CHW Impact Summit

### ***What is a CHW Ambassador?***

A Community Health Worker (CHW) Ambassador is a trained CHW who has been selected to represent and promote the role of CHWs at a broader, state-wide level. This position involves advocating for the recognition, support, and integration of CHWs within healthcare and public health systems, as well as advancing the mission of the state association. Their duties and responsibilities include:

- **Advocate for CHW Recognition:** Work to raise awareness about the importance of CHWs in improving health outcomes and reducing health disparities, particularly in underserved communities.
- **Promote CHW Programs:** Spread the word about the value of CHWs and their impact on community health, supporting efforts to expand CHW programs across the state.
- **Support CHW Training and Certification:** CHW Ambassadors help with the promotion of SC CHW Core Competency training and certification to ensure that CHWs are equipped with the skills needed for their roles.
- **Facilitate Networking and Peer Support:** Create or support spaces for CHWs to network, share resources, and receive ongoing professional development through conferences, webinars, or local events.
- **Public Education:** Engage in public speaking, media outreach, and educational campaigns to raise awareness of the CHW role and its impact on improving health outcomes, especially in underserved or marginalized communities.

### ***Key Skills and Qualities of a SC CHW Ambassador***

- **Strong Advocacy Skills:** The ability to effectively communicate the value of CHWs to diverse audiences, including policymakers, healthcare providers, and the public.
- **Leadership and Collaboration:** Experience in leading or facilitating group efforts, as well as working collaboratively with various stakeholders, including healthcare systems, government entities, and community organizations.
- **Community-Centered Approach:** A deep understanding of the needs and challenges facing the community they serve and a commitment to addressing health inequities.
- **Cultural Competence:** The ability to work with diverse populations and understand the unique cultural factors that impact health behaviors and access to care.