

Improving Public Housing Health Center Service Delivery Through Cultural Competence and Health Literacy

Learning Collaborative: Session 3



Friday, May 15, 2020



NATIONAL CENTER FOR HEALTH IN PUBLIC HOUSING



DISCLAIMER:

The National Center for Health in Public Housing (NCHPH), a project of North American Management, is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U30CS09734, a National Training and Technical Assistance Cooperative Agreement (NCA) for \$608,000, and is 100% financed by this grant. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

The mission of the National Center for Health in Public Housing (NCHPH) is to strengthen the capacity of federally funded Public Housing Primary Care (PHPC) health centers and other health center grantees by providing training and a range of technical assistance.



MUTE



CHAT

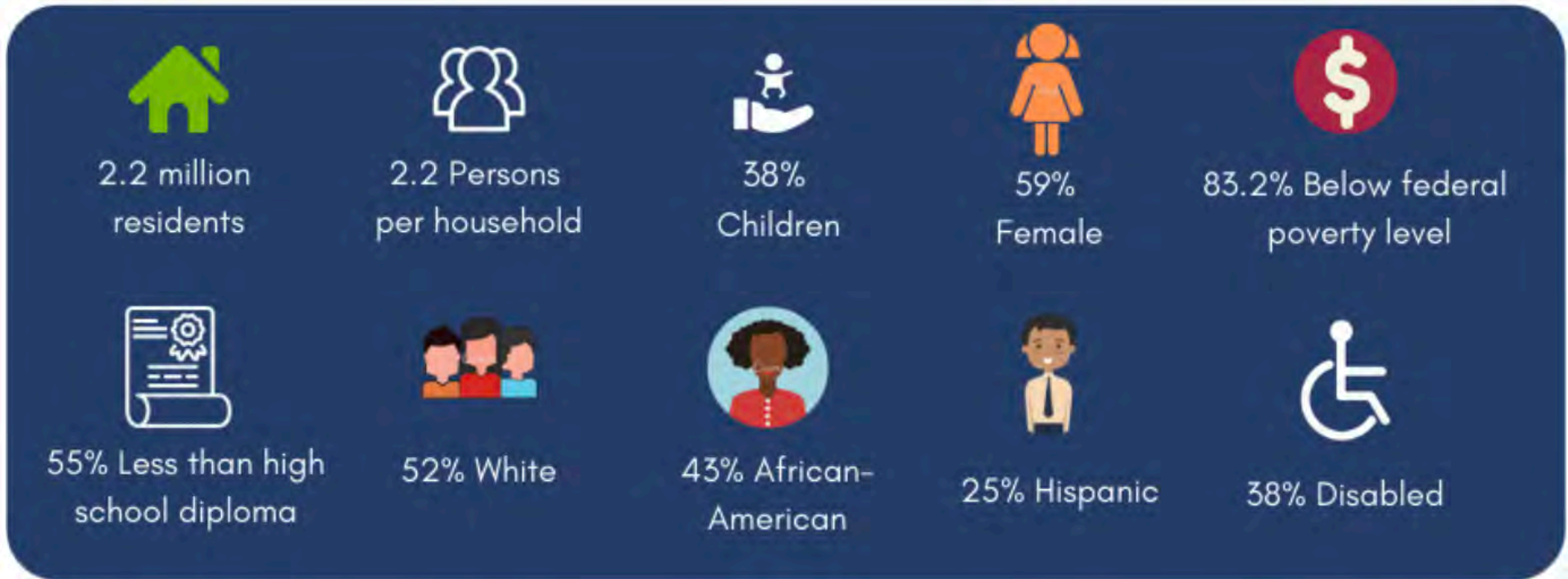


RAISE HAND



Q&A

Public Housing Demographics



Source: HUD

Abdín Noboa-Ríos, Ph.D.



Deeper Dive:

How to use community health workers to improve health literacy and access to care

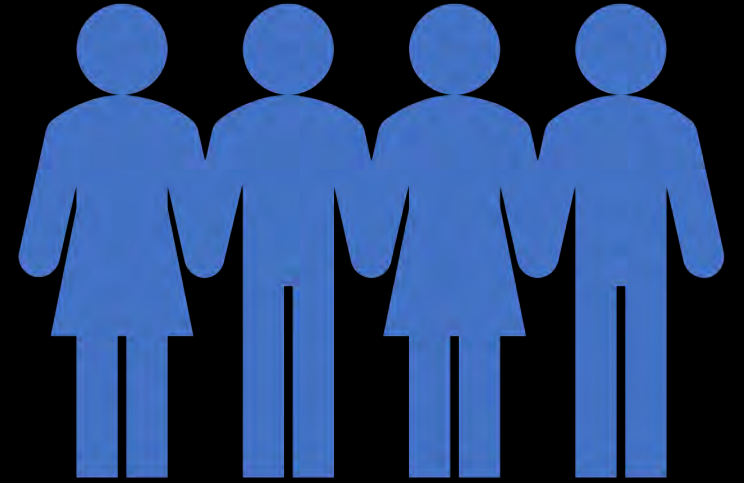
Abdín Noboa-Ríos, Ph.D., David Preston, Susan Vega, and Celine Mutuyemariya

LC Session 3: May 15, 2020

Cultural Competence

- **Demographic shifts are taking place**
- **Cultural shifts are rapidly occurring**

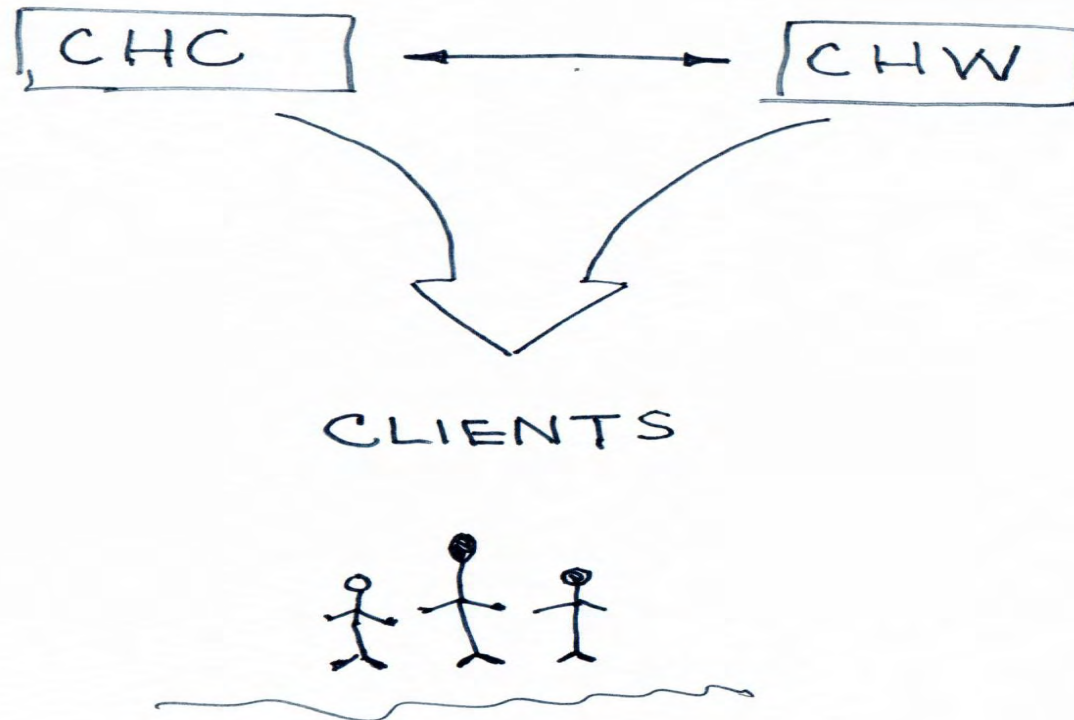
**Cultural competence
bridges gaps**



Strategies for Health Literacy



Outreach Process



Community Outreach

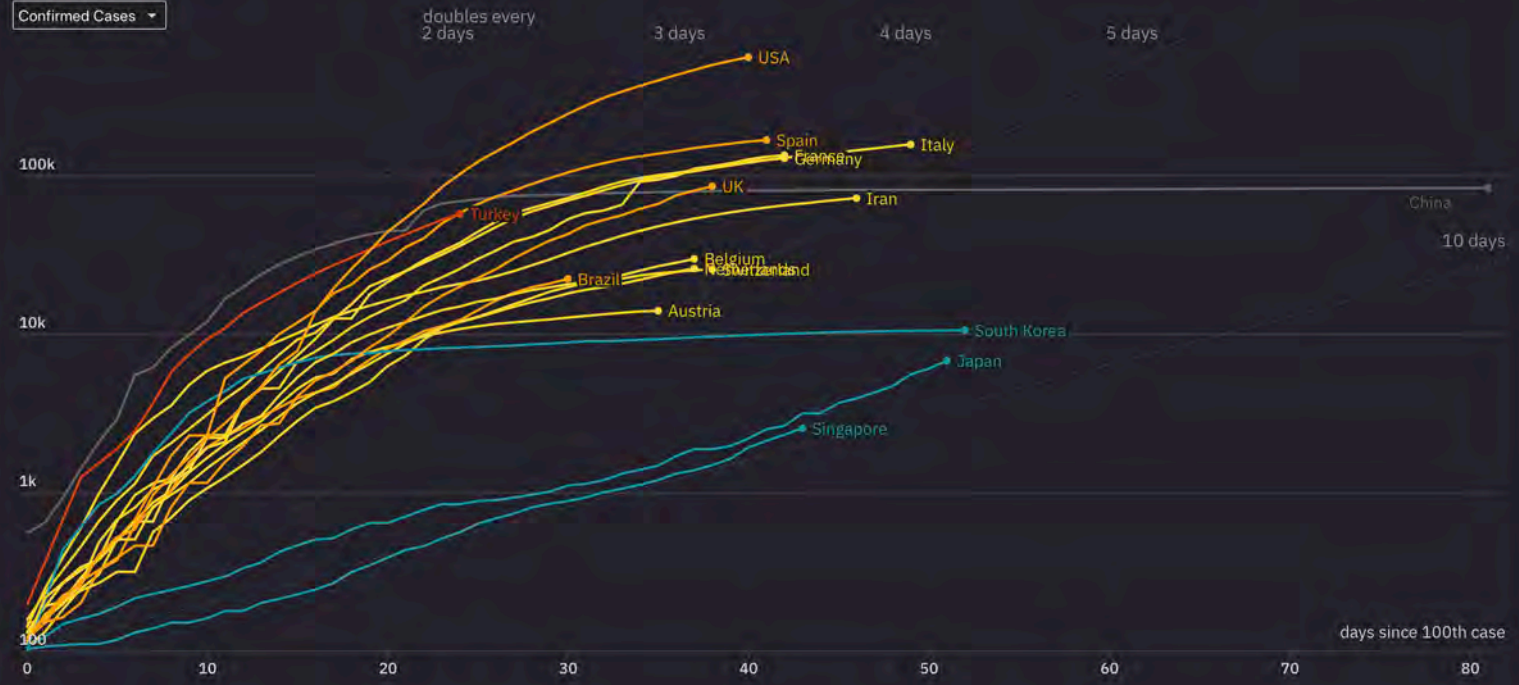
- **What is the effectiveness?**
- **What are the challenges?**
- **What has been learned?**
- **What are best practices?**

Coronavirus Infection Trajectories

Growth of Outbreaks

updated 13 Apr 2020

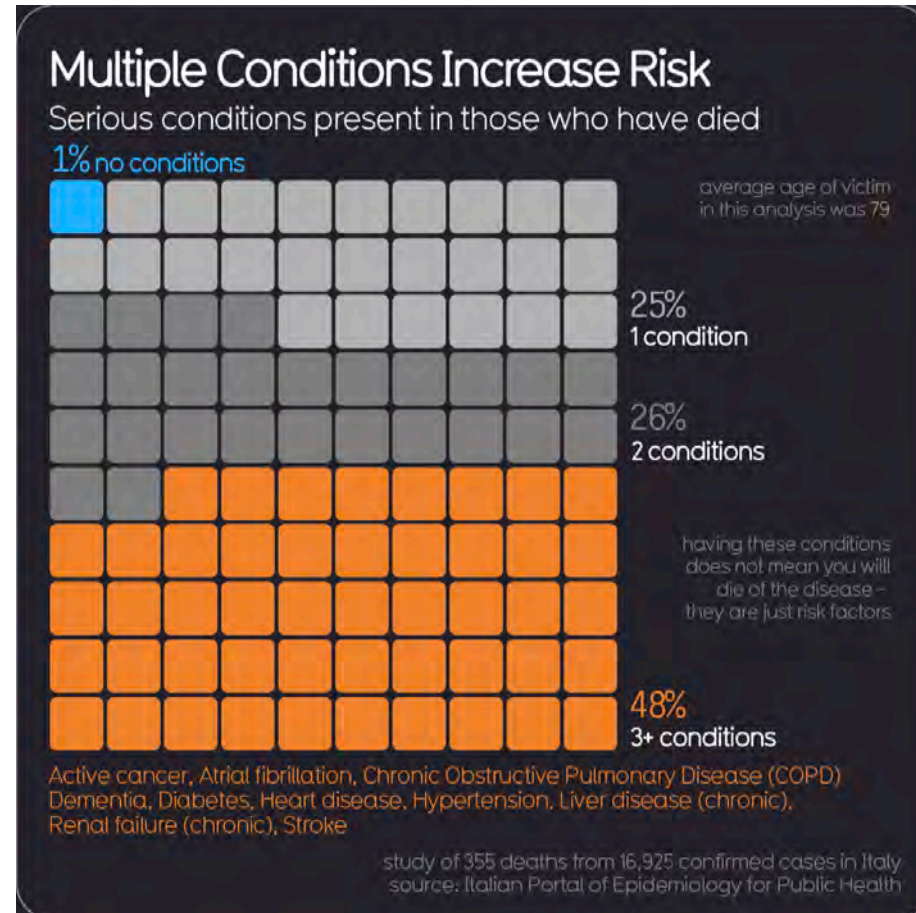
Confirmed Cases ▾



Risks for the population

- **Low income**
- **Poor access to health care**
- **Low insurance coverage**
- **Pre-existing conditions**
- **Highly-populated households**
- **Low health literacy**
- **Frontline workers**
- **High exposure rates to COVID-19**

Multiple Conditions Increase Risk



Under a Pandemic

- 1. Mental health concerns**
- 2. Increase in aberrant behavior**
- 3. Vulnerability to misinformation**

Here Leadership is Key

Message delivery must be ...

- **Clear**
- **Accurate**
- **Honest**
- **Consistent**
- **Transparent**
- **Overly communicated**

¡Under Crisis!

**A new normal
emerges**

“It’s OK not to be OK”

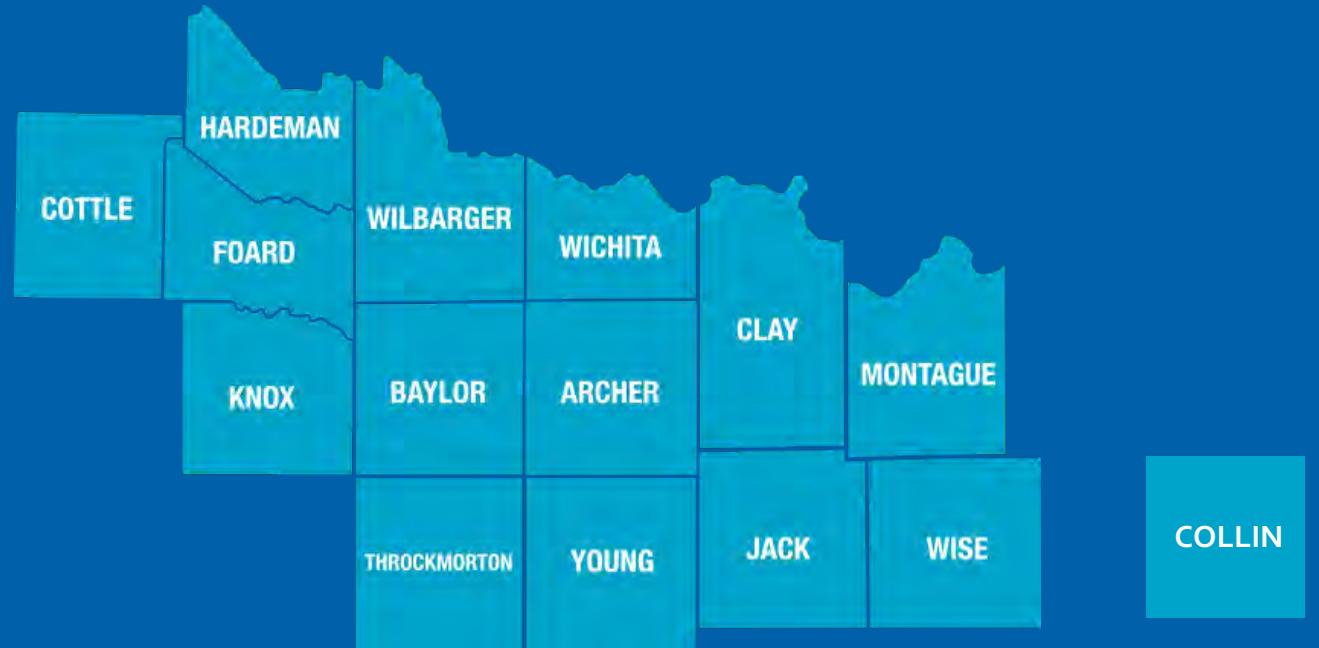
David Preston
Director of Marketing & Outreach



COMMUNITY HEALTHCARE CENTER
WICHITA FALLS, TEXAS



COMMUNITY HEALTHCARE CENTER WICHITA FALLS, TEXAS



COMMUNITY HEALTHCARE CENTER (BY THE NUMBERS)



2014

- ❖ Served over 15,000 unduplicated patients
- ❖ With over 30,000 encounters

2019

- ❖ Served over 31,000 unduplicated patients
- ❖ With over 108,000 encounters

COMMUNITY HEALTHCARE CENTER WICHITA FALLS, TEXAS



Community Healthcare Center



Juarez Medical Clinic



Phyllis Hiraki Dental Clinic



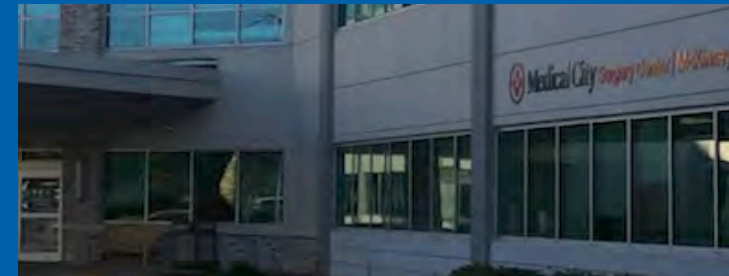
Family Health Center



Pediatric Associates



Family Health Center at Virginia Parkway



Women's Health Center of McKinney

COMING SOON TO
COMMUNITY HEALTHCARE CENTER
WICHITA FALLS, TEXAS



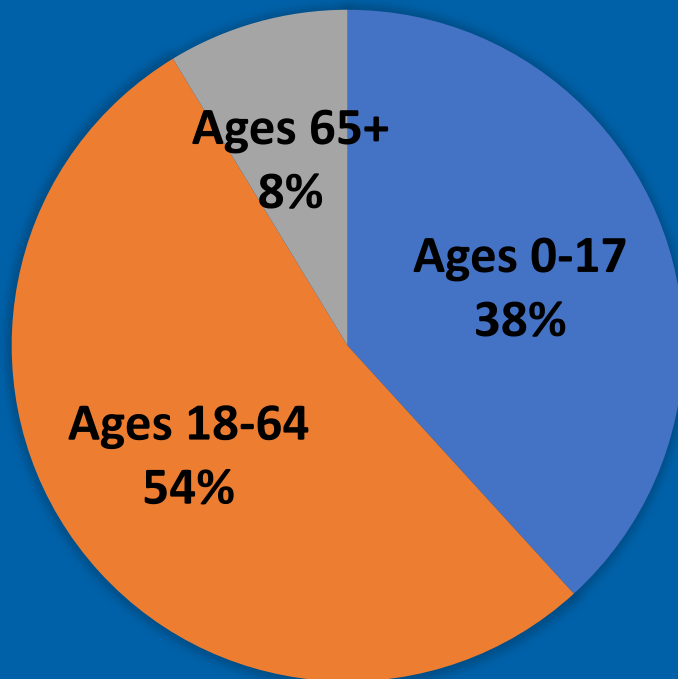
Community Healthcare
Center at Zundy
Wichita Falls, TX



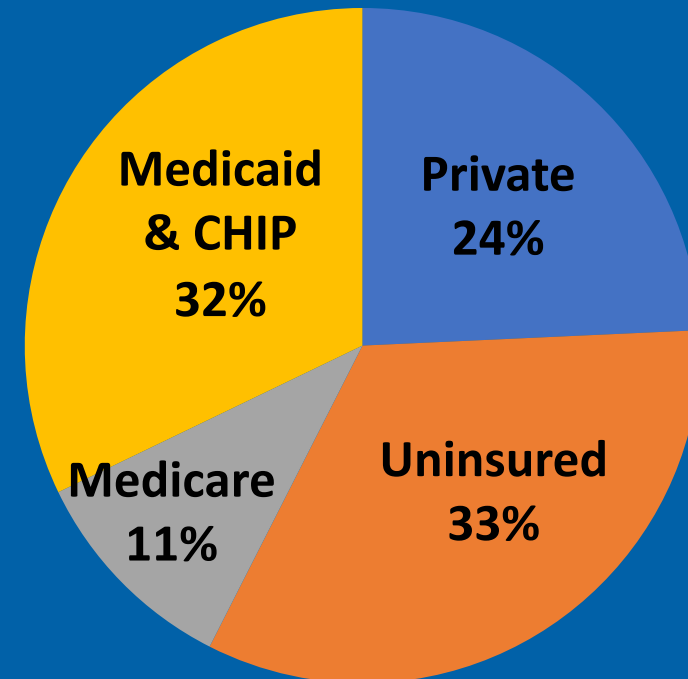
Community Healthcare
Center at Vernon College
Wichita Falls, TX

❖ Served over 31,000 unduplicated patients

Patients by Age



Patients by Insurance Status



OUTREACH WITH OUR STAFF



COMMUNITY HEALTHCARE CENTER
OUTREACH



- ❖ Which ones were best for our health center to attend.
- ❖ Get ideas from other organizations regarding outreach and network with them.
- ❖ Find out the needs of our communities we serve.

COMMUNITY HEALTHCARE CENTER
OUTREACH



- ❖ It bridges the gap and brings the FQHC team together.
- ❖ It gives staff a clearer picture about our community.
- ❖ It gives the community/future patients a chance to meet staff & providers.

COMMUNITY HEALTHCARE CENTER
OUTREACH



- ❖ Project Back to School
- ❖ Safe Kids Halloween
- ❖ Free Sports Physical Clinics
- ❖ Immunization Clinics
- ❖ Health Screenings
- ❖ Resource Fairs

CHALLENGES WITH COVID-19 OUTREACH



Digital strategies with social media

A screenshot of a Facebook post from Pediatric Associates. The post includes the organization's profile picture and name, the publisher's name (David Preston), the date and time (April 27 at 9:06 AM), and a text-based message. Below the text is a video player showing Nicole Kaufhold, FNP-C, speaking. The video player has a title bar with the Pediatric Associates logo and her name and title. The video progress bar shows it is at 1:40. The background of the video features a cartoon illustration of a child's hands being held by a large hand, a raccoon character, and a blue butterfly.

Pediatric Associates
Published by David Preston [?] · April 27 at 9:06 AM · 🌐

Nicole Kaufhold, FNP-C, a great family nurse practitioner at Pediatric Associates, explains what a parent needs to do if their child is sick and needs to be seen. If you have any questions or need to schedule an appointment, please call (940)696-1600. pediatricassociateswf.com

Nicole Kaufhold, FNP-C
Family Nurse Practitioner

CHALLENGES WITH COVID-19 OUTREACH



News media stories

A screenshot of a news article from Texoma.com. The article title is "WF pediatricians worry as children miss appointments due to COVID-19 concerns". Below the title are social media sharing icons for Facebook, Twitter, WhatsApp, SMS, Email, and a plus sign. The main image shows Dr. Cheryl Humphrey-Francois, a Wichita Falls pediatrician, in a light blue scrubs top, standing in a clinical setting. A lower-third graphic identifies her as "DR. CHERYL HUMPHREY-FRANCOIS WICHITA FALLS PEDIATRICIAN". The video player interface includes a "KFDX 3" logo, the time "10:03", and the temperature "69°". A news ticker at the bottom displays "THE NIX LAW FIRM" and "BUSINESSES, HOSPITALS, TESTING UPDATE 1: U.S. AT 878,006 CASES, ABOUT HEADLINES". The article is attributed to "by: Lauren Linville" and has a timestamp of "Posted: Apr 23, 2020 / 09:34 PM CDT / Updated: Apr 23, 2020 / 10:28 PM CDT".

CHALLENGES WITH COVID-19
OUTREACH



Providers and staff listening to patients and their situations in regards to loss of employment or insurance.

Sue Vega

Programs Manager



ALIVIO MEDICAL CENTER



ALIVIO MEDICAL CENTER
COMMUNITY HEALTH WORKER PROGRAMS



ABOUT ALIVIO MEDICAL CENTER

- ❖ Alivio is a federally qualified health center (FQHC) / Community Health Center, serving ten neighborhoods which are predominately Mexican and Mexican-American on Chicago's southwest side as well as the suburban communities of Cicero and Berwyn.
- ❖ Founded in 1998 Alivio provides primary and specialty healthcare, support and preventive services in its three full-service facilities in Pilsen and Berwyn as well as three school-based clinics in Pilsen and Little Village.
- ❖ Alivio's mission includes service as well as advocacy around access to healthcare, as well as immigration policies and workforce development.



ROLE OF COMMUNITY HEALTH WORKERS

- ❖ Alivio leadership understood the potential for the positive impact CHW/Promotores could bring to overall strategies to improve community health
- ❖ There was also recognition that community people were very comfortable with the concept of learning about tools to improve their health and well-being from people like themselves
- ❖ There was also a realization that not every aspect of healthcare needed doctors, nurses or dieticians
- ❖ Alivio was also acutely aware of the relative shortage of bilingual-bicultural healthcare professionals to serve our communities



EVOLUTION OF CHW PROGRAM

- ❖ The current Health Education and Promotion team built on the original Compañeros En Salud concept.
- ❖ All programs have been evidence-based with the ultimate goal of self-efficacy.
- ❖ Programs have included, breast health, Children's Health Improvement Program (CHIP), Tomando Control de Su Salud, Alzheimer's awareness.
- ❖ Alivio is currently bringing Comprando Rico y Sano (nutrition, physical activity and food insecurity), Diabetes Prevention Program and HPV awareness to the community.
- ❖ Alivio CHW are part of a pilot launched in South West Suburban Cook County to refine the model to include collaboration with organizations throughout the area.
- ❖ The Promotores work closely with Alivio providers to refer patients who need extra support to manage their health.
- ❖ There is recognition in the organization that CHW play an integral role in improving community health.



CHW PROGRAM BEFORE COVID-19

- ❖ Much of the work of the Health Education and Promotion was group and one-on sessions, workshops, interactive presentations and community events
- ❖ These events are carefully planned to reach specific audiences, with themes related to our own community calendar such as Posadas, Día de los Reyes, American Heart Month, Mother's Day, Father's Day, National Diabetes Prevention Month, etc.
- ❖ Special events in the community also had a distinctive Mexican, Mexican-American accent and flavor.
- ❖ All of that came to a screeching halt due to the current global public health emergency



CHW PROGRAM DURING COVID-19

- ❖ The CHW program has proven dynamic, highly adaptable and nimble during this pandemic.
- ❖ The CHW quickly moved to virtual platforms and social media to deliver health information and promotion directly to the community.
- ❖ We have participated in community forums and live events that have had more than 40,000 views.
- ❖ We have worked our partnerships with collaborating organizations such as the Mexican Consulate's Ventanilla de Salud and Mobile Juntos por la Salud.
- ❖ We have organized and participated in community caravans to promote services and programs critical to our residents during this pandemic.
- ❖ We continue to document the stories of our peoples' specific struggles given our special population.



CHW PROGRAM SUPPORTED BY



Community
Memorial
Foundation



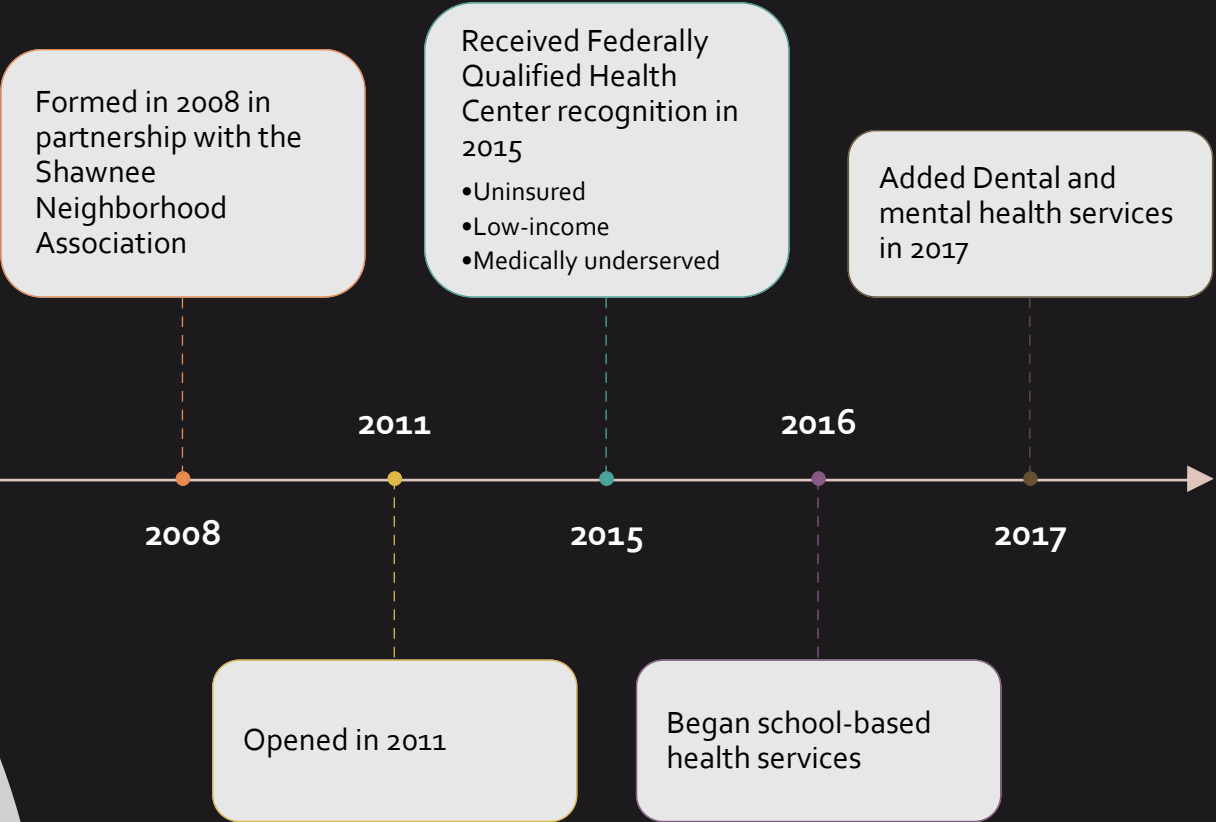
Healthy
Communities
Foundation

UNIDOS US
AFFILIATE

Celine Mutuyemarya

Community Health Coordinator





2019 Impact Report



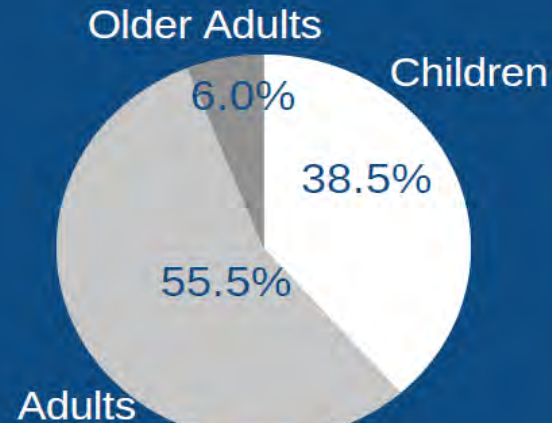
- 1 Primary care and mental health site
- 1 Dental site
- 7 School dental sites
- 3 School-based sites with health and dental



**SHAWNEE CHRISTIAN
HEALTHCARE CENTER**

SERVING GOD, SERVING PEOPLE MATTHEW 25:40

Our Patients



94% have low incomes

76% are publicly insured

10% are uninsured



3,887 patients

in more than
10,000 visits



2,196 patients received medical services

2,031 patients received dental services



667 patients received mental health and substance use services

886 patients received supportive services



947 students received school health services

Community Health Worker

A liaison or link between health/social services and individuals to facilitate access to services and improve the quality and cultural competence of service delivery



Community Health Worker Model



AKHCAN
Appalachian Kentucky
Health Care Access Network

Working together to increase the number of Community Health Workers in Kentucky to improve health care access and positive outcomes for all rural Kentuckians

AKHCAN provides quality training and tools to all new and experienced CHWs throughout the state.
For a list of our training sessions, visit www.akhcan.org/training.
Email: info@akhcan.org
Like us on Facebook!
Appalachian Kentucky Health Care Access Network-AKHCAN

www.akhcan.org



CHW Interventions



Supportive services

Insurance assistance

Sliding fee scale

Linkage to community resources

SCHC food pantry

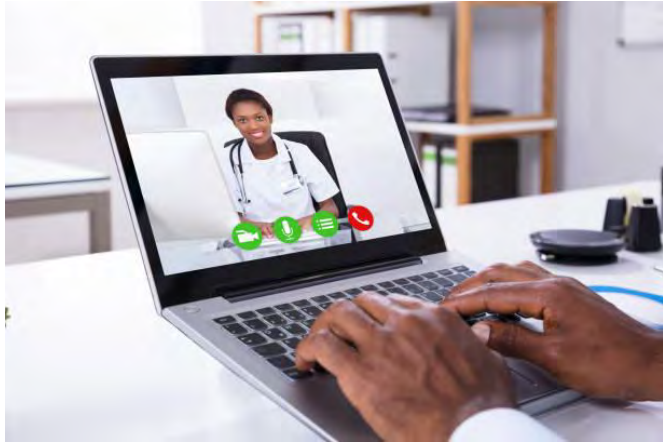
Smoking cessation programs

Blood pressure monitoring

Nutrition education

Diabetes management

Chronic disease health education



THE IMPACT OF COVID- 19

Q & A



If you would like to ask the presenter a question, please submit it through the questions box on your control panel.



If you are dialed in through your telephone and would like to verbally ask the presenter a question, use the “raise hand” icon on your control panel and your line will be unmuted.



Next Session:

Wednesday, June 10, 2020 @ 1:00 pm EDT

Topic: Opportunity to Discuss Issues with Subject Matter Experts

Learning Objectives:

- Receive guidance on how to improve health outcomes by delivering health care that is culturally competent and addresses health literacy.
- Dialogue with subject matter experts and other health center personnel on cultural competency and health literacy challenges and solutions
- Identify resources on cultural competency and health literacy

Registration Link: <https://attendee.gotowebinar.com/register/4816788223120749835>

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What's New from NCHPH

Bridging the Digital Divide:

Using Technology to Improve Access to Health Care for Public Housing Residents

April 2020

National Center for Health in Public Housing



Developing Cross-Sector Partnerships

April 2020



Published in partnership with:



SOCIAL DETERMINANTS OF HEALTH FOR PUBLIC HOUSING RESIDENTS:

ACCESS TO HEALTHY FOOD

Using data and maps created by National Center for Health in Public Housing (NCHPH) and other national data sources, this publication is one in a series that identifies the prevalence of social factors and population health indicators that affect public housing residents. It is intended for non-clinical health center staff, decision makers, and public housing stakeholders.

April 2020



CORONAVIRUS PHPC WEEKLY UPDATES

May 8, 2020
Numbers as of May 1, 2020
Number of PHPC respondents= 76 (71% of all PHPCs)

**IN 2018, THERE WERE 107 PHPCs
SERVING 817,123 PATIENTS LIVING
IN OR IMMEDIATELY ACCESSIBLE
TO PUBLIC HOUSING.**

*PHPC Adequate Supply of Personal Protective Equipment
(PPE) for the next week*

93.42%

Surgical Masks

90.79%

N95/PPR Masks

82.89%

Gowns

97.37%

Gloves

93.42%

Face Masks & Goggles



PHPC WORKFORCE:

58.75% Health Center Weekly Visits (Versus Pre-COVID-19 Weekly Visits)

211 PHPC Sites Closed

**PATIENT
TESTING**

**PHPCs with
COVID-19
Testing Capacity
86.84%**

**Drive-up/Walk Up
Testing Capacity
69.73%**

PHPCs COVID-19 SPREAD :

22,542

Total Tested

80.78%

Racial or Ethnic
Minority Tested

7,000

Visit Our Website: nchph.org

Webinars

Monographs

Publications

Interactive Maps

Provider and Resident-Centered Factsheets

Training Manuals

Newsletters

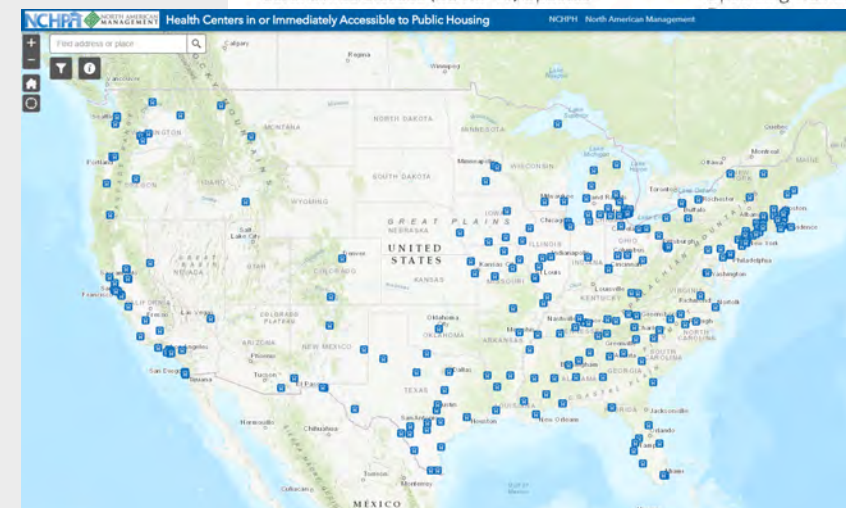
Annual symposiums

One-on-One



Coronavirus Disease (COVID-19) Updates

Upcoming Training & Technical Assistance



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and Receive:



HRSA UPDATES



MEDICARE
UPDATES



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AND SERVICES



WEBINARS



LET US KNOW YOUR THOUGHTS!



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THANK YOU!

