



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

Learning Collaborative: Session 4



Friday, June 10, 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 \$1,824,000, 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

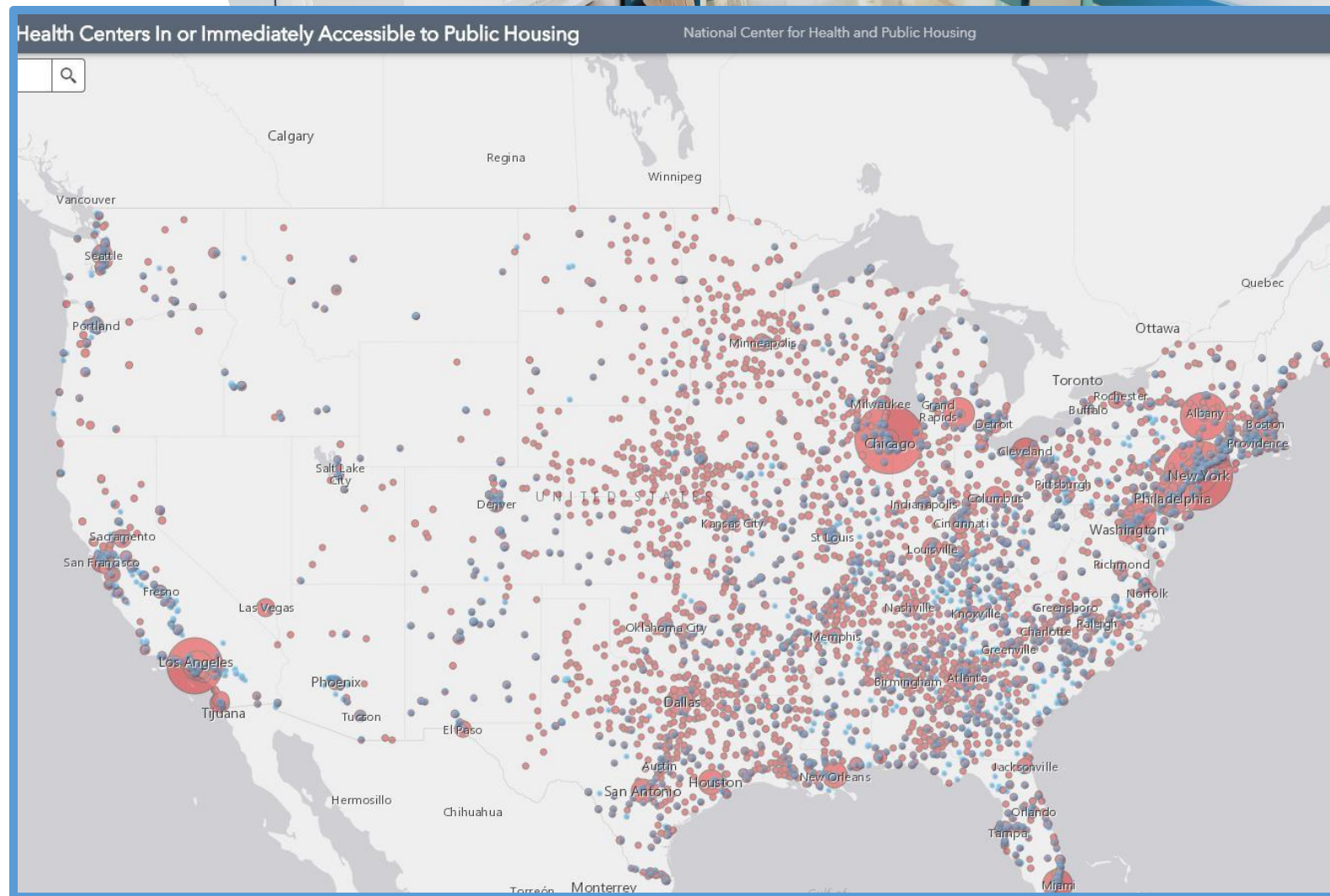


Q&A

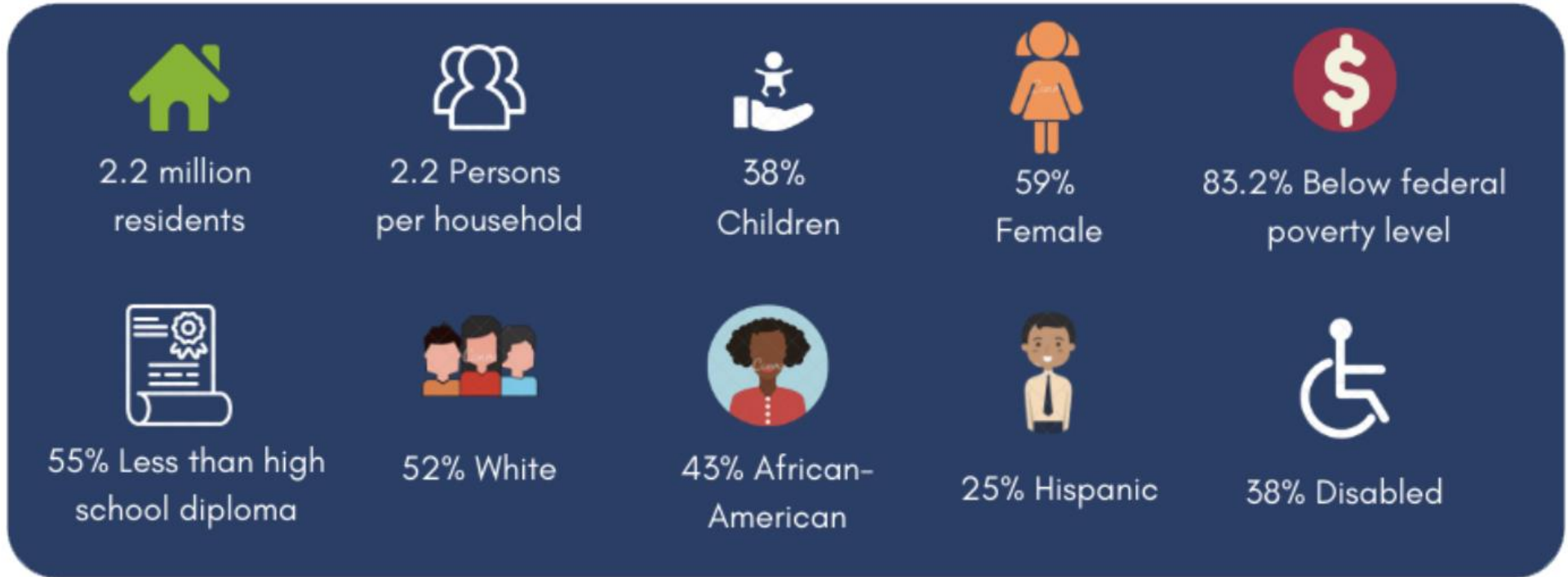
# Health Centers close to Public Housing

- 1,400 Federally Qualified Health Centers (FQHC) = 28.4 million
- 385 FQHCs In or Immediately Accessible to Public Housing = 4.4 million patients
- 107 Public Housing Primary Care (PHPC) = 817,123 patients

Source: [UDS](#)



# Public Housing Demographics



Source: HUD



**Abdín Noboa-Ríos, Ph.D.**

# Discussing Issues:

Opportunity to discuss issues of cultural competence, health literacy, and general public health with subject matter experts

*Abdín Noboa-Ríos, Ph.D., Ashley Rodríguez, and Floribella Redondo*

LC Session 4: June 10, 2020

# Current Challenges Impacting Public Health

- **COVID-19 pandemic**
- **Racism as a public health factor**
- **Police brutality**
- **Unemployment**
- **Economic crisis**





## Ashley Rodriguez

Community Health Worker System Manager at Baylor  
Scott & White Health System

# Public Housing Health Center Service Delivery Through Cultural Competence and Health Literacy Learning Collaborative, Session 4

## CHW Challenges & Opportunities

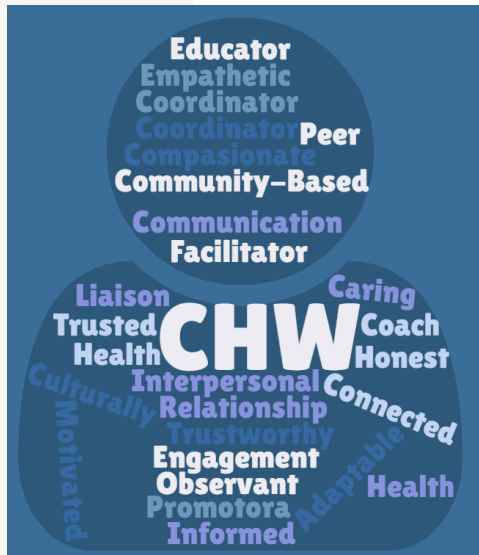


- Board of Directors Member, Texas Association of Promotores & CHWs (TAPCHW)
- CHW System Manager, Baylor Scott & White Health

Ashley Rodriguez, CCHW, CCHWI

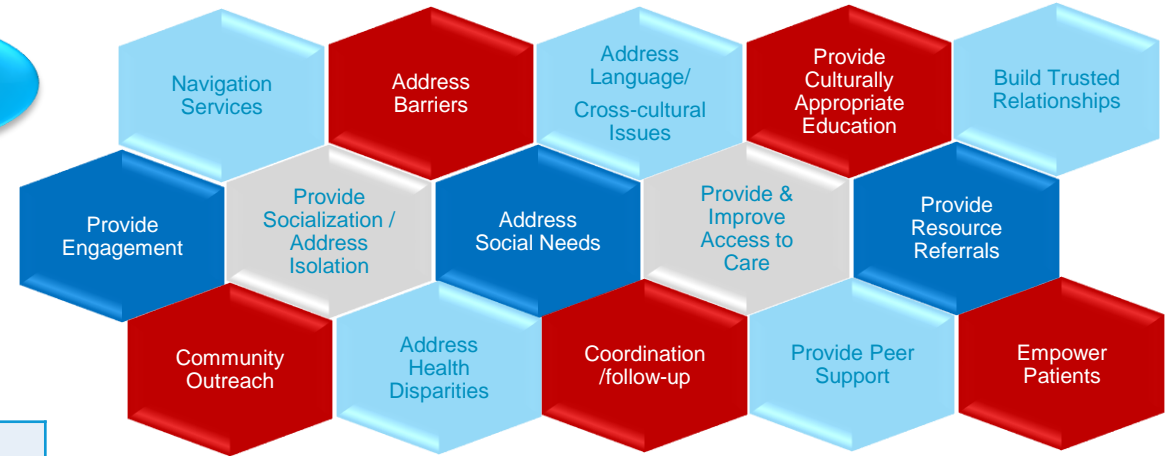
# TEXAS COMMUNITY HEALTH WORKERS (CHWS) & PROMOTORES

## Who We Are



Required 8 Core CHW Competencies
Communication Skills
Interpersonal and Relationship-Building Skills
Service Coordination and Navigation Skills
Capacity-Building Skills
Advocacy Skills
Teaching, Education, and Facilitation Skills
Individual and Community Assessment Skills
Outreach Skills
Professional Skills and Conduct
Evaluation and Research Skills
Organizational Skills
Knowledge Base

## What We Do



## How We Address Health Literacy

- Knows patient demographics
- Understands and responds to cultural context/norms
- Uses plain language when speaking and in written text
- Uses visual aids (*i.e. novel-style graphics*)
- Reviews educational handouts & information together
- Limits content for relevance as needed
- Assess the patient's understanding of written materials
- Uses proven tactics like asking neutral open-ended questions ("What did you hear?"), motivational interviewing or the *teach-back* method

Through Cultural Humility!

CHWs can & do successfully implement health literacy-focused interventions<sup>1</sup>



## CHW Workforce History



## Support: CHW Development Council

Comprised of System leadership, CHW Supervisors, & CHWs

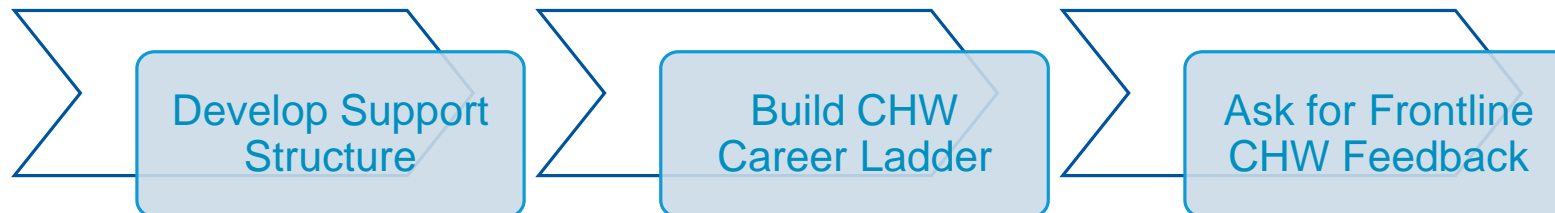
- Develop Strategies
- Streamline Processes
- Provide Structure & Support
- Development, Leadership, Continuing Education

## Lessons Learned

Over 10 Years of Experience

1. Hire the right people for the CHW role
2. Define clear work practices/scope of work
3. Provide centralized management and team structure
4. CHWs should document in the EHR & track outcomes
5. Outline a career track for CHWs with multiple positions

## Best Practices



# UNDERSTANDING THE CHW LANDSCAPE

## CHW Challenges

- Rural:
  - Not as many resources/orgs for referral
  - Limited training/CE opportunities
  - Less support & utilization of CHWs
- Urban:
  - Opportunities are stagnant
  - Limited training/CE opportunities
  - Mis and underutilization for outreach
- Generally/Nationally:
  - Role underutilized or misunderstood
  - “Proof” such as ROI often required
  - Integration into care teams often leads to loss of CHW only intervention attributable data

## Other Challenges

- Current COVID Crisis:
  - Lack of access to technology
  - Patient mistrust of technology
  - Language barriers exacerbated
  - Lacking in experience for remote working
  - Now combating influx of misinformation

## Opportunities & Solutions

CHWs Offer Solutions! Such as:

- Coordinate outreach efforts
- Excellent at outreach – virtually or in-person
- Extend the reach of healthcare & social services
- Deliver culturally appropriate services
- Address social isolation

# RESOURCES

## **CHW Program Resources**

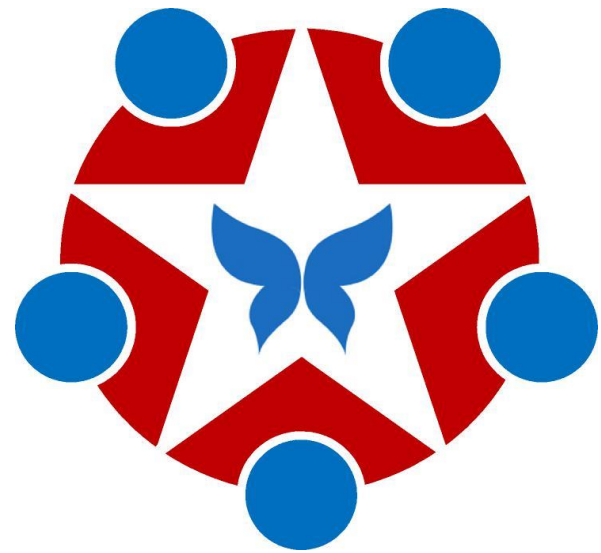
- [RHI Hub: Rural CHW Toolkit](#)
- [NASHP US State CHW Models](#)
- [ASTHO CHW State Health Information](#)

## **Online Resources for Health Literacy**

- [CDC Health Literacy Resources](#)
- [AHRQ Health Literacy Resources](#)
- [NALHD Health Literacy Resources](#)

## **Online Resources for Cultural Humility**

- [HHSC Office of Minority Health: Think Cultural Health](#)
- [Public Health Learning Navigator: Serving Diverse Communities: Building Cultural Competence and Humility into the Workplace](#)



## Texas Association of Promotores & Community Health Workers

### Our Mission

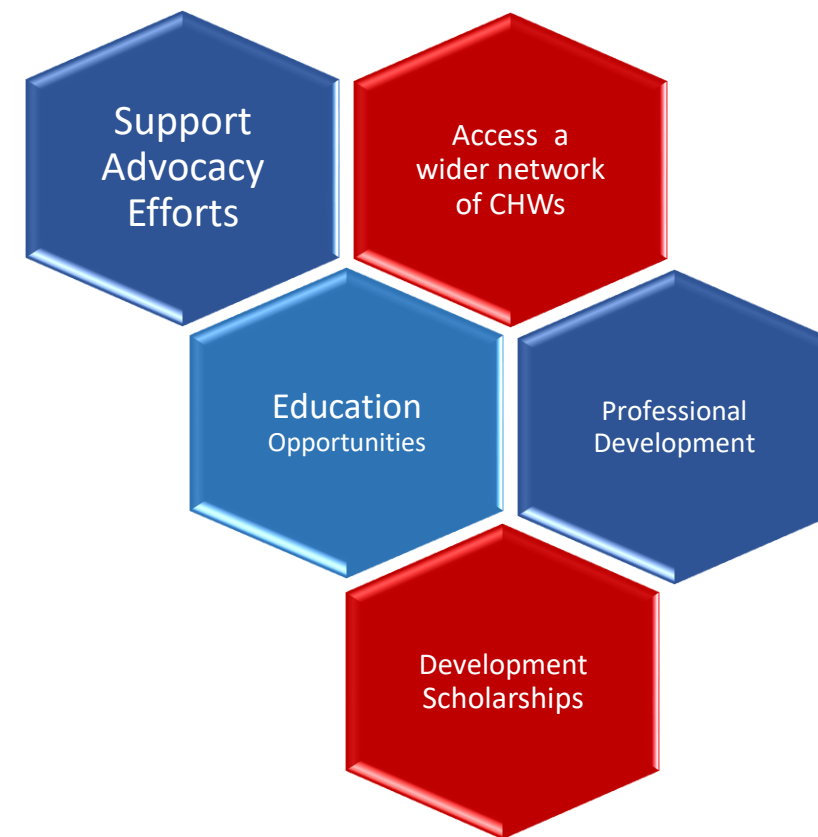
Our Mission is to support and expand opportunities for the CHW profession at the state and local level through advocacy, education, employment, empowerment, and policy.

### About Us

Established in 2019. We are a 501 (c)(3) non-profit that serves all Community Health Workers across Texas that is led by certified CHWs and CHW Instructors. Read more [here](#)

Learn more at: [www.tapchw.org](http://www.tapchw.org)

### What We Offer





## Floribella Redondo

Co-Founder and Executive Director of the Arizona  
Community Health Workers (AzCHOW) Association



# IMPROVING PUBLIC HOUSING HEALTH CENTER SERVICE DELIVERY THROUGH CULTURAL COMPETENCE AND HEALTH LITERACY

LEARNING COLLABORATIVE, SESSION 4

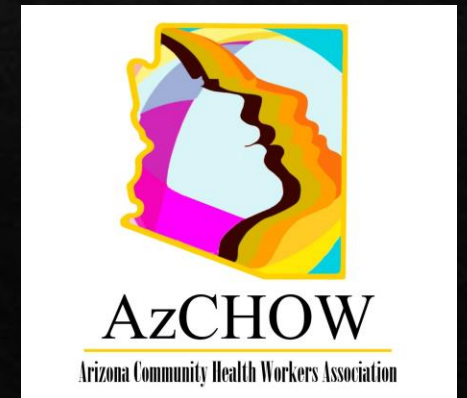
## CHWs CHALLENGES AND OPPORTUNITIES

June 10, 2020



Floribella Redondo-Martinez, CHW, BS

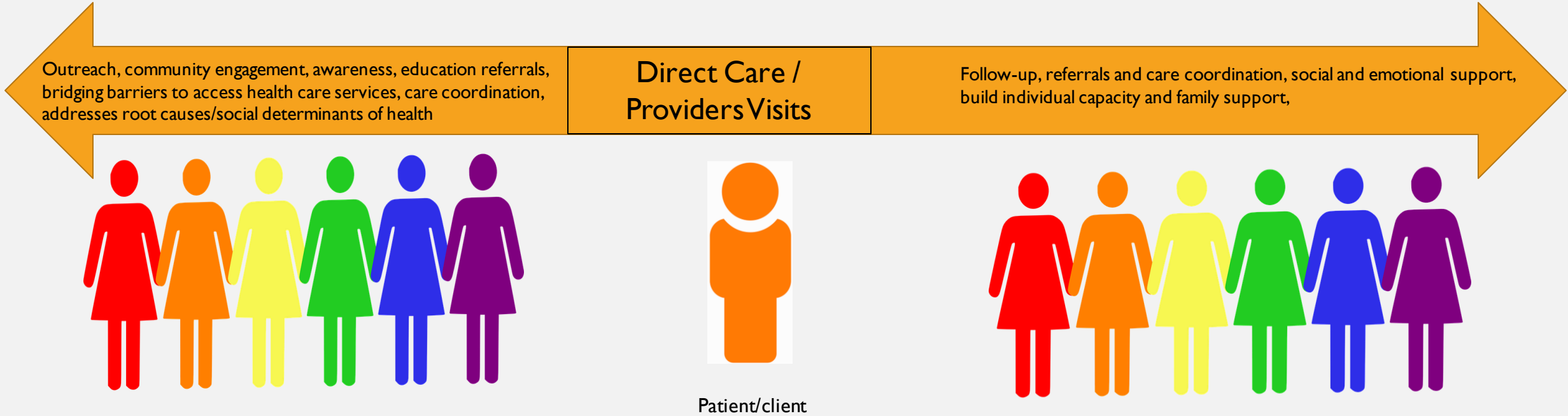
Co-Founder and Executive Director



Arizona Community Health Workers Association



# Role of CHWs in the Continuum of Care



## CHW Skills:

1. Communication Skills
2. Interpersonal and Relationship-Building Skills
3. Service Coordination and Navigation Skills
4. Capacity Building Skills
5. Advocacy Skills
6. Education and Facilitation Skills
7. Individual and Community Assessment Skills
8. Outreach Skills
9. Professional Skills and Conduct
10. Evaluation and Research Skills
11. Knowledge Base

- Assist clients with enrollment in programs and benefits for which they are eligible
- Build individual and community capacity.
- Provide culturally appropriate health education and information
- Provide care coordination, case coordination and system navigation.
- Provide cultural mediation among individuals, communities, and health and social systems
- Provide coaching, social and emotional support
- Link people to health care/social service resources
- Translate and interpreting for clients and health care/social service providers
- Create connections between vulnerable populations and health care system
- Provide care coordination and care transitions for clients
- Build awareness on health literacy among providers and community services
- Provide informal counseling, support and follow-up
- Advocate for vulnerable populations within the health care system and community at large

# WHY IS HEALTH LITERACY IMPORTANT, AND WHAT CAN WE DO?

patients with low  
**HEALTH LITERACY...**



Are more  
likely to visit an  
**EMERGENCY  
ROOM**



Have more  
**HOSPITAL  
STAYS**



Are less  
likely to follow  
**TREATMENT  
PLANS**



Have higher  
**MORTALITY  
RATES**

[www.cdc.gov/phpr](http://www.cdc.gov/phpr)



# ROLE OF CHWS IN PANDEMIC

- Development of outreach questionnaire
- Response to the mental health needs of CHWs and community members
- Develop a manual of positive messages and activities for elderly clients that were isolated
- Provide updated information on pandemic and provided masks to vulnerable communities

PROMOTORES DE LA SALUD  
Fortaleciendo nuestra salud mental, juntos en ésta lucha  
Cuidándonos y preparándonos para afrontar el Coronavirus / COVID-19

Talleres Virtuales Fase 2  
AYUDANDO A FORTALECER LA SALUD MENTAL Y EMOCIONAL DE LOS INFANTES.

ADQUISICIÓN DE HABILIDADES SOCIALES  
(timidez - inseguridad)

PRESENTADOR:  
Sandra Martínez  
DOCTORADO EN PSICOTERAPIA HUMANISTA  
MAESTRÍA EN PSICOLOGÍA  
CONCENTRACIÓN EN TERAPIA FAMILIAR

Objetivo  
Que los Promotores de Salud actualicen las herramientas para que identifiquen y actúen a sus clientes sobre las conductas de riesgo de los niños, niñas y adolescentes ante una situación emocional que ponga en riesgo su salud mental y emocional, antes, durante y después de la pandemia del COVID-19, así como también los participantes tomen conciencia de los pensamientos y acciones repetitivas que desfavorecen a la salud mental y/o emocional de los mismos.

Miércoles  
JUN 3  
2 PM A 3:30 PM

PRESENTED BY  
ARIZONA COMMUNITY HEALTH WORKERS ASSOCIATION AND COLLABORATORS

Promotores de Salud  
Cuidándonos y Preparándonos  
Para Afrontar el coronavirus / COVID-19

Fortaleciendo nuestra salud mental, juntos en esta lucha

Talleres Virtuales Semanales | Manejo de las Emociones

Objetivo:

- Identificar las respuestas emocionales de los promotores de salud que están trabajando en respuesta al coronavirus en sus comunidades.
- Fortalecer a promotores de salud con herramientas básicas para manejar las emociones causadas por la pandemia de coronavirus

Presentador  
Sandra Martínez  
Doctorado en Psicoterapia Humanista  
Maestría en Psicología - Concentración en Terapia Familiar

Miércoles 8 de abril del 2020  
2:00pm - 3:30pm (Tiempo Arizona)

Presentado por: Arizona Community Health Workers Association

Zoom Link: <https://uahn.zoom.us/j/92617811111>

JÓVENES FORTALECIENDO LA SALUD MENTAL  
Cuando la música tuvo sentido

1 PM BILINGUE

YOUTH STRENGTHENING MENTAL HEALTH  
When Music Made Sense

Objetivo  
CREATE A SAFE SPACE FOR YOUTHS TO EXPRESS THEIR EMOTIONS AND CHANNEL THEM IN A POSITIVE WAY.  
CREAR UN ESPACIO SEGURO PARA LOS JÓVENES DONDE PUEDAN EXPRESAR SUS EMOCIONES Y GUIARLOS EN UN SENTIDO POSITIVO.

VIERNES / FRIDAY  
JUN 12


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PRESENTED BY  
ARIZONA COMMUNITY HEALTH WORKERS ASSOCIATION AND COLLABORATORS

# ARIZONA CHWS

Preparing Arizona CHWs and CHW organizations and Health Systems for state Voluntary Certification

## AzCHOW Training Program Approval




### What is AzCHOW Training Program Approval?

The training program approval process, approved by AzCHOW and the Arizona CHW Workforce Coalition, ensures that CHW training programs:

- Are based in the 10 Core Competencies
- Equip CHWs with the skills and knowledge to work in a variety of areas
- Prepare CHWs to express their professional identity and unique competencies

### CHW Core Competencies

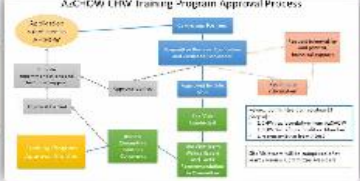


The Core Competencies are the foundational skills, knowledge, and abilities that CHWs need to be effective in their roles.

### Benefits of Training Program Approval

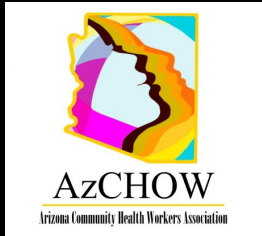
- Approved programs will be the "gold standard" for CHW training
- Ensure CHW workforce is competent, confident and understands unique professional skills
- Standardized training increases employability and job performance
- CHWs can work to fullest potential in an organization
- Prepare training program for future opportunities for workforce sustainability and voluntary certification

### AzCHOW CHW Training Program Approval Process



Application Components	Technical Assistance	How to get started!
<ul style="list-style-type: none"> <li>Program description and background</li> <li>Training syllabus/schedule</li> <li>Session descriptions</li> <li>CHW Learning evaluation methods</li> <li>Trainer/instructor experience</li> <li>Program director/coordinator training/experience</li> <li>Core Competency Checklist</li> </ul>	<p>Technical Assistance is available before, during and after training program approval.</p> <p>If you aren't sure whether your training program is ready, contact <a href="mailto:katnacher@azchow.org">katnacher@azchow.org</a> to set up an informational call.</p>	<p>Download and read the guidelines at <a href="https://www.azchow.org/training-program-approval/">https://www.azchow.org/training-program-approval/</a>.</p> <p>Request application from <a href="mailto:katnacher@azchow.org">katnacher@azchow.org</a></p> <p>Pay \$500 training program approval application fee</p> <p>Complete and submit application and supplemental material:</p>

# Thank you!



Floribella Redondo-Martinez  
[floribella@azchow.org](mailto:floribella@azchow.org)

TOGETHER WE CAN TRANSFORM THE WORLD...

**BLACK  
LIVES  
MATTER**

# 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.



# 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](https://nchph.org)

COVID-19 Updates

Webinars

Monographs

Publications

Interactive Maps

Provider and Resident-Centered Factsheets

Training Manuals

Newsletters

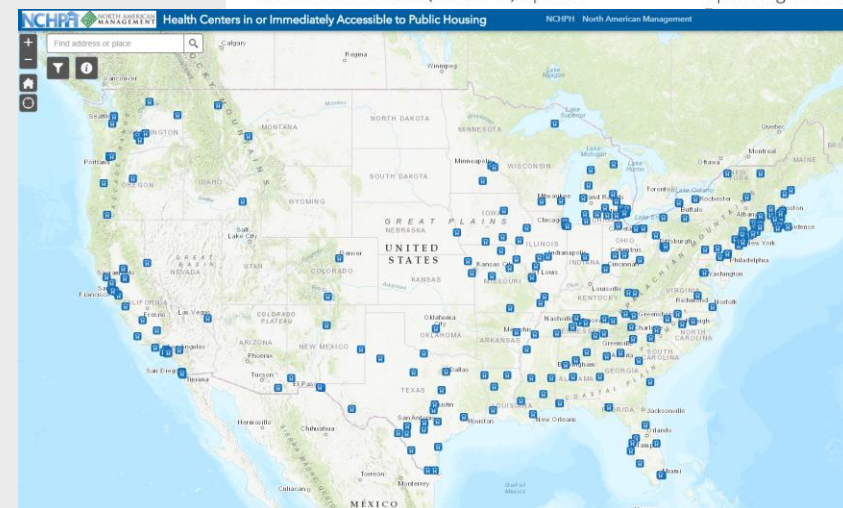
Annual symposiums

One-on-One



Coronavirus Disease (COVID-19) Updates

Upcoming Training & Technical Assistance



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and Receive:



HRSA UPDATES



MEDICARE  
UPDATES



FUNDING  
OPPORTUNITIES



SENIOR  
PROGRAMS



RESOURCES  
AND SERVICES



WEBINARS



**LET US KNOW YOUR THOUGHTS!** |



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703-812-8822

# THANK YOU!

