

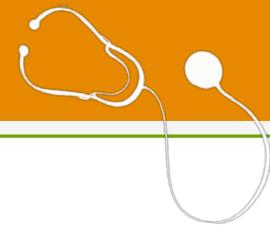


# **JOBS to CAREERS**

**CREATING A CAREER  
PATHWAY**

*for COMMUNITY  
HEALTH WORKERS*

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# Jobs to Careers

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**Community health workers are recognized in the Patient Protection and Affordable Care Act as important members of the healthcare workforce.**

## **The evidence shows that they can:**

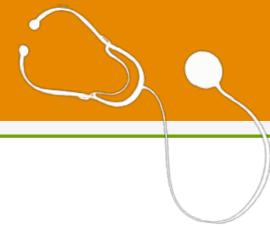
- help improve healthcare access and outcomes;
- strengthen healthcare teams; and
- enhance quality of life for people in poor, underserved, and diverse communities.



# Jobs to Careers

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Through activities of our HPOG partner agencies, **Wisconsin is adopting a Minnesota model and creating strategies** to develop comprehensive policies that will foster more utilization of community health care workers to make their services reimbursable under Medicaid by devising appropriate regulations and credentialing of these jobs.

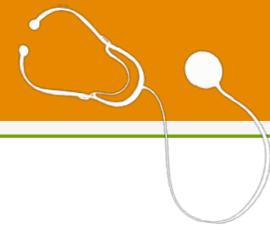


# Jobs to Careers

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## Community Health Worker (CHW) Facts:

- There are **more than 120,000 CHW on the job** in neighborhoods, homes, schools, worksites, faith- and community-based organizations, health departments, clinics, and hospitals throughout the U. S.
- Many work in short-term funded projects addressing targeted health issues
- Some are volunteers



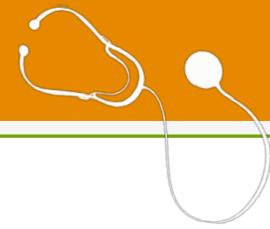
# Jobs to Careers

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## Community Health Worker Facts: - *continued*

- CHWs are frontline public health care workers who are trusted members of and/or have an unusually close understanding of the community they serve.
- CHWs are often found working in under-privileged marginalized communities where people have limited resources, lack access to quality health care, lack the means to pay for health care, do not speak English fluently, have cultural beliefs, values and behaviors different from our western health care system.



# Jobs to Careers

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## **CHW Job Titles include:**

- Community Health Advisor
- Family Advocate
- Clinical Community Health Worker
- Community Liaison
- Promoters/  
Promotora de salud
- Outreach Worker
- Patient Navigator
- Public Health Aide
- Community Health Advocate
- Client Support Assistant



# Jobs to Careers

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## **CHW Job Responsibilities can include:**

- Helping individuals, families, groups and communities develop their capacity and access to resources including health insurance, food, housing, quality care and health information
- Making home visits to chronically ill patients, pregnant women and nursing mothers, individuals at high risk of health problems, and the elderly
- Providing health services, such as monitoring blood pressure and providing first aid

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## **CHW Job Responsibilities can include: - *continued***

- Helping people understand their health condition(s) and develop strategies to improve their health and well being
- Helping build understanding and social capital to support healthier behaviors and lifestyle choices among people
- Delivering health information using culturally appropriate terms and concepts

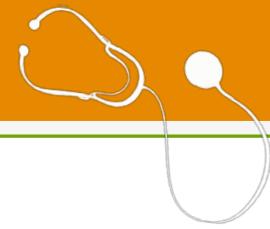
# Jobs to Careers

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## **CHW Job Responsibilities can include: - *continued***

- Providing informal counseling, support and follow-up
- Linking people to health care/social service resources
- Translating and interpreting for clients and health care/social service providers

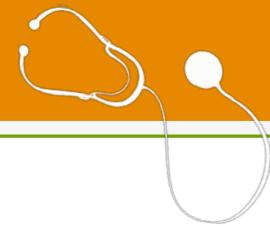


# Jobs to Careers

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## CHW 2010 Standard Occupational Classification (SOC) Code: 21-1094

- Entry-Level Job
- MAWIB LMI for CHW indicates average starting salary: **\$10.81 p/h**
- **Our placement average actual: \$14.85 p/h**
- In comparison to Certified Nursing Assistants (CNA) in SOC Code: 31-1012 MAWIB LMI for CNA indicates average starting salary: **\$9.14 p/h**
- **Our placement average actual: \$11.90 p/h**



# Jobs to Careers

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## Developing our CHW Career Pathway

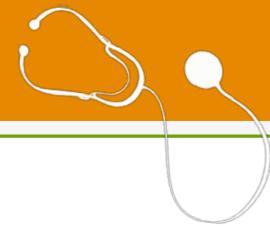
### STEP 1

- Implemented standardized curriculum to educate CHWs in Wisconsin

**Community Health Workers “101” which is 100 hours of training** that includes core curriculum, volunteering and group project activities. CHW 101 is a community based program and successful completers receive an employer and industry recognized certificate.

# Jobs to Careers

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## Developing our CHW Career Pathway - *continued*

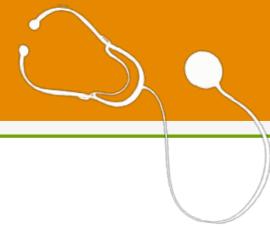
### Living Well with Chronic Conditions (A Supplemental Education Program)

Living Well is Wisconsin's implementation of the evidence-based Stanford Chronic Disease Self-Management Program (CDSMP). With support from Centers for Disease Control and Prevention and the Administration on Aging, CDSMP programs are widely used in many states and internationally, and program materials have been translated into 17 languages.

The program curriculum includes building confidence and problem-solving skills through self-management techniques; communicating effectively with family, friends, and health professionals; good nutrition; and dealing with frustration, fatigue, pain, and isolation.

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## Developing our CHW Career Pathway

### Living Well with Chronic Conditions - *continued*

#### Participants learn:

- to manage the physical and emotional symptoms of living with chronic disease;
- the best use of doctors, medications, and the health care system; and
- healthy living measures such as exercise and nutrition.

Class sessions are conducted for **6 weeks at 2.5 hours** in each session and successful completers receive a certificate recognized by the industry.

# Jobs to Careers

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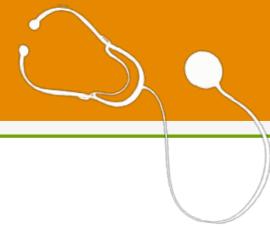
## Developing our CHW Career Pathway

### Living Well with Chronic Conditions - *continued*

### **CDSMP Leader Training for Living Well Lay Leader is a 48 hour program.**

Successful completers are licensed by the state to teach the Living Well with Chronic Conditions in Wisconsin. Organizations which have certified Leaders can be licensed for 3 years to conduct Living Well Training Programs. Once trained, participants can become Leaders and Master Trainers. Department of Aging pays a stipend to Lay Leaders to conduct Living Well training sessions.

Licenses are issued to qualified agencies from Stanford University.



# Jobs to Careers

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## Licensing Information for Wisconsin

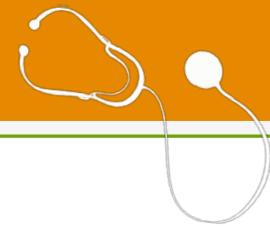
**There are over 20 trained master trainers and roughly 177 leaders located throughout the state.** Special State-wide License for Wisconsin is currently in the process. When this happens, the following entities will be included in the state-wide grant:

- Wisconsin aging units (county units/ADRCs),
- Tribal aging units,
- Area Agencies on Aging,
- Public Health units,
- Federally Qualified Health Centers,
- Senior Centers, and
- Community Based Organizations

All other private organizations must apply for their own license at this time.

# Jobs to Careers

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## STEP 2

**Identified, solicited and acquired a strategic partnership base that includes:**

- Educational and Training Institutions including Universities and Technical College systems

**and state agencies that includes:**

- Bureau of Apprenticeship,
- Department of Public Health, and
- Workforce Investment Boards

# Jobs to Careers

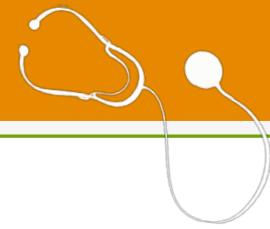
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## STEP 3

**Identified, solicited and acquired healthcare employer partners that includes:**

- Federally Qualified Health Centers (FQACs)
- Long term care facilities
- Home healthcare agencies
- One hospital system

**Other hospitals are now at the table “listening” and considering ways to participate.**





# Jobs to Careers

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## STEP 4

*Developed outreach efforts to recruit*

**Community Health Workers**

*– a stable, healthcare workforce base*

# Jobs to Careers

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## Recruitment Outreach Process:

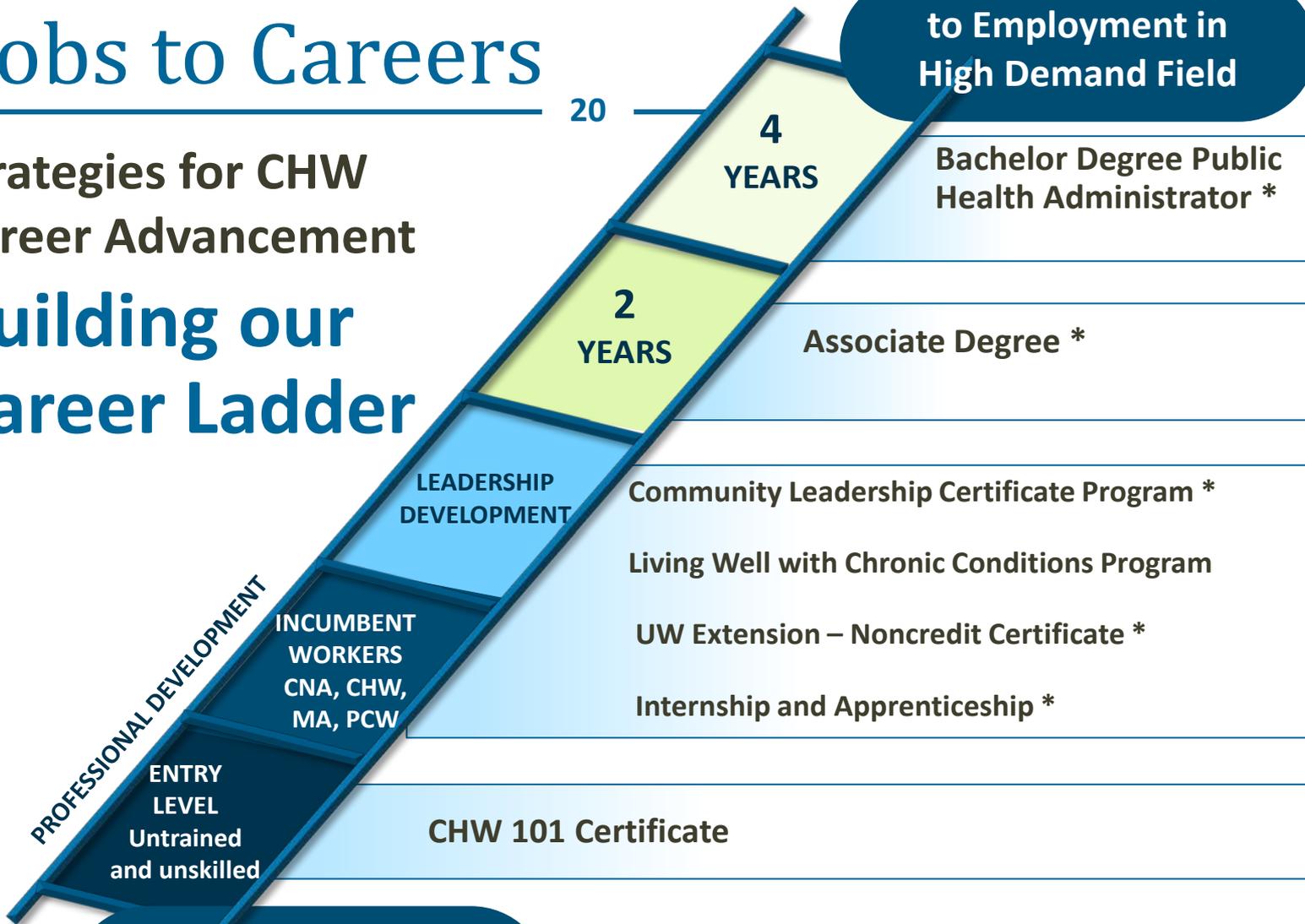
- Unemployed TANF and other low-income individuals – especially those who are providing care to sick and/or elderly family members
- Incumbent health care workers that includes CNAs, CHWs, medical assistants and personal care workers.
- Veterans



# Jobs to Careers

## Strategies for CHW Career Advancement

# Building our Career Ladder



**From Unemployment or Under Employment**

\* Planning in Process



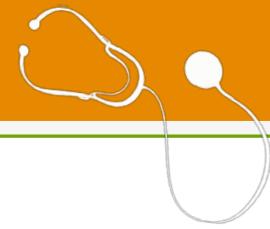
# Jobs to Careers

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Training hours are developed and provided to accommodate working schedules and employers provide some on-the-job work schedule flexibility for incumbent workers to attend classes.

***Currently training costs and support services are provided with HPOG project funds to eligible program participants.***



# Jobs to Careers

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## CHW Success Story

**“LISA” was unemployed, untrained, unskilled and without any credentials when she enrolled in our HPOG program in 2011.**

“Lisa” completed the CHW training program and acquired a job at the Milwaukee Center for Independence (MCFI).

In 2012, she enrolled in and completed the Living Well with Chronic Conditions Training Programs.



# Jobs to Careers

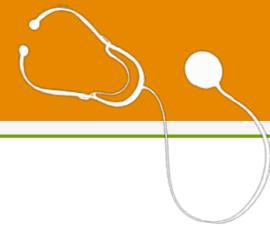
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## CHW Success Story - *continued*

“Lisa” has received multiple promotions since starting her job at MCFI and was recently instrumental in having her job title changed from Administrative Assistant to Enrollment Coordinator as part of the Pharmacy Administration program that she works within. Her new title is more appropriate and reflective of her actual job functions as a CHW.

**Lisa is a State Certified Master Trainer for the Living Well – Chronic Disease Self Management Program. She is 1 of 2 African American State Master Trainers.**



# Jobs to Careers

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**Delores Graves,** HPOG Program Manager

*Milwaukee Area Workforce  
Investment Board, Inc.*

