



Community Health Worker Deployment to Underserved Areas
2021 Profile (Data from 08/01/2020 and current as of 06/30/2021)

Program Facts

\$29.97 M

Grant funding

7

Vendors funded to support 55 counties

425

Community Health Workers employed by vendors to work in the communities

147

Spanish speaking Community Health

Success Criteria



637,576

Number of clients assisted with COVID-related services and support



134,728

Number of referrals made to Local Health Departments and other groups



81%

Of referrals created through NCCARE360 were accepted

Overview:

Supported by CARES and Medicaid funding, NCDHHS issued a Request for Proposals to employ over 350 Community Health Workers (CHWs) to work in 55 North Carolina counties. Counties were selected based on high COVID-19 caseloads. This CHW project started in August 2020 and is projected to end December 31, 2022. NCDHHS selected seven vendors to recruit, train, and manage CHWs.

Community Health Worker Overview:

A CHW is a frontline public health worker who is a trusted member of and/or has a close understanding of the community served. CHWs are hired and trained to support individuals and families experiencing disadvantages or increased risks. CHWs use public health messaging and assist with COVID-19 vaccinations as well as assist with broader health needs.

Community Health Worker Responsibility:

CHWs will be responsible for connecting North Carolinians to medical and social support resources including: vaccination information, registration and scheduling, testing, primary care, case management, nutrition assistance, behavioral health services and financial assistance.

Four Major Roles of Community Health Workers

Cultural Liaison

Serve as bridge ensuring clients receive culturally and linguistically appropriate quality care and services



Health and Wellness Promoter

Provide information about healthy behaviors and support clients in reducing health-related risk behaviors



Advocate

Advocate with and on behalf of communities to ensure clients are treated with respect and given access to services and resources they need to live healthy lives

Health Navigator

Link clients to services by knowing what services exist and referring clients appropriately

Return On Investment and Economic Impact

Expenditures \$26,453,184 + Created Economic Impact \$24,867,375 = Total Impact \$51,320,558

Generates 382 additional jobs from the economic impact



\$1,949,346 Generated in state and local taxes which goes back into the local and state economy

\$24,990,127 In employee compensation impacted by the grants

Each grant dollar has a total economic impact of

\$1.94



*Economic impact is estimated to be much greater because improved health outcomes can lead to fewer missed work days, reduced health care costs, and reduced premature morbidity and mortality. Some expenses such as out of state purchases, overhead, and rollover payments are not captured for ROI and economic impact.



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Technical Assistance

419 Activities in 31 Counties

Community Development/ Assistance 326 Activities

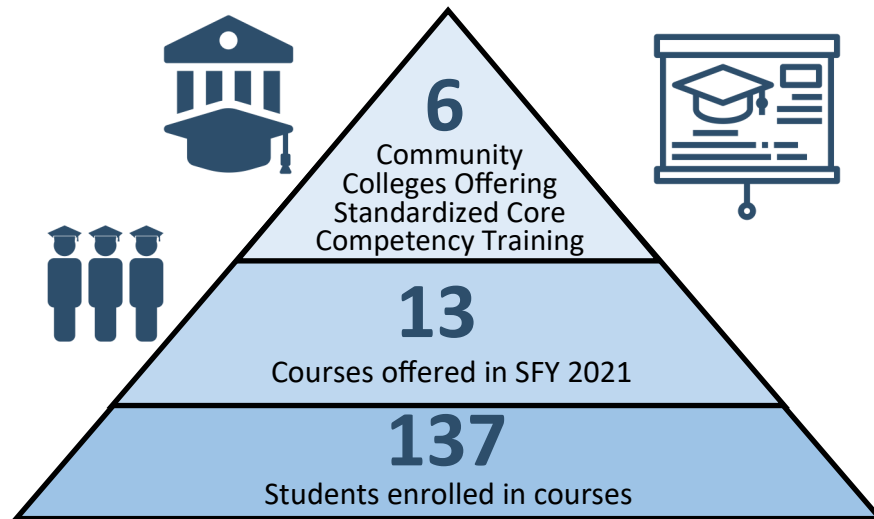
Other Assistance 15 Activities

Software Assistance/ Support 26 Activities

Training Sessions 37 Activities

Disseminate Information 15 Activities

Community Health Worker Core Competency Training

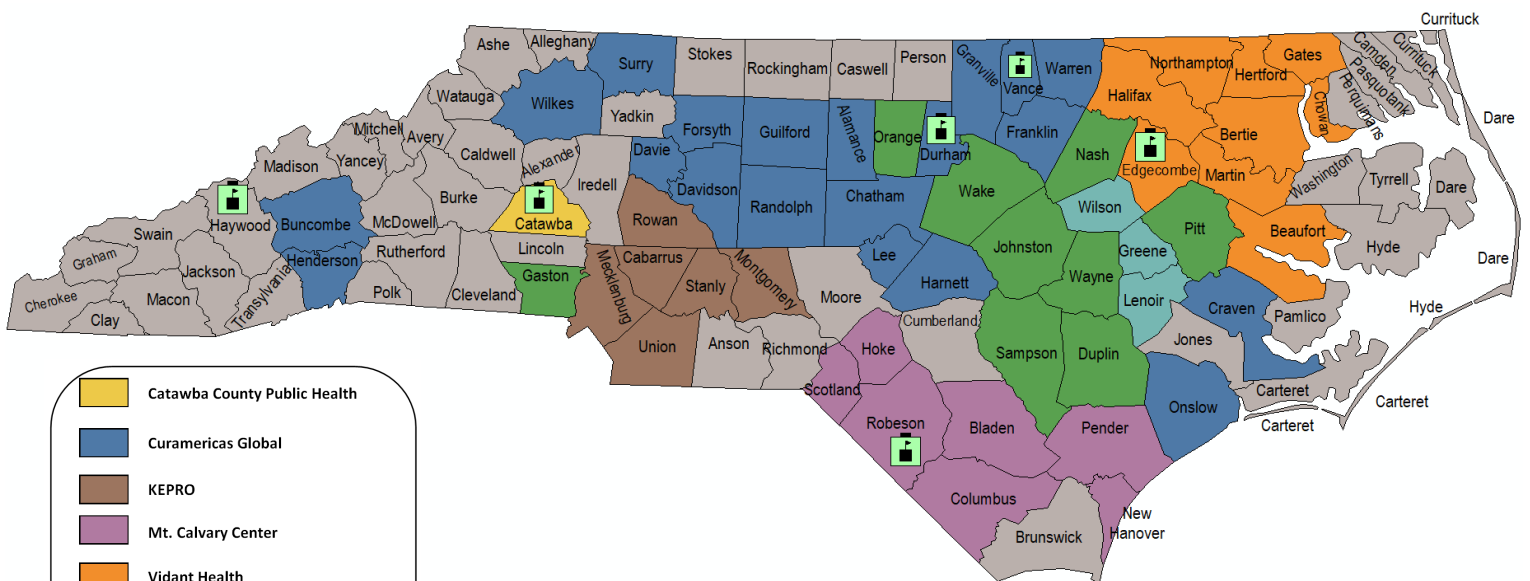


Program Reach

55 Counties Supported

6 Community Colleges

7 Vendors



- Catawba County Public Health
Curamericas Global
KEPRO
Mt. Calvary Center
Vidant Health
One to One with Youth
Covered by Multiple Vendors
No Coverage (45 Counties)
Community Colleges (6)

If you have further questions, please contact:
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