

# Community Health Worker Deployment to At-Risk Areas

## Program Facts

8

Vendors will recruit, train, and manage Community Health Workers

100

Counties to be supported with high COVID-19 caseloads

600

Community Health Workers will be employed by vendors to work in the communities

## Success Criteria



Number of clients assisted with COVID-related services and support



Number of referrals made to Local Health Departments and other groups



Providing culturally and linguistically appropriate assistance



Number of individuals assisted with vaccines and education provided

### Overview:

Recognizing the successes of Community Health Workers in responding to the pandemic, NCDHHS issued a Request for Proposals to employ over 600 CHWs to work in all 100 North Carolina counties. This CHW project started in August 2020 and is projected to end June 30, 2022. NCDHHS selected eight 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 disadvantaged individuals and families in communities. 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.

Vendor	Counties	Contact	Email
<b>Catawba County Public Health</b>	Catawba	Honey Estrada 828-695-6683	honey@catawbacountync.gov
<b>El Centro Hispano</b>	Cumberland, Durham, Harnett, Lee, Montgomery, Moore, Orange, Person, Richmond, Vance	Fiorella Horna 919-948-0670	covidoutreach@elcentronc.org
<b>Keystone Peer Review Organization (KEPRO)</b>	Alexander, Anson, Avery, Burke, Cabarrus, Caldwell, Cherokee, Clay, Cleveland, Gaston, Graham, Iredell, Lincoln, Macon, Madison, McDowell, Mecklenburg, Mitchell, Polk, Rowan, Rutherford, Stanly, Swain, Union, Yancey	Lisa Bennett 704-859-4059	Lbennett@kepro.com
		Renee White 704-859-4059	stwhite@kepro.com
<b>Mt. Calvary Center for Leadership Development</b>	Bladen, Brunswick, Columbus, Hoke, New Hanover, Pender, Robeson, Sampson, Scotland	Jimmy Tate 910-300-6322	jtate@mtcalvarycenter.org
		Lisa Robinson 910-665-1352	lrobinson@mtcalvarycenter.org
<b>One to One with Youth</b>	Greene, Lenoir, Wayne	James Powell 919-920-4086	jamespone2one@gmail.com
		Inonda King 919-731-2119	kone2one@aol.com
<b>Southeastern HealthCare of NC</b>	Alamance, Alleghany, Ashe, Caswell, Chatham, Davidson, Davie, Forsyth, Franklin, Granville, Guilford, Johnston, Nash, Randolph, Rockingham, Stokes, Surry, Wake, Warren, Watauga, Wilkes, Wilson, Yadkin	Evelyn Sanders 919-987-2791	esanders@sehcnc.com
<b>UNETE</b>	Buncombe, Haywood, Henderson, Jackson, Transylvania	Norma Duran Brown 828-424-1838	Unete.wnc@gmail.com
<b>Vidant Health</b>	Beaufort, Bertie, Camden, Carteret, Chowan, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Halifax, Hertford, Hyde, Jones, Martin, Northampton, Onslow, Pamlico, Pasquotank, Perquimans, Pitt, Tyrrell, Washington	Melissa Roupe 252-847-9350	myroupe@vidanthealth.com
		Crystal Dempsey 252-847-5162	Crystal.dempsey@vidanthealth.com



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CHW Operations



CHWs will work in coordination with local health departments (LHDs) and contact tracers to identify and connect with individuals who require assistance



CHWs provide education and outreach in hard to reach communities about COVID-19 and related health issues. They provide information about prevention and sources of support during exposure and treatment.



CHWs will leverage NCCARE 360, the nation's first statewide technology platform uniting traditional healthcare settings and organizations, to address non-medical drivers such as food, housing, transportation, employment and interpersonal safety



CHWs provide vaccine education and outreach to historically marginalized communities and individuals to ensure access to information needed to make informed decisions about getting the vaccine.



CHWs will help individuals connect with community resources for safe housing, culturally competent healthcare and financial assistance

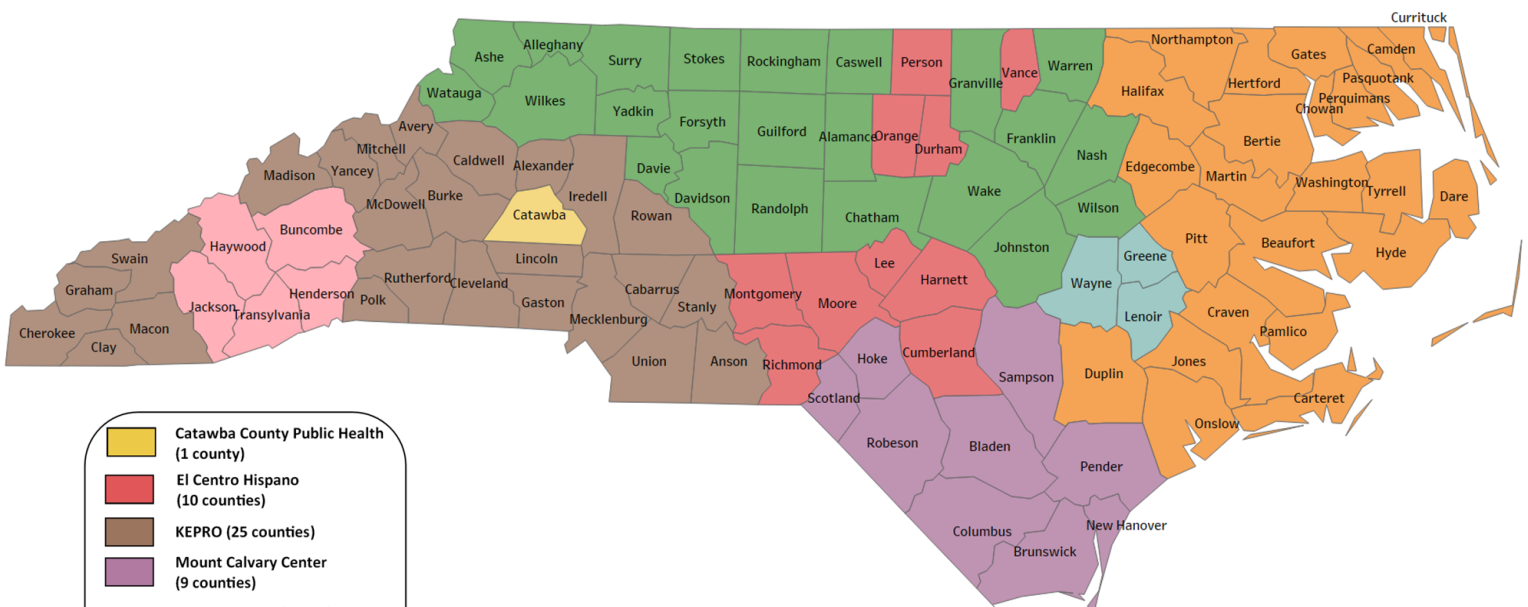


CHWs support individuals in accessing vaccines, including registration, setting appointments and 2nd dose reminders. Partnering with community organizations that support vaccine events and help ensure equity in delivery of vaccines

100 Counties

Program Reach

8 Vendors



- Catawba County Public Health (1 county)
El Centro Hispano (10 counties)
KEPRO (25 counties)
Mount Calvary Center (9 counties)
One to One with Youth (3 counties)
Southeastern Healthcare (23 counties)
UNETE (5 counties)
Vidant (24 counties)



If you have further questions, please contact:
John Resendes, Analytics and Innovations Manager
Phone: 919-527-6464
John.Resendes@dhhs.nc.gov