### Community Health Worker Deployment to At-Risk Areas

#### Program Facts
- 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.

#### 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.

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<thead>
<tr>
<th>Vendor</th>
<th>Counties</th>
<th>Contact</th>
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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 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 will help individuals connect with community resources for safe housing, culturally competent healthcare and financial 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 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 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.

Program Reach

100 Counties

8 Vendors

If you have further questions, please contact:
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