North Carolina Community Health Worker Program

2020 Profile (Data from State Fiscal Year 2020 and current as of 6/30/2020)

Overview:
The North Carolina Community Health Worker Program has been established at the Office of Rural Health to continue the work of the North Carolina Community Health Worker Initiative which began in 2014 at the Division of Public Health. The stakeholders of the initiative created a final report released in May 2018 with recommendations to create a sustainable infrastructure for Community Health Workers (CHWs) that includes specific roles, core competencies, a statewide standardized core competency training and certification.

Importance:
Community Health Workers (CHWs) are defined as "... a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery. A community health worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy." - American Public Health Association CHW Section

Nine Core Competencies for NC Community Health Workers

<table>
<thead>
<tr>
<th>Competency</th>
<th>Description</th>
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<tbody>
<tr>
<td>Communication</td>
<td>Develop skills to be an effective listener to learn about client’s experiences and needs</td>
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<tr>
<td>Interpersonal</td>
<td>Develop skills to work with diverse groups of people &amp; build client relationships</td>
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<td>Service Coordination</td>
<td>Develop skills to coordinate the care of clients</td>
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<td>Capacity Building</td>
<td>Support clients and communities by building new skills and promoting confidence</td>
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<td>Advocacy</td>
<td>Ability to advocate for clients and communities</td>
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<td>Education and Facilitation</td>
<td>Ability to educate client and communities</td>
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<td>Outreach</td>
<td>Provide outreach to clients and communities about services in area</td>
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<td>Knowledge Base</td>
<td>Ability to recognize social determinants of health and health topics impacting their clients</td>
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<tr>
<td>Personal Skills and Development</td>
<td>Develop skills to obtain job or volunteer positions and advance in their career</td>
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Technical Assistance
19 Activities in
11 Counties
Provided by ORH Staff

Disseminate Rural Health Information
13 Activities

Community Development/Assistance
1 Activity

Technical Assistance related to State Emergencies
4 Activities

Site Development/Assistance
1 Activity

Four Major Roles

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

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

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

Program Reach
6
Community Colleges offering CHW Program

If you have further questions, please contact:
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