Community Health Worker Deployment to Underserved Areas
2022 Profile (Data from State Fiscal Year 2022 and current as of 06/30/2022)

Overview:
Supported by CARES and Medicaid funding, NCDHHS issued a Request for Proposals to employ over 350 Community Health Workers (CHWs) to work in all of North Carolina’s 100 counties. This CHW project started in August 2020 and is projected to end December 31, 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 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.

Program Facts
$57M Grant funding
8 Vendors funded to support 100 counties
526 Community Health Workers employed by vendors to work in the communities

Success Criteria
124 Spanish speaking Community Health Workers
2,205,791 Number of clients assisted with COVID-related services and support
17,809 Number of referrals made to Local Health Departments and other groups
82% Of referrals created through NCCARE360 were accepted

Four Major Roles of Community Health Workers

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

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

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

Return On Investment and Economic Impact

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>Created Economic Impact</th>
<th>Total Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>$36,358,909</td>
<td>$37,754,535</td>
<td>$74,113,444</td>
</tr>
</tbody>
</table>

Generates
955 additional jobs from the economic impact
$2,668,248 Generated in state and local taxes which goes back into the local and state economy
$38,134,275 In employee compensation impacted by the grants

*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.

Each grant dollar has a total economic impact of $2.02

102% ROI
Community Health Worker Deployment to Underserved Areas
2022 Profile (Data from State Fiscal Year 2022 and current as of 06/30/2022)

Technical Assistance
783 Activities in 41 Counties

- Community Development/Assistance: 617 Activities
- Training Sessions: 37 Activities
- Disseminate Information: 15 Activities
- Software Assistance/Support: 26 Activities
- Other Assistance: 15 Activities

Community Health Worker Core Competency Training
10 Community Colleges Offering Standardized Core Competency Training

- 40 Courses offered in SFY 2022
- 1,017 Students enrolled in courses

Program Reach
100 Counties Supported
10 Community Colleges
8 Vendors

- 37 Activities in 15 Counties
- 26 Activities in 25 Counties
- 6 Activities in 10 Counties

If you have further questions, please contact:
Community Health Worker Coordinator
Phone: 919-527-6464