

Engaging Community Health Workers

TO ACHIEVE HEALTH EQUITY IN NORTH CAROLINA

March 27, 2024





ATTENDEE INSIGHTS

Question:

How familiar are you with the work of Community Health Workers in your community?







NC CEAL

The North Carolina Community Engagement Alliance (CEAL) Research Team is brought together with Community Campus Partnerships for Health and the University of North Carolina Center for Health Equity Research.

NC CEAL is one of 21 teams engaged in the NIH Community Engagement Research Alliance Against COVID-19 in the Disproportionately Affected Communities (CEAL) network.





CCPH MISSION

Community-Campus
Partnerships for Health
promotes health equity and
social justice through
partnerships between
communities and academic
institutions.







ICEBREAKER



Please share:

- Your name and pronouns
- What's your favorite spring flower?





AGENDA

- CHW Overview
- CHW Presentations
- Moderated Panel Discussion
- Evaluation & Closing







LEARNING OUTCOMES

We hope to achieve the following together:

- Create new connections with community members and CHWs in North Carolina.
- Describe how CHWs' lived experiences inform their health equity work.
- Identify best practices on how to engage CHWs in your communities.

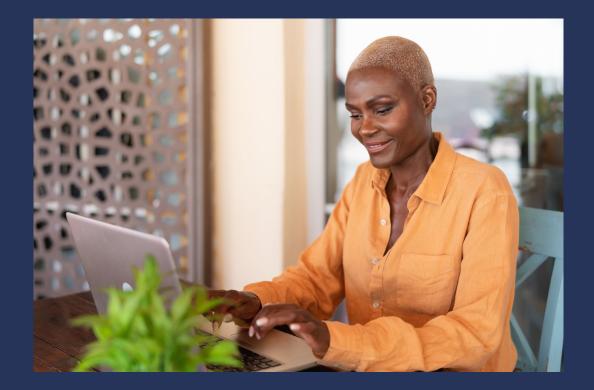




CHAT STORM

Question:

What's one word you would use to describe Community Health Workers?







COMMUNITY HEALTH WORKERS (CHW)

Definition

Frontline public health worker who is a trusted member and has a particularly good understanding of the community served.

Serves as a liaison between health and social services and the community to **facilitate access** and to improve the quality and cultural competence of service delivery.







OTHER NAMES







FACTS AND FIGURES



11%

Projected Job Growth Between 2018-2028

UNC Greensboro



16,000

Jobs Expected Every Year

US Bureau of Labor Statistics





SUSTAINABLE FUNDING FOR CHWS

Boom and Bust Funding

Because of CHWs can effectively engage marginalized populations:

"We need to find a way for CHWs to be **embedded** into our health care community systems."



During the pandemic, CHWs provided bridge to care for marginalized populations. Now what?





CHAT STORM

Question:

What's one way we can embed CHWs into our health care community systems?







PANELISTS



Chiquitta W. Lesene, MS, NCRT, I/O Psychologist Founder & CEO of Shackle Free Community Outreach Agency



Emily Finley, MPH
CCPH Engagement Lead



Joyce Page, MPH, MSPH
Public Health Education
Specialist, Durham County
Department of Health



Joyce C. Page, MPH, MSPH



- Public Health Education Specialist and Coordinator of the Men's Health Council at the Durham County Department of Public Health.
- Her work in public and community health spans over thirty years and includes assignments in eight states at the federal, state, county and local levels.
- Currently, she works with a coalition of African American men who aim to educate and inspire other men to live healthier lives.
- She is certified to conduct workshops on preventing falls and managing chronic conditions, like diabetes.
- She trains lay health workers and community health workers to lead evidence-based workshops on diabetes, chronic disease self-management, pain management, and falls prevention.



What everyone should know about CHW's.

Chiquitta W. Lesene, MS, NCRT, I/O Psychologist, Founder/CEO, Shackle Free Community Outreach Agency, Inc.

About Us

Shackle Free's mission is to promote holistic well-being, equity, and self-reliance by addressing all barriers that hinder the whole well-being of individuals and families.

Purpose

To educate, inspire, advocate, consult, counsel, and increase awareness in historically marginalized, rural, communities of color, and beyond in support of a holistically healthy way of life.

It's always a GREAT day to be shackle free!

OUR MISSION



To promote holistic well-being, equity, and selfreliance on behalf of historically marginalized, black, indigenous, and people of color in rural communities.





WHOSE RESPONSIBILITY IS IT TO CARE FOR OUR COMMUNITIES?

WHOSE RESPONSIBILITY IS TO HELP THEM RISE FROM CRISIS TO THRIVING?

WHAT ARE THEIR ROLES?





Community needs and resources, agency data



Evaluation

Analyze data, compare with

benchmarks



Planning

Use agency mission statement an assessment data to identify result and strategies



Achievement of Results

Observe and report progress



Implementation





· Emergency shelters Food pantries Assisted living • WIC · Transitional housing · Sober living homes

....

- Interpersonal Violence/Toxic Stress
- Safe neighborhoods Domestic violence
- resources

housing



- Tech college & universities Adult training Social Integration & Vocational rehabilitation
 - Inclusion
 - Natural supports
 - Friends/neighbors
 - Religious/cultural



Trillium works in our communities to help support these resources and share them with our members.



and dentists

Community **Partners**

Social Determinants of Health are items

outside of physical health that can

contribute to overall wellness.

- · Family home visitation · Early intervention
- · Community health workers • Childcare
- · Support groups • Doulas • Child First

Member. and Family-Centered Care

- First Responders/Safety
- Safety Net Providers Federally Qualified Health

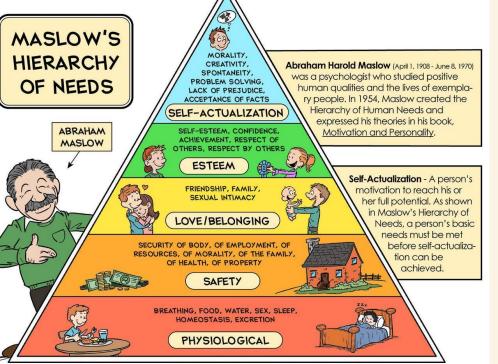
· School-based therapy

- Health departments
- Long-term peer-led recovery School-based therapy

Health & Wellness Primary care providers

· Local hospitals, health clinics









Did you know?

Community Health Workers/Ambassadors are defined by the CDC as: "village centered individuals with "lived experiences", with a strong -in community- rapport, and a desire to make a lasting impact toward population health and holistic well-being. "

"Turn shackles into armor, that's what CHW's do! - Chiquitta W. Lesene



Camp Unity participants play Uno in a classroom atWarsaw Middle School on Monday, July 12. Students have a choice between games, basketball, computers, and just talking with friends. (Staff photo by Rachel Jenkins)

Camp Unity draws crowds by providing choices

Lesene's husband, Ray

By Rachel Jenkins Staff Writer

One of the first things a young person does at Camp Unity is sign a respect agreement. Each time they enter for the evening, they sign their name to show that they are present but also to state that they will behave respectfully toward the instructors, the other youth, and themselves. This is the foundation for Camp Unity and part of its mission, and it is working. "The numbers are getting larger and larger by the day," said instructor Chiquitta Lesene. Attendance on the first day was 12, average a month later is 30 or 40, and last Saturday the camp hit a record of about 60 kids present.

Lesene, is the in-school suspension teacher at Warsaw Middle School, as well as the head football coach and the assistant basketball coach. He has used the school for several years to give students something to do during the summers. His efforts have become more and more organized, and now he is the director of Camp Unity in its first vear. Students can pay a fee of \$2 to come use the gym and weight room, the computer room, and the newly donated PlayStation 3. They can also play Uno, Monopoly, bingo, or the game Mrs. Lesene invented, "Be Your Own Boss." For this game, the students built a 3-dimensional town out of paper,

and they chose careers for themselves. They open imaginary bank accounts, apply for loans, hire each other, pay bills, all the while learning a bit of what it is like to live and work independently as an adult. The kids get paid in "Living Large Dollars" and can save them up for actual treats. "We talk to them about everyday life and issues," said Mrs. Lesene. "We're trying to teach the kids how it is to live," added her husband, and to "be accountable for your own actions."

The kids love the game. Mrs. Lesene said that some of them want to play Be Your Own Boss the whole time, and that for the most part "they don't want to leave."

Continued on page 9



The game teaches them math, language, liberal arts, and how to "socialize and communicate with each other," according to Mrs. Lesene, and they enjoy themselves the whole time.

Camp Unity's name came from the Lesenes' desire to "unite and unify" students from different schools, especially those that compete in athletics. Mr. Lesene wants to emphasize to students that "they can compete against each other but still be friends afterward." Many different schools and even school systems are represented at Camp Unity: students come from Pitt County, Wayne County, Sampson County, and even Wake County. "I hope we can continue it and get bigger," said Mr. Lesene. His wife added that "we would love to do it as much as possible" in the coming years as an ongoing program.

Even though they come from all over, every-

one at Camp Unity has been well behaved and adhered to the respect agreement. "We haven't had any problems," said Mr. Lesene. "We have had some excellent kids." His wife added, "Once you grab them and get their attention, you can help them so much."

One of the keys to Camp Unity's success is giving the youth choices and control in a safe, friendly but firm environment. The Be Your Own Boss game gives the players a sense of autonomy and self-direction, and outside the game itself, the camp offers plenty of choices and freedom: kids can decide for themselves which activities to do and when. "We try to remember that this is the summertime," said Mrs. Lesene, so they emphasize flexibility and variety to make sure the camp is not too much like school, too scheduled and determined. "You have to do some

have a little bit of fun, but you have to follow the rules," said Mrs. Lesene, and these add up to a good life. Camp Unity brings all three together, and everyone

"We're just thankful that the town followed our lead and sponsored it so we can do it," said Mrs. Lesene. "We thank them very, very much," added Mr. Lesene. "I would like to thank my workers, too. They have been tremendous....You've got to have good people to make good things work."

Camp Unity is designed for ages 12 to 17, but the Lesenes say, "we really don't turn anybody away." On Monday through Friday, students can arrive any time after aged to stay until the end at 9. Saturday hours are 2 to 10. August 20 is the last day of Camp Unity but a similar program may continue on weekends during the school learning, you have to year.



Mondays- Thursday 12:30 p.m. - 8:00 p.m. Fridays 12:30 p.m.—9:00 p.m. Saturdays 5:00 p.m. - 9:00 p.m.



Become a contestant in "Unity Idol" or "Unity's Best Dance Crew" for a chance to win the Camp Unity School Clothes scholarshin!!!

Ages 9-17



Free Lunch weekdays

4 p.m. but are encour more information or to register, contact Chief Mike Webster or Ray Lesene, Camp Founder/Director at ((910) 376-4042 or Chiquitta Lesene, Founder/Assistant Director (910) 376-0275

Then.....



FY 20-23 OUTCOME SNAPSHOT

145

individuals rose from crisis to thriving

578

faith-based organizations, barbershops, civic groups engaged

101

Duke-Certified Community Health Ambassadors - the HIGHEST number supported by any one organization in the State of NC. More than half are Duke Cancer Institute barbers/beauticians and members of the LatinX community. They are trained in cancer, diabetes, youth mental health first aid, digital equity, civic engagement, voter registration, nutrition, housing, services for elderly/disabled, youth-centered anti-poverty strategies, strength-based family workers, and the list goes on!

347/118 Education Supports VS.

Education Completions

Emergency Assistance

Community events gardening/systems reform

644/200

Employment Supports

- Obtain employment
- Obtain better employment

48,779

community members engaged

103,597

pounds of food distributed

legislators engaged

informational

secured standard housing

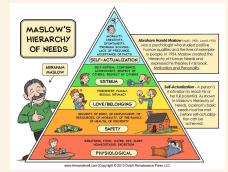


FY 23-24 PROGRAM SNAPSHOT



persons connected to holistic services

individuals rose from crisis to thriving





Continuing Education mini-courses for Community Health Ambassadors formed

persons registered to vote 2023 **Municipal Election**

post-COVID relief items distributed

fresh, frozen, dry, canned food items distributed

1606

basic needs items distributed

Community Equity Teams engaged

Maternal health and baby items distributed clothing items distributed





Educated on abstinence



SENIOR/AGING PROJECT OUTCOMES

59Community

General outreach and education activities

5,152

Total COVID-19 and Flu vaccinations administered



3,320

Events

Supportive Services Units

21,723 through

Individuals reached
through vaccination
outreach and education

660

Total first doses of COVID-19 vaccinations administered

Total second (or later) doses of COVID-19 vaccinations

administered

2,590 Flu vaccinations

administered

167 other vaccinations administered

295

Shingles vaccinations administered

RSV vaccinations administered

A STATE OF THE STA

URWELL(NC)

UNITED RURAL HEALTH &

WELLNESS INITIATIVE

"Trusted messages from trusted messengers"

How to use SFCOA, Inc. Wellness Kiosk



Click on the URWell(NC) Assessment icon to complete the Holistic Health Assessment for a certified Community Health Ambassador to contact you

2

Click on the 211 link & enter your zip code to locate available community resources; including housing, food, and other vital necessities



Click on the YouTube icon to view medical, social, and other holistic videos to educate, inspire, and increase your awareness



Click on Booksy, Style Seat & other scheduling apps to schedule a follow up appointment with your barber or beauty professional

Interested in becoming a Community Health Ambassador or a BUZZ site?



For More Information

Scan QR code

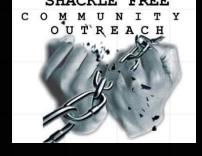
Call 910-226-8138 or

1-833-2RU-FREE

Visit 224 W College St., Suite B

Warsaw NC

Tue-Thur 10am-3pm



www.shacklefree.org

registered to vote?



Call 1-833-2RU-FREE or 910-226-8138 ask YOUR BARBER for more info!



You can do the following things

- Register to Vote
- Update Voter Record
- Check Voter Status
- Find your polling place
- Learn about early votingFind Election information
- and much more!

municipal
Election day
november 7, 2023

For more information: www.shacklefree.org

Proud Member of:





NOTABLE PROJECTS









CARE MODEL IN NC PLACING HUMAN
SERVICES ORGANIZATIONS IN HEALTHCARE
FACILITIES
INDEPENDENT CONTRACTOR - PILOT
DIRECTOR FOR THE HEALTHY

ODDORTHMITIES DII OT



HIGHEST NUMBER OF DUKE-CERTIFIED COMMUNITY HEALTH AMBASSADORS IN THE

STATE OF NC

MORE THAN HALF ARE BARBERS/BEAUTICIANS

LAST SESSION: MARCH 22 - 23, 2024

DID YOU KNOW?

Community Health Workers/Ambassadors

- Alleviate the post-pandemic challenges communities will face amid anticipated shortages within the healthcare worker industry.
- **Transform** the vital role of community towards greater population health.
- **Provide** immediate contact and the ability to achieve measurable results in real-time.

Community Health Ambassador Programs:

- Customizable for any project requiring interpersonal contact, resource navigation, and evaluation of outcomes in any demographic and language across the world.
- ➤ **Lifelong Learning** creates an atmosphere to educate and certify community members on various health/wellness topics including nutrition, domestic violence, substance abuse, digital equity, and other SDOH for any socioeconomic stakeholder.
- > **Empowers** community members holistically, fostering opportunities for economic growth while supporting living wages in HMP, BIPOC, and rural communities.
- > Cost-efficient packages can be designed to fit a wide range of organizational budgets, from the smallest to the largest.

Did you know?

In 2019, the National Academies of Medicine (NAM) reported that burnout had reached "crisis" levels, with up to 54% of nurses and physicians, and up to 60% of medical students and residents, suffering from burnout. Health worker burnout not only harms individual workers, but also threatens the nation's public health infrastructure. With over half a million registered nurses anticipated to retire by the end of 2022, the U.S. Bureau of Labor Statistics projects the need for 1.1 million new registered nurses across the U.S. Further, within the next five years, the country faces a projected national shortage of more than 3 million low-wage health workers. The Association of American Medical Colleges (AAMC) projects that physician demand will continue to grow faster than supply, leading to a shortage of up to 139,000 physicians by 2033, with the most alarming gaps occurring in primary care. Health worker burnout affects the public's ability to get routine preventive and emergency care, and our country's ability to respond to public health emergencies.

Source: Read Addressing Health Worker Burnout: The U.S. Surgeon General's Advisory for Building a Thriving Health Workforce at www.surgeongeneral.gov/burnout.



Outreach donates books to JSCC

The Story of Success

of a donation of books from

This book takes the the most famous and the buch achievers different

Sorger, who had based to





WANT TO COMBAT RISING RENT?

WHOLE PERSON CARE!



YOUTH & SENIORS





Let's Talk Awareness!



MODERATOR



CHIQUITTA LESENE

Industrial/Organizational Psychologist, MS, NCRT

Visionary, Co-Founder, Chief Executive Officer Shackle Free Community Outreach Agency, Inc.

THE SPEAKERS

PATSY MCCOY

Owner & Operator McCoy's Barber & Beauty Shop, Warsaw, NC

Director of James Sprunt Community College Barber and Cosmetology Department

JOIN THE FIGHT TODAY



Barber and Beauty Shops to Empower and Educate the Community About COVID-19 and Other Issues in Health

BENJAMIN J. MOORE

TOPIC: **Barber Shop Outreach** in Communities of Color

PROPOSAL

EDUCATION AIMS

barbers and beauticians are doing confront COVID-19 and other community health issues in easter

Community Health Ambassador:



Barber & Beauty Edition

SIGN THE PETITION AND BECOME SHACKLE FREE!

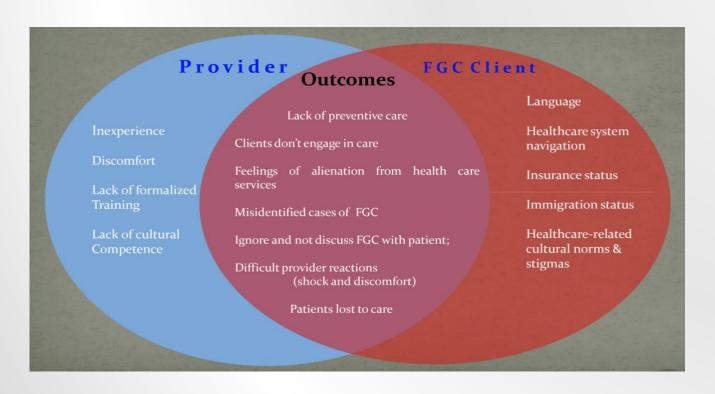
The Role Of Community Health Workers In Promoting Health Access For Women With Female Genital Cutting (FGC): Fostering Community-Clinical Partnerships

Presented by: Emily D. Finley, MPH
Drexel College of Medicine Women's Care Center, Philadelphia, PA
Co-authors: Kiera Kenney, MSW; Ariel Ressler MacNeill, MPH; Salimatou Sy; Ishraga Dousa, MD;
Jasjit Beausang, MD; Sandra Wolf, MD





FGM/C Related Barriers to Healthcare



Philadelphia International Women's Project (PIWP) is a comprehensive, community-based care system supporting women living with or at risk of FGC in Philadelphia through four major approaches:

- 1) Community Engagement
- 2) Peer-to-peer Support
- 3) Clinical Services
- 4) Provider Education





PIWP **CBO-Clinical** Partnership Model







Funding from U.S. Office on Women's Health, Dept. of Health and Human Services



Nationalities Service Center

Resettlement and Integration Services for Immigrants and Refugees

PIWP Activities:

- Federal Grant Management & Reporting
- Stakeholder Outreach and Relationship Management
 - Coordination of Program Evaluation



African Family Health Organization

Culturally Competent Service Delivery to **African Immigrant Communities**

PIWP Activities:

- Peer Outreach Workers
- Support Groups and Education
- Referrals to Clinical and Social Services



Drexel Medicine Women's Care Center

University-Based OBGYN and Family Planning Services

PIWP Activities:

- Specialized OBGYN Care for FGM/C
 - Medical Provider Education
- Coordination of Research Activities

Peer-to-Peer Outreach: A Place of Shared Experience

- Cultural and Linguistic congruence with client populations
- Utilize strengths & expertise of impacted women
- Greater understanding of barriers that inhibit health access and maintenance in care
- Staff cultural integration within communities we seek to reach => Greater capacity for impact/outreach
- Greater access to community leaders/groups that are relevant to our population
- Reach women where they are most comfortable
- Helps facilitate frank, open, and honest discussions





Our Peer Support Model



"[The Peer Specialist] told us about the clinic. She gathered the women and she talks about that. We are like in a community. She gathered the women and she talk about that. That's the first time I know that there's clinics that can take care of women like that. That's the first time for me."

-- 44 year old woman from Sudan



Specialty Clinic for FGM/C

- Comprehensive reproductive health care services
- Dedicated phone line for PIWP clients
- \Box 45 60 minute visits
- Sliding scale fees for uninsured patients
- Exams and documentation for asylum seekers
- History-taking tailored for women with FGM/C
 - Introduction to WCC and PIWP
 - Past health care experiences
 - Discussion of sexual health and functioning
 - Discussion on safeguarding daughters from FGC

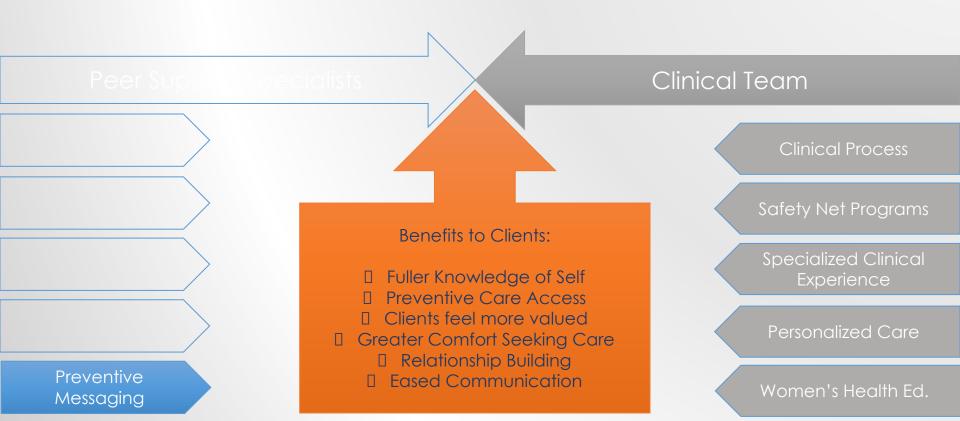


Integrating Peer Specialists into the Clinical Team

- Schedule appointments
- Provide Medical accompaniment
- Assist with interpretation
- Serve as cultural brokers
- Provide education to clinicians
- Assist with case management and referrals



Integrating Peer Specialists into the Clinical Team



Support & Sex Therapy Groups

Support

Addressing a wide range of women's needs and experiences:

- Freeform discussion
- Understanding Health care access & Health insurance eligibility
- Stress Management
- Family Communication & Problem Solving
- Education about preventive care & health effects of FGM/C



Both Groups

- Free to attend
- Hosted in accessible, community settings
- Opportunities to learn based on interest
- Participant-driven
- Peer Support Specialists provide language interpretation & guidance

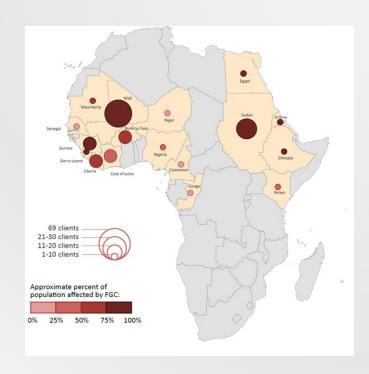
Sex Therapy

Facilitated by a licensed clinical sex therapist addressing:

- Pleasure
- Sexual pain
- Stimulation
- Partner communication
- Understanding what you/your partner likes
- Breaking taboos around sexuality and sexual health
- 2 Separate groups for West Africans and Sudanese

Outcomes

- Delivered clinical services to over 300 immigrant women from 17 countries in Africa
 - 460+ clinical visits
 - 50+ patients seen for asylum exam & documentation
- Hosted 18 monthly sex therapy groups
- Hosted 13 support groups
- Completed 58 in-depth interviews with affected women about attitudes towards FGM/C and experiences accessing health care (results TBA)



Lessons Learned & Moving Forward

What lessons have we learned?

- Peer-to-peer outreach builds trust between providers and clients and promotes cultural competency in the clinic setting
- Peer outreach enhances client access to high services that are tailored to their needs
- Clients are interested in discussing FGM/C with a doctor once trust is established

What needs have we identified?

- Preventive care is a new concept to many clients
- Open discussion of reproductive health & FGM/C frequently occurs for the first time in our clinic
- Sexual health is an overlooked and under-resourced issue for women with FGM/C
- Research is underway to understand:
 - What health effects do women with FGM/C face after they arrive in the U.S.?
 - What are the attitudes and beliefs of these populations regarding FGM/C and health needs?
 - What are best practices to prevent continuation of FGC in future generations?

Acknowledgements

- U.S. Office on Women's Health
- PIWP Program Staff
- Philadelphia Health Management Corporation (PHMC)
- Drexel University Dornsife School of Public Health
- The Health Annex
- Our Amazing Clients!





POST-TRAINING EVALUATION



Please take the next 2 minutes to complete this short evaluation.

https://ccpoh.qualtrics.com/jfe/form/SV_bm6rpgQZuBkipwy









THANK YOU FOR YOUR TIME!

Visit our website: CCPHealth.org
Alexis Hill, CCPH Engagement Strategist: alexis.hill@ccphealth.org