NHBLI
Evolution of CHW Program

Birth of Salud para Su Corazon (SPSC)
Conduct formative research

1994

National Call to Action
NCLR Survey
Promotora Conference

1996

Adaptation of SPSC Manual

1998

Heart Health Campaign - DC

1999

Evaluation of SPSC Pilot Projects

2000

Honoring the Gift of Heart Health (HGGH)
SPSC North Texas
Pilot tested SPSC in 7 communities w/ National Council of La Raza

2002

HRSA & CHC Partnerships

2004

Est. networks in Texas & Florida
SPSC Training Center at GCHC

2006

Healthy Heart, Healthy Family (HHHF)

2008

2nd ed. of SPSC manual

2010

Evaluation

"Breath of Life" Latino asthma manual
PAHO Collaboration in Latin America
With Every Heartbeat is Life (WEHL)

2014

SPSC in Mexico
Strategic Champion Demonstration Project

Project Overview

May 05, 2013

CHW
COMMUNITY HEALTH WORKER
HEALTH DISPARITIES INITIATIVE
Overview of SCDP
- Implementation and evaluation framework
- Brief description of Champions
- Monitoring and evaluation
- Technical support

Innovative Approaches
- CHW capacity building
- Community engagement
- Partnerships – as part of champion initiatives, among champions

Reach as of Dec 31, 2012

What we’re learning: challenges and solutions

Looking to the future
- 5 more months of implementation (ending July 31, 2013)
- Sustainability webinar
- Virtual symposium and documenting process and outcomes
- APHA presentation(s)
### STRATEGIES/ACTIVITIES

**A. Disseminate information and promote the Initiative**
- Identify opportunities to promote the Initiative in the community (e.g., community mobilization)
- Share Initiative materials in appropriate venues and with potential partners
- Disseminate evaluation findings to a broad audience

**B. Establish partnerships to implement the Initiative**
- Disseminate the strategic partnership framework
- Identify and approach potential partners
- Describe roles of partners

**C. Build Capacity of the CHWs and the Strategic Champions to implement and sustain the Initiative**
- Recruit CHWs into training activities
- Provide NHLBI training of trainers to CHWs
- Develop sustainability plan by strategic champions
- Monitor and support CHWs
- Develop opportunities for ongoing cross-champion sharing and learning (Altarum/NHLBI)

**D. Provide education and support to community members from underserved and minority populations**
- Recruit and retain community members for education sessions
- Develop new, modify, or use existing education materials
- Conduct heart health education with community members
- Screen community members for CVD risk factors
- Refer community members to medical providers

**E. Evaluate the process and outcomes for Program Improvement**
- Develop evaluation strategy
- Develop monitoring system
- Collect data through quarterly reports and other data collection mechanisms
- Analyze data quarterly
- Assess effectiveness of strategies in identifying, recruiting, retaining, and training CHWs
- Identify and recommend adaptations to training strategies, methods and materials to train and build capacity of CHWs
- Assess the effectiveness of strategies in implementing CHW programs with community members
- Identify and recommend adaptations in providing education and support to community members
- Share lessons learned about how CHWs can promote heart health
- Share lessons learned about innovative strategies to promote heart health
- Use monitoring and evaluation findings to enhance program implementation

### OUTPUTS

**A.**
- # of reports, curricula, promotional materials, findings disseminated
- # of curricula disseminated
- # of curricula disseminated

**B.**
- # and type of partnerships established
- # and type of strategies for sustainability
- # and type of activities conducted to retain CHWs

**C.**
- # of curricula disseminated
- # of CHWs trained in heart health
- # of curricula disseminated

**D.**
- # of hours spent per session
- # of hours spent per session

**E.**
- # of participants screened for CVD risk
- # of participants referred to medical providers

### SHORT TERM (16 months)
- Increased visibility of the Initiative
- Increased access to and utilization of NHLBI health education materials and resources
- Increased CHW knowledge, awareness, commitment, and ability to address heart health in underserved and minority populations
- Increased organizational capacity to implement and sustain the NHLBI Initiative
- Increased recognition that CHWs are important and necessary in addressing heart health
- Increased demand for heart health education among community members
- Increased reach and quality of NHLBI heart health interventions
- Sustainable resources from partners and other sources targeted at heart health prevention

### LONG TERM (6+ years)
- More engaged and more effective CHWs and organizations addressing heart health
- Increased recognition that CHWs are important and necessary in addressing heart health
- Increased reach and quality of NHLBI heart health interventions
- Sustainable resources from partners and other sources targeted at heart health prevention

### OUTCOMES

**A.**
- Improved CHW knowledge, awareness, commitment, and ability to address heart health
- Improved heart health outcomes
- Demonstrated effectiveness of implementation modalities for CHWs and community members

**B.**
- Improved heart health outcomes
- Demonstrated effectiveness of implementation modalities for CHWs and community members
Planning, Implementation and Evaluation Framework

- Logic model describes 5 key strategies
  - Disseminate information and promote the Initiative
  - Establish partnerships to implement the Initiative
  - Build Capacity of the CHWs and the Strategic Champions to implement and sustain the Initiative
  - Provide education and support to community members from underserved and minority populations
  - Evaluate the process and outcomes for Program Improvement

- Cross-site Evaluation Plan defined evaluation questions and core measures at the process and outcomes levels
- Strategic Champions developed a workplan and unique evaluation plan using the Cross-site Evaluation Plan
Key Features of the SCDP

- Diversity in populations served, organization types, and project approaches
- Continuous assessment of factors that support and impede implementation
- Identification of promising, innovative practices for CHW capacity building and community engagement
- Emphasis on sharing and learning across sites
- Ongoing monitoring and technical support
## Populations Served

<table>
<thead>
<tr>
<th>Strategic Champion</th>
<th>Target Population</th>
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<tbody>
<tr>
<td>Central Massachusetts Area Health Education</td>
<td>African-American, Latino</td>
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<tr>
<td>Housing Authority of the City of Columbia</td>
<td>African American</td>
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<tr>
<td>Morehouse University School of Medicine</td>
<td>African American women</td>
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<tr>
<td>New York University School of Medicine</td>
<td>Filipino</td>
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<tr>
<td>Partners in Health</td>
<td>American Indian</td>
</tr>
<tr>
<td>Project Concern International</td>
<td>Latino, Filipino</td>
</tr>
<tr>
<td>Southeast Arizona Area Health Education</td>
<td>American Indian, Latino</td>
</tr>
<tr>
<td>University of Alabama, Birmingham</td>
<td>African American</td>
</tr>
<tr>
<td>Visión y Compromiso</td>
<td>Latino, urban and rural</td>
</tr>
</tbody>
</table>
Monitoring, Evaluation and Support

- Monthly one-on-one conference calls
- Monthly Evaluation working group calls
- Quarterly interactive “all hands on deck” calls
- Themed webinars (e.g. adult learning)
- Quarterly online progress and outcome reports
- Adhoc and ongoing technical assistance
- Web resource page
Examples of CHW Capacity Building approaches:

- Creation of State (Arizona and California) and National (Filipino CHW) networks of CHWs using the NHLBI curricula
- Trainings with both in-person and virtual activities
- E-learning tools, “voice over” trainings, use of mobile technology and social networking
- Addition of core competency and professional development activities
Examples of Community Education Approaches:

- Use of i-pad and kiosk
- Small learning circles
- One-on-one home visits
- Development of additional, population-specific education materials (e.g. faith-based, Navajo)
- Combined cross-population manual
Partnerships developed to support implementation

- Examples of Partnership Activities:
  - Contribute expertise (e.g. evaluation, program planning, etc)
  - Organizational commitment to training their CHWs
  - Support trained CHWs to conduct community education
  - Provide space for trainings and community education classes
  - Recruit of participants
Partnership Approaches: Supporting Factors & Challenges

Supporting Factors:
- Having a Network of Community Supporters
- Using Educational Resources that Other Organizations have Created

Challenging Factors:
- Resistance or Lack of Community-Based Organization Partnerships Willing To Partner
Capacity-Building Approaches: Supporting Factors & Challenges

**Supporting Factors**

- Implementing Interactive & Hand-on Training Techniques
- Creating Responsive Feedback Loops between CHWs & Org
- Maintaining a forum where CHWs can receive support from each other
- Providing On-Going Support To CHWs

**Challenging Factors**

- CHWs discomfort with evaluation
- CHW Lack of Confidence in Teaching
- CHW Vocabulary Levels
- CHWs Background & Grave Financial Situation
Infrastructure: Supporting Factors & Challenges

- **Supporting Factors**
  - Providing Incentives to CHWs

- **Challenging Factors**
  - Limited Funding
  - Logistical, Administrative & Technical Issues
Looking to the Future

- 3 more months of implementation (July 31)
- Webinars focus on sustainability, utilizing small groups, and capacity building.
- Hold 2 virtual symposiums to document and discuss process and outcomes
- Systematically identify products and processes that will strengthen the Initiative
Examples of Products and Processes

### Products
- training videos
- Tweets
- e-learning/online curricula
- qualitative evaluation instruments
- modified curricula and materials.

### Effective Processes to:
- recruit and retain community members
- build CHW capacity to conduct evaluation
- adapt and modify training format and duration
- support CHWs and organizations in community engagement