

# How the Centers for Disease Control and Prevention (CDC) Supports Community Health Workers in Chronic Disease Prevention and Health Promotion

## Who are community health workers (CHWs)?

CHWs are frontline public health workers who serve as a link between health and social services and the community. CHWs facilitate access to services, and improve the quality and cultural competence of service delivery. They are trusted members of the community or have an unusually intimate understanding of the community served. CHWs build 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. CHWs may be alternatively known as outreach workers, promotores(as) de salud, community health representatives, and patient navigators, among other names. [Learn more about CHWs.](#)



Engaging CHWs is an evidence-based public health practice supported by the following:

- ▶ 2011 National Prevention Strategy
- ▶ 2010 Patient Protection and Affordable Care Act
- ▶ 2010 Institute of Medicine Report: *A Population-Based Policy and Systems Change Approach to Prevent and Control Hypertension*
- ▶ 2002 Institute of Medicine Report: *Unequal Treatment: Confronting Racial and Ethnic Disparities in Health Care*

# How do CHWs support CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) priority domains?

CHWs are working in CDC's NCCDPHP priority domains—community-clinical linkages, environmental approaches, health system interventions, and epidemiology and surveillance—and were specifically cited in guidance provided to funded program partners as one of the strategies to aid community-clinical linkages. The following are examples of CDC's activities that engage CHWs to support, promote, and strengthen these four priority domains.

## Community-clinical linkages

**The Community Health Worker's Sourcebook:** This evidence-based, plain language training curriculum for preventing heart disease and stroke was designed for CHWs who provide clinical linkages or work on health care teams.

—Division for Heart Disease and Stroke Prevention

## Environmental approaches

**Acción Para la Salud:** The University of Arizona Prevention Research Center's research aims to determine the role of advocacy in CHWs' outreach efforts. The researchers will review CHWs' records, local press releases, and media reports to determine changes in the community that are attributable to the CHWs' efforts to increase community-driven policy change related to chronic disease prevention.

—Division of Population Health

## Health system interventions

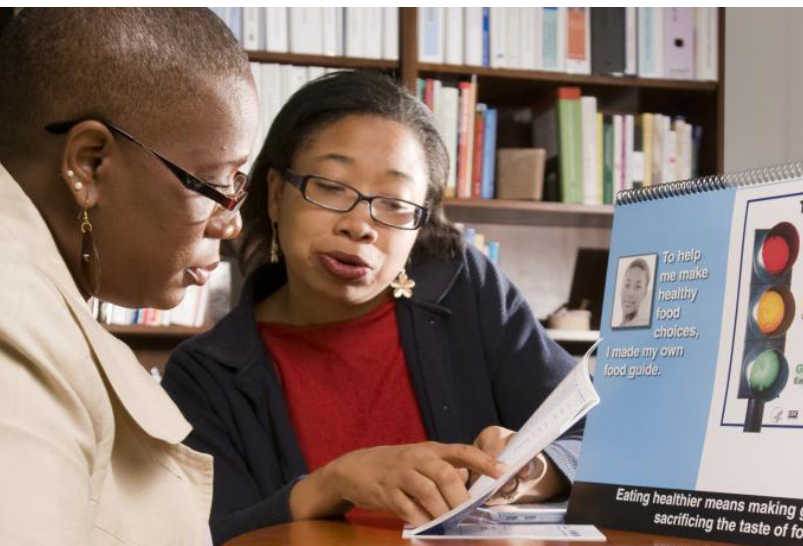
**Tribal Colorectal Health Program:** This project builds knowledge and skills among community health representatives to bolster their involvement in providing educational, outreach, and navigational services related to colorectal cancer screening in a consortium of seven tribal communities in the Albuquerque, New Mexico, area.

—Division of Cancer Prevention and Control

## Epidemiology and surveillance

**Pregnancy Risk Assessment Monitoring System (PRAMS):** This program is an ongoing, population-based, state-based surveillance system of women delivering live infants. For many years, New Mexico PRAMS has worked with the Southern New Mexico Promotora Committee, New Mexico CHW Association, and Navajo Community Health Representatives (CHRs) to help locate and encourage PRAMS-sampled women to complete the survey. Since 2012, the program has identified CHRs and CHWs through the Albuquerque Area Southwest Tribal Epidemiology Center to hand-deliver the PRAMS survey to women selected in Pueblo and Apache communities. In 2014, this process is being expanded through the Navajo Epidemiology Center. CHRs will reach women at Navajo WIC sites.

—Division for Reproductive Health



## NCCDPHP's CHW Workgroup

**VISION:** Empower communities to create environments that will help people be healthier.

**MISSION:** To create and support CHW programs that help meet public health goals.

If you have any questions regarding this document or for more information, e-mail us at [CHWorkgroup@cdc.gov](mailto:CHWorkgroup@cdc.gov).

## NCCDPHP programs with grantees engaged in CHW strategies

### Division for Heart Disease and Stroke Prevention

- ▶ State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity, and Associated Risk Factors and Promote School Health
- ▶ WISEWOMAN Program
- ▶ Mississippi Delta Health Collaborative

### Division of Nutrition, Physical Activity, and Obesity

- ▶ Childhood Obesity Demonstration Project

### Division of Community Health

- ▶ Community Transformation Grants
- ▶ REACH National Networks

### Division of Population Health

- ▶ Prevention Research Centers Program

### Division of Diabetes Translation

- ▶ State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity, and Associated Risk Factors and Promote School Health
- ▶ National Diabetes Education Program
- ▶ Traditional Foods Project
- ▶ Appalachian Coalition and Vulnerable Populations

### Division of Cancer Prevention and Control

- ▶ National Breast and Cervical Cancer Early Detection Program
- ▶ Colorectal Cancer Control Program
- ▶ National Comprehensive Cancer Control Program

### Division for Reproductive Health

- ▶ Pregnancy Risk Assessment Monitoring System

## Select NCCDPHP products about and for CHWs

### Educational materials and tools

- ▶ Fotonovelas and promotora guides:
  - *Controlling Your Hypertension*—[Spanish fotonovela](#)
  - *Controlling Hypertension by Learning to Control Sodium Intake*
    - [English fotonovela](#) and [promotora guide](#)
    - [Spanish fotonovela](#) and [promotora guide](#)
  - *How to Control Your Fat and Cholesterol*
    - [English fotonovela](#) and [promotora guide](#)
    - [Spanish fotonovela](#) and [promotora guide](#)
- ▶ Community Health Workers and Million Hearts®—[English](#) and [Spanish](#)
- ▶ CDC State Law Fact Sheet: [A Summary of State Community Health Worker Laws](#)
- ▶ Podcast: [The In-Between People: CHWs in the Circle of Care](#)
- ▶ The [Eagle Books series](#) for young children

### Training resources, position papers, and guidance documents

- ▶ CDC Policy Brief: [Addressing Chronic Disease Through Community Health Workers: A Policy and Systems-Level Approach](#)
- ▶ Association of State and Territorial Health Officials Brief: Cancer Prevention and Control: [How State Health Agencies Can Support Patient Navigators and Community Health Workers\\*](#)
- ▶ American Association of Diabetes Educators: [AADE POSITION STATEMENT: Community Health Workers in Diabetes Management and Prevention](#)

\* Patient navigators (PNs) are often specific to the cancer field. PNs provide individualized assistance to patients, families, and caregivers to help overcome health care system barriers and facilitate timely access to quality health care. CHWs are recognized as PNs in the 2009 Reauthorization of the Patient Navigator Act.

## Training materials

- ▶ *The Community Health Worker Sourcebook: A Training Manual for Preventing Heart Disease and Stroke*—[English](#) and [Spanish](#)
- ▶ e-Learning Training Course: [Promoting Policy and Systems Change to Expand Employment of CHWs](#)
- ▶ National Breast and Cervical Cancer Early Detection Program: Community Health Worker Programs Materials:
  - Part 1: [Handbook for Enhancing Community Health Worker Programs: Guidance for the National Breast and Cervical Cancer Early Detection Program](#)
  - Part 2: [Breast and Cervical Cancer Messages for Community Health Worker Programs: A Training Packet](#)
- ▶ Diabetes Training and Technical Assistance Center 2011 course: [Community Health Workers](#)
- ▶ Tribal Community Colorectal Health Education and Navigation Program: [Teaching Tools and Education Materials](#)
- ▶ Road to Health (RTH) toolkit to train CHWs on how to prevent or delay type 2 diabetes among community members (available in English and Spanish):
  - [Toolkit](#)
  - [Flipchart](#)
  - [Resource Guide](#)
  - [Activities Guide](#)
  - [User's Guide](#)
  - [Training Guide](#)
  - [Training Video](#) and [Booklet](#)
  - [Evaluation Guide](#)
  - CD/DVDs:
    - [Step by Step: Moving Towards Prevention of Type 2 Diabetes](#)
    - [Movimiento por su vida](#)
  - pHConnect (English): [Communities of Practice NDEP Road to Health Implementers Community](#)
  - pHConnect (Spanish): [Communities of Practice Campeones del Kit El camino hacia la buena salud](#)

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