Wisconsin Cancer Collaborative

REDUCING THE BURDEN TOGETHER

Breakout Session A | Community Health Workers in Cancer Prevention and Control

11:00-12:00

SPEAKERS

Lindsey Purl, MPH

Great Rivers Hub Director *Great Rivers United Way*

Michelle Dixon Hospital Responder *414 LIFE*

David Goines

Community Relations Coordinator *Progressive Community Health Centers*

Wisconsin Cancer Collaborative

GREAT RIVERS HUB

Community Health Workers

Impact & Opportunity

What is a Community Health Worker (CHW)

"A community health worker is 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

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Community Health Worker Role and Scope:

10 Core Roles

- Cultural Mediation
- Providing Culturally appropriate health education and information
- Care Coordination/System Navigation
- Coaching and Social Support
- Advocacy
- Building individual and community capacity
- Providing Direct Service
- Implementing individual and community assessments
- Conducting outreach
- Participating in evaluation and research

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The Pathways Community HUB Model

- Bridge the gap between accessing SDOH and clinical needs
- Measurable risk reduction
- Leverage Community Health Workers
- Focus on social determinant & clinical health outcomes
- Uses existing community resources (medical and social) more efficiently and effectively
- Holistic community care coordination → one for the whole family
- Payments for outcomes (pathway completion) = service sustainability

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HUB Community Health Workers in clinical settings

- **Asset to care teams**
- **Communication in a way the patient will understand (culture & relationship)**
  - Ensure care plans are followed at home/outside the walls of healthcare
  - Communicate issues or metrics back to provider related to care plans
- **Addressing social determinants of health**
  - Many referrals for chronic disease had many basic needs unmet
  - Financial concerns for care/making tough decisions
  - Addressing basic needs required before addressing healthy lifestyle change
- **Establishing a Medical Home/annual screenings**
- **Tobacco cessation support (referral and informal support/coaching)**
- **Support & education for healthy lifestyle change**
- **Community connection (cancer survivors)**
- **ACEs Screenings**
  - Acknowledging the risk of chronic disease associated with high ACE scores
  - Addressing trauma in addition to basic needs

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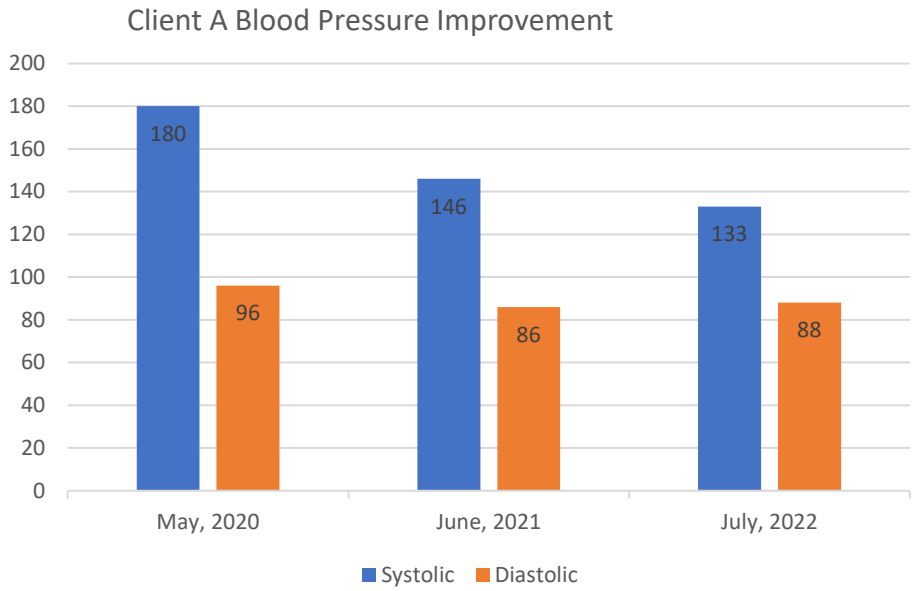

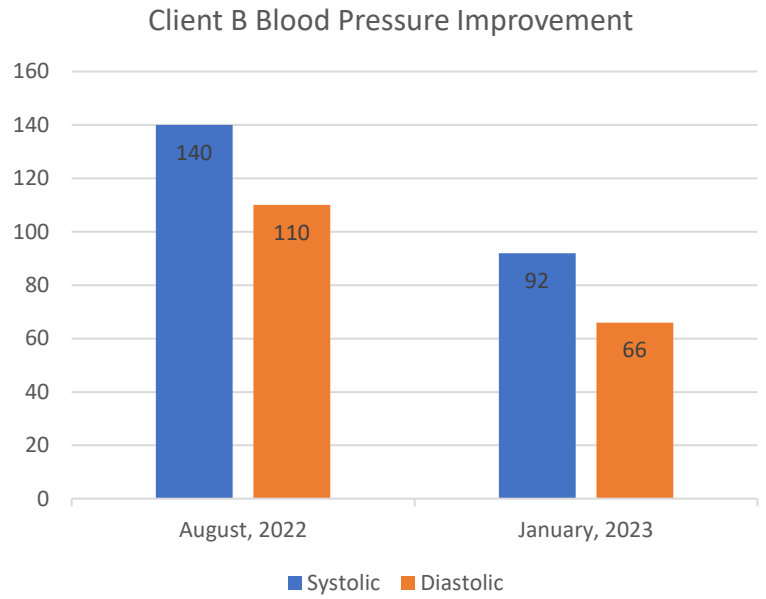

Pathways and Tools Completed:

- Care protocol Education
- Housing
- Medical Home
- Medical Referral
- Medication Assessments
- Healthy Change Tool
- Utilized Self-Monitor Blood Pressure (SMBP)

Pathways and Tools Completed:

- Protocol Based Education
- Social Service Referrals:
  - Transportation
  - Utilities
  - ADRC
  - Food Assistance

Date	A1C%
1/29/2021	11.5%
3/2/2021	8.4%
9/1/2021	9.5%
11/3/2021	7.1%
2/2/2022	7%
9/7/2022	7.1%

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Great Rivers HUB CHWs & Chronic Disease populations

- Cultural connection to foods has been important in CHWs being able to set up and maintain diet change goals
- SDOHs are often at the forefront and disease management isn't a high priority at point of referral
- Language barriers and lack of understanding of care plans
- Trust & validation
- Screenings, immunizations, preventative care and harm reduction
- Pharmacy and CHW initiatives

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Questions?

Lindsey Purl
Great Rivers HUB
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Great Rivers United Way
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Michelle Dixon

Hospital Responder

414 LIFE

Community Cancer Spotlight

David Goines
Community Relations Coordinator

Progressive℠ Community Health Centers

Our Mission

Progressive Community Health Centers exists to improve the health and quality of life of the community by providing culturally competent services that address identified needs.

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Community Health Centers

Our Patients

2023 Demographics

- 16,280 patients
- 47,626 clinic visits
- 83% African American
- 98% live in poverty
- 59% Medicaid
- Female: 57%/Male: 39%
- Children under 18: 29%
- Age 50+: 24%

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What do we do?

- **Update guidelines**
- **Staff education**
- **Provider Assessment and Feedback**
  - Monthly provider-specific roster reports of met/unmet screenings
  - Reports are unblinded so provider teams can compare
- **Patient Reminder Systems**
  - Health Maintenance reminders (EMR)
  - Verbal reminders from providers
  - Phone call reminders
  - Referral letters
  - Promotional materials

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Cancer Screening Projects

- Colorectal
- Breast
- Lung
- Cervical

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Colorectal Cancer makes us blue

- Colorectal
  - Nearly 12 years of grant funded programming
  - A total of 7 years was granted by The American Cancer Society
  - 5-years of CDC funding allowed development of a foundation of outreach best practices.

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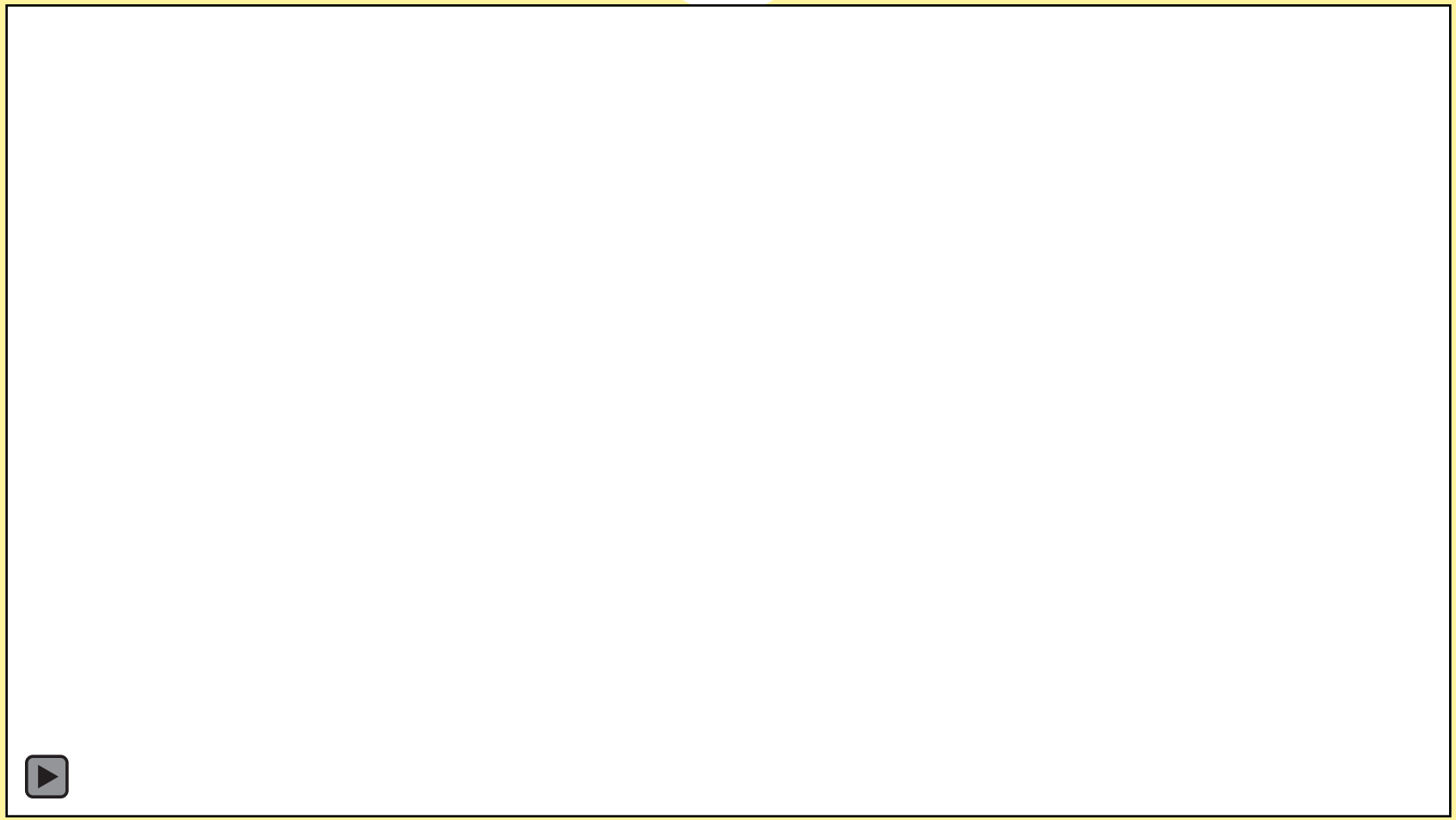
All hands-on deck for Blue day



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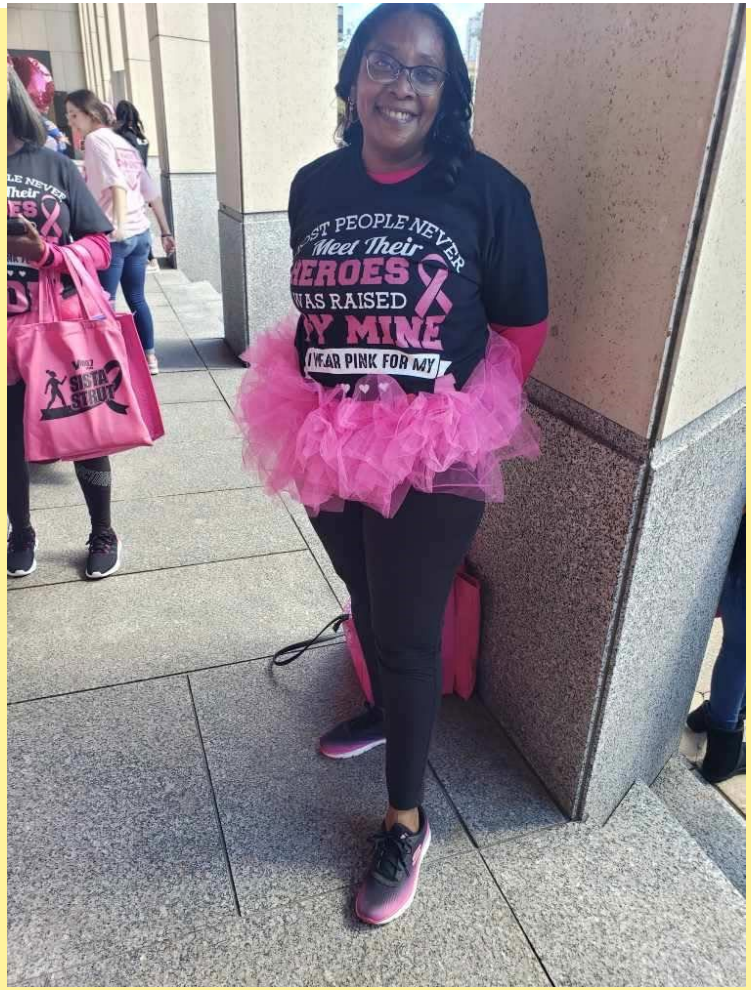
Thinking Pink for Breast Cancer



- American Cancer Society
- Grants are used to support
  - Outreach to women who haven't been screen in at least two years
  - Give annual reminders for women who have been screened previously
  - Offer incentives to women who have completed Mammography of $10.00

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Every breath we take fights Lung Cancer

- Froedtert and the Wisconsin Medical College
  - Provide Aid to patients to help cover lung screening cost
- ACS (NFL Change program)
- Provided resources to cover
  - Salaries related to outreach processes
  - Outreach to patients to encourage screenings
    - Community educational programs including lunch and learns
  - Support of patient visits
    - Incentives
    - Travel expenses

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Tough girls fight strong against Cervical Cancer

- Cervical - Wisconsin Comprehensive Cancer Control program.
  - Educational/interactive workshop designed to allow community members to ask individualized and group questions in an informal, comfortable setting.
  - Workshop will serve as an opportunity to get to know a local provider in the area and can serve as a networking opportunity to learn more about women's health and how/where to access health services.

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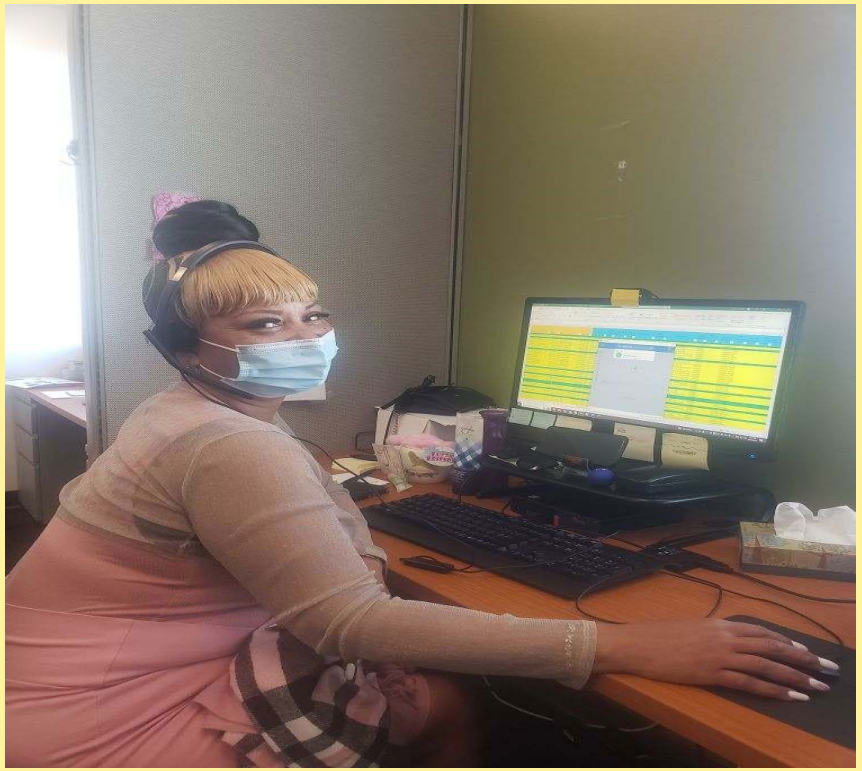
Community Health Workers

Miss Nikki : Outreaches for Colorectal and Breast screenings.



Ms. Donna: Supports Women's Health Department.

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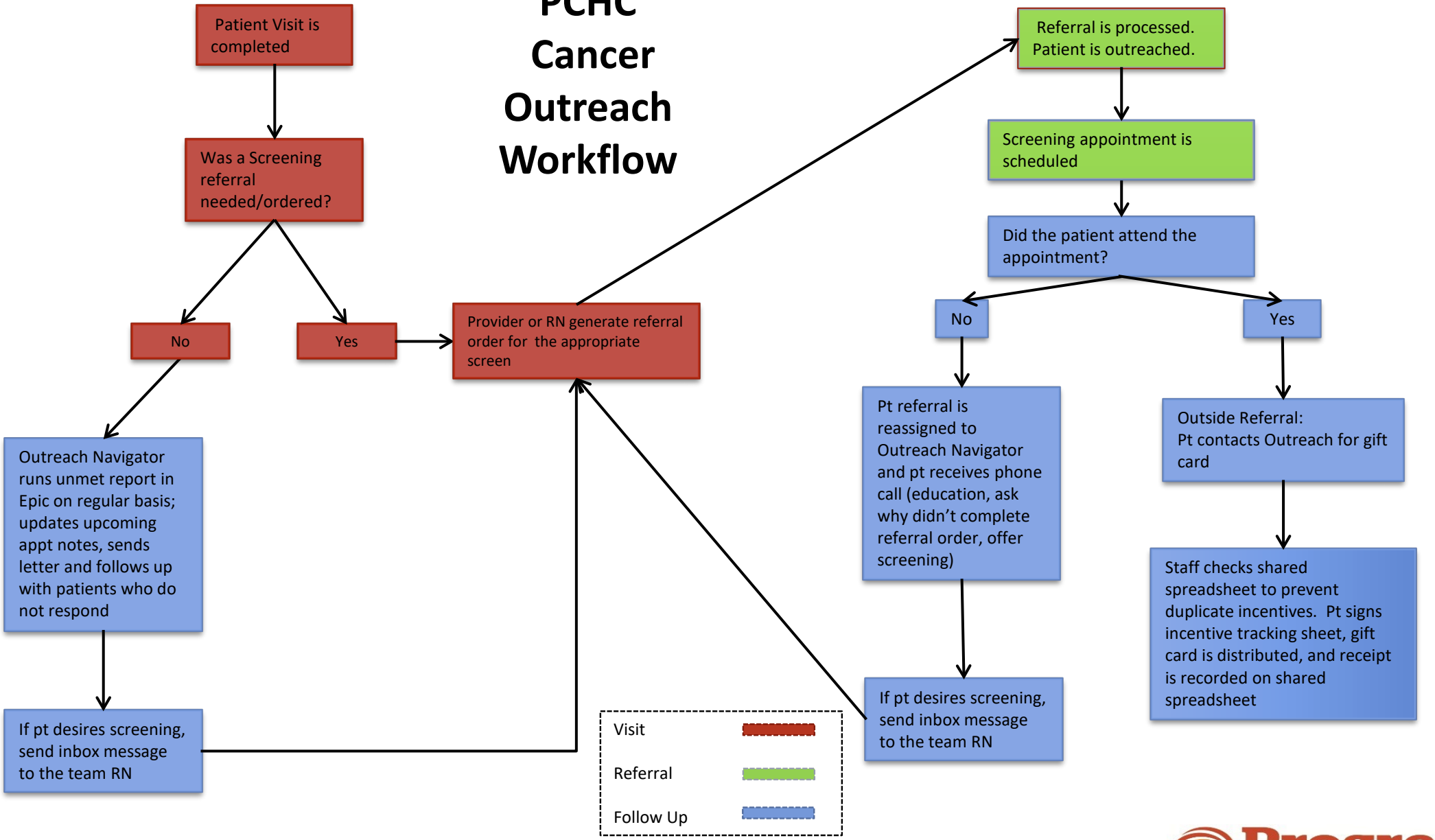
PCHC Cancer Outreach Workflow



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Questions & Contact information

- David Goines: David.Goines@progressivechc.org

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Questions?

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