



## Setting the Course: Year Two Florida CHW Coalition Summit

Aloft Hotel, Tallahassee, June 14 - 15, 2012

Mission: A statewide partnership dedicated to the support and promotion of the CHW profession in Florida

### Meeting Minutes Friday, June 15, 2012

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#### Attendees

- Patria Alguila, Hispanic Health Initiatives, Inc.
- Susan Allen, FL Department of Health
- Karen Card, FL Department of Health
- LaShonda Coulberson, Moffitt Cancer Center
- Thometta Cozart Brooks, Center for Equal Health
- Sean Dickerson, Moffitt Cancer Center
- Alma Dixon, Bethune-Cookman University
- Susan Fleming, FL Department of Health
- Sandria Foster, Florida Hospital College of Health Sciences
- Bonnie Gaughan Bailey, FL Department of Health
- Lisa Renee Holderby-Fox, Massachusetts Association of CHW's
- Catherine Howard, FL Department of Health
- Amanda Hunt, FL Department of Health
- Sornia Joseph, Jessie Trice Community Health Center
- Cheryl Kerr, St. Petersburg College
- Denise Kerwin, St. Petersburg College
- Brandi Knight, FL Department of Health
- Laura Lenhart, Moffitt Cancer Center
- Marisel Losa, Health Council of South Florida
- Graciela Marquez, YMCA of Broward County
- Steve McCoy, FL Department of Health/Bureau of EMS
- Josephine Mercado, Hispanic Health Initiatives, Inc.
- Myriam Monsalve Serna, ConnetFamilias
- Folakemi Odedina, University of Florida
- Linda Paige, Moffitt Cancer Center
- Ali Polsky, FL Department of Health
- Natali Ramirez, Florida Department of Elder Affairs
- R. Renee Reams, Florida A&M University
- Colleen Reinert, Migrant Health Promotion
- Brendaly Rodriguez, University of Miami
- Carl Rush, University of Texas Institute on Health Policy
- Steve Shelton, University of Texas Medical Branch/East Texas AHEC Program
- Clifton Skipper, FL Department of Health
- Doretha Snell, Bethune-Cookman University
- Maisha Standifer, University of South Florida
- M.R. Street, FL Department of Health
- Sandra Suther, Florida A&M University
- Carolyn Tucker, University of Florida
- Kristen Wells, University of South Florida
- Peter Willems, Hispanic Health Initiatives, Inc.

- Heather Williamson, University of South Florida
- Valeria Diaz-Barrios, DOH Intern

- Gloria Cox, FL Department of Health – Jefferson County

**Introduction**

Meeting facilitator, Steve Shelton, identified and reviewed accomplishments and objectives from the previous day, and also helped build emphasis on moving forward and reenergizing the coalition.

**National Updates, Texas CHW Network Progress**

Carl Rush, Research Affiliate - Project on CHW Policy and Practice, University of Texas Institute on Health Policy, provided the Coalition with a presentation on: *Policy and Systems Change – National Update on Community Health Workers*. Mr. Rush reviewed progress at the federal level, and reviewed action steps to accomplish policy change for CHWs in Florida. He also reiterated the interconnectedness of the work of all of the coalition’s subgroups in accomplishing future goals. Additionally, Mr. Rush’s presentation touched on themes articulated by other presenters: enhance CHW leadership in the coalition, focus on managed care models rather than individual reimbursement efforts, and utilize other state’s lessons.

*Key Take-Aways Noted*  
 CHW LEADERSHIP  
 Know employers’ perspective  
 Gather other state’s ROI data  
 Learn from others  
 Evaluate CHWs at all levels

**Assignment: Refining the Coalition’s Structure and Directions – What are the short and long term goals, and how we can we accomplish them?**

At this point in the meeting each subgroup split into breakout groups and reviewed the above assignment.

Policy

**Attendees:**

- Amanda Hunt - [amanda\\_hunt@doh.state.fl.us](mailto:amanda_hunt@doh.state.fl.us)
- Carolyn Tucker - [cmtucker@ufl.edu](mailto:cmtucker@ufl.edu)
- Marisel Losa - [mlosa@healthcouncil.org](mailto:mlosa@healthcouncil.org)
- Maisha Standifer - [mstandif@health.usf.edu](mailto:mstandif@health.usf.edu)
- Heather Williamson - [hwillia1@health.usf.edu](mailto:hwillia1@health.usf.edu)
- Denise Kerwin - [Kerwin.denise@spcollege.edu](mailto:Kerwin.denise@spcollege.edu)
- Susan Allen - [susan\\_allen@doh.state.fl.us](mailto:susan_allen@doh.state.fl.us)
- Laura Lenhart - [lenhart.laura@gmail.com](mailto:lenhart.laura@gmail.com)
- Ali Polsky – [ali\\_polsky@doh.state.fl.us](mailto:ali_polsky@doh.state.fl.us)

Headlines – Objectives – Future Impact

Florida Approves CHW Credentialing

Florida CHWs Play a Major Role in Medicaid Reform and Implementation of the Affordable Health Care Act.

Choices for establishing minimum standards for CHWs:

- Credential (credentialing process)
- License (not recommended by others with experience)

## Certify (certification process)

Next Year's Plan of Action: Continue Legislative Effort

1. Develop Resolutions and/or Proclamations for use at the local level (tool kit templates and guidelines)
  - a. Develop Florida Resolution
    - i. Gather Florida data
    - ii. Review state resolution and select a format
    - iii. Gather CHW information (ask Research group to provide)
    - iv. Combine data and information to develop resolution
  - b. Develop proclamation template for use at local level (tool kit templates and guidelines)
    - i. Gather local data – county level data
    - ii. Link with networking to gather local information on
      1. CHWs
      2. dates of local official meetings
    - iii. Review State proclamations and select a format
    - iv. Combine data and information to develop proclamation
2. Raise Awareness
  - a. Link with Networking
    - i. DVD on CHWs developed by Dr. Carolyn Tucker
    - ii. Story bank – on-line
    - iii. Update legislators' handout with link to DVD
    - iv. Ask networking to consider adding an area for questions on the website
    - v. Link legislative information to Florida CHW website
    - vi. Recruit legislative champions
    - vii. (Social) Networking – Facebook and LinkedIn
3. Develop Policy Toolkit
  - a. Pull updated legislative packet together and have policy group review it
    - i. Policy Brief
    - ii. Speaking points
    - iii. Draft bill
    - iv. Summary (?)
  - b. Make corrections and send packet to Practice group to assure that all are culturally appropriate and includes the CHWs voice
  - c. Revise as appropriate and send to coalition members for review before July 20 general meeting.
  - d. Review current policies and identify gaps we need to address in policies to be developed
4. Form Strategic Alliances
  - a. Strategically approach allies and align legislative agendas
    - i. Florida Hospital Association
    - ii. Community health Centers
    - iii. South Florida Hospital Association
    - iv. Blues Foundation (Dr. Tucker to meet with in July)
    - v. Governor's Office ( Dr. Tucker to meet with in August)
  - b. Get CHW issues on state and national conference agendas
    - i. September 20, 2012 – Orlando Pre-Clinic conference
    - ii. October 17, 2013 – Community Health Worker section at statewide conference.
5. Increase CHW Presence and Mentor Leadership

- a. Assign each coalition member the task of identifying and recruiting 3-5 CHWs to become coalition members
- b. Identify and send qualifying CHWs (willingness, ability, potential) to leadership training through membership organizations
- c. Encourage CHW feedback and coalition connection

## Networking

### **Attendees:**

**Brendaly Rodriguez, University of Miami**

**Josephine Mercado, Hispanic Health Initiatives, Inc.**

**Gloria Cox, Florida Department of Health**

**Dee Snell, Bethune-Cookman University**

**Alma Dixon, Bethune-Cookman University**

**Natali Ramirez, Florida Department of Elder Affairs**

**Valerie Diaz-Barrios, Intern, Florida Department of Health**

**Clifton Skipper, Florida Department of Health**

- Website
  - Using other methods of networking/ Social Media (facebook, forum)
  - Expanding the use of website
  - Provider resources tag
  - Links to other organizations that use CHW
  - Educate the full coalition
  - Testimonials/stories page
  - Events tab
- Follow up with CHW that have joined the coalition
  - Automatically put in practice group
  - Review process when someone joins
- Regional meetings should also be used as an educational event
  - Explore the possibility of creating regions (health council)
  - How do we define a region?
  - How do we identify a co-chair for this committee who is a CHW?
  - Potential of regional CHW gatherings
- Investigate infrastructure accommodating CHW
  - Computer
  - Telephone
  - Transportation
- Sustainability
  - Develop CHW leadership to assist in sustainability efforts
  - What is the role of CHW in emergency preparedness & disaster response

## Research

### **Attendees**

Sandra Suther, Florida Agricultural and Mechanical University [Sandra.suther@famu.edu](mailto:Sandra.suther@famu.edu)

Karen Card, Emergency Medical Services, Dept of Health. [Karen\\_Card@doh.state.fl.us](mailto:Karen_Card@doh.state.fl.us)

LaShonda Coulberson, Moffit Cancer Center, [lashonda.coulbertson@moffit.org](mailto:lashonda.coulbertson@moffit.org)

Kristen Wells, University of South Florida, [kwells1@health.usf.edu](mailto:kwells1@health.usf.edu)

After reviewing progress made to date and the requests made by fellow coalition members, it was determined that the group has three primary audiences:

- **Employers/Policy Makers** – This group needs the ECHO indicators specific for Florida (Economic, Clinical, and Humanistic Outcomes). This includes ROI and cost effectiveness data.
- **Community Health Workers** – This group needs assistance determining the core values and the scope of practice for CHWs in Florida.
- **The Florida CHW Coalition** – The coalition would like the group to provide technical assistance when requested, and to create an evaluation plan for the coalition itself.

Based on this feedback, the group reworked the action plan as follows:

Priorities	Audience	Action Plan	Lead
Support CHW advocates in developing economic, clinical, and humanistic outcome (ECHO) indicators that can be used to document the effectiveness of CHWs in Florida	Employers Insurers Policy Makers Government	1) Partner with Molina Health to replicate the ROI study completed in NM.  2) Publish a CHW research compendium that documents practice-based research in Florida.  3) Administer a survey to develop a uniform instrument to assess the practice of CHWs.	1) F. Odedina S. Suther  2) F. Odedina  3) F. Odedina
Support CHWs in determining their core values and scope of practice.	CHWs	1) Create a CHW Research Advisory Group – This group will ensure that research/evaluation on CHW activities solicits feedback from those it intends to serve.  2) Review the 9 core competencies identified by the 2011 CHW survey completed by UF and DOH. Compare these to the core values and scope of practice developed by the Community Health Worker Network of NYC.  3) Engage in community based participatory	1) C. Howard  2) TBD  3) TBD

		research (CBPR)	
Provide technical assistance to the coalition and other interested parties.	FL CWH Coalition	1) Create a list of university-based professionals who can assist with evaluation plans for grant submissions and technical assistance for CHW-related research. 2) Develop and evaluation plan for coalition activities	1) C. Howard  2) L. Coulbertson

Curriculum

**Attendees**

- Myriam Monsalve, Connect Families
- Gloria Cox, Dept of Health
- Peter Williams, Hispanic Health Initiatives
- Linda Paige, Moffitt Cancer Center
- Thometta Brooks, Center for Equal Health
- Carl Rush, University of Texas
- Colleen Reinert, Migrant Health Promotion
- Cheryl Kerr, St. Petersburg College
- Brandi Knight, Cancer Programs, Dept of Health

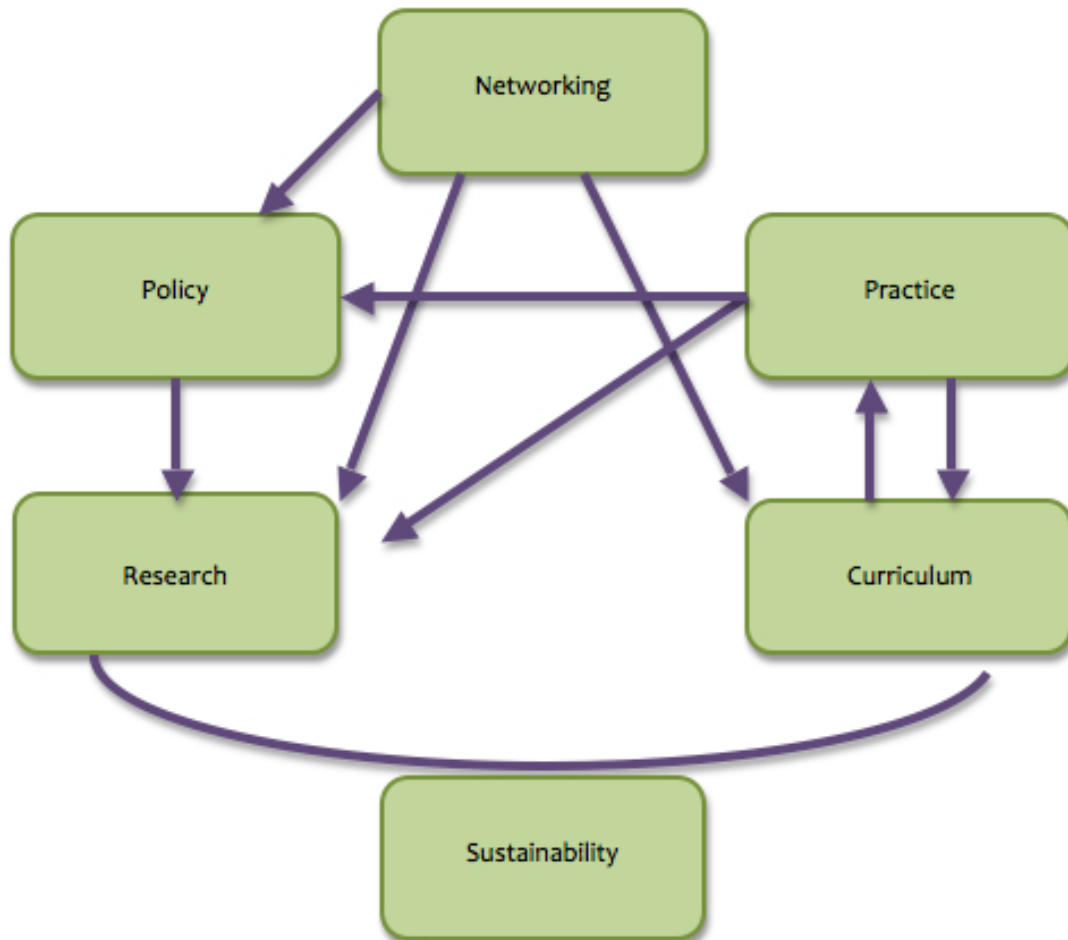
The curriculum subgroup’s primary focus is the Scope of Work for Curriculum Review funded by the Department of Health, Cancer Program. Revisions made at this meeting were the inclusion of a task to also review possible Scopes of Practice that identifies the common roles and tasks associated with community health workers. To assist in the implementing the findings from the scope of work, the curriculum and practice subgroups will hold joint meetings.

Practice

Attendees:

- Patria Alguila
- Graciela Marquez
- Linda Paige
- Cheryl Kerr
- M.R. Street
- Sornia Joseph

After the subgroups provided their meeting reports, Mr. Shelton asked the coalition to assign directional arrows displaying how the subgroups drive one another. The Coalition determined that Networking creates action in all areas. However, the ultimate desired goal of the Coalition is to have sustainability driving all aspects. Mr. Shelton provided some guidance on next steps for the coalition: meeting with other associations, continued development, and utilizing varying levels of advocacy.



### Final Remarks

Mr. Shelton and Mr. Rush congratulated the Coalition on their hard work and progress over the past year. Mr. Shelton also asked that the committee recognize the hard work of AHEC staff. Mr. Dickerson thanked the Coalition for their dedication and urged continued involvement. Following the concluding remarks, each member symbolically signed the Coalition's Charter.

## **Community Health Workers Coalition Meeting**

<http://www.FloridaCHW.org>

**January 12, 2012**

**11:00am until 12:00pm**

Please visit our website to join the webinar: <http://www.floridachw.org>

Conference Line: 1-866-233-5216

Conference Code: 896 405 7024

### **Introduction**

The call began with Susan Fleming instructing all webinar participants to sign in using the chat box, and all callers participating via conference call line to email their information to Amanda Hunt. Ms. Fleming shared some "Hot Topics" with the group.

The first topic: A Doodle meeting survey was sent out for the next face-to-face meeting.

The meeting minutes from the previous call were approved.

### **Policy**

Denise Kerwin presented the Policy group update. The Coalition's bill, SB 886, was filed 11/9/11. There has been no movement. A companion bill, HB 723, was filed 11/18/11. It was referred to committee on 11/29/11 but there has been no movement. Ms. Lenhart and Ms. Kerwin are going to collaborate on a letter for coalition members to contact their legislator regarding the bill.

### **Networking**

Clifton Skipper presented the logo selected by the Networking/Sustainability group to the full Coalition. Input was given by the group and suggestions for revisions will be sent to Dee Snell at Bethune-Cookman. A revised logo will be presented at the February meeting.

### **Research**

Catherine Howard said they will be meeting soon and that there is not an update at the time.

### **Curriculum**

Brandi Knight made the group aware of the Curriculum group's call that would be happening that afternoon (01/12/12). The group planned on reviewing the matrix made by the previous curriculum lead, Jessie Bishop Royce. They would also be strategizing on different ways to obtain data and on how to review curricula from different states. Susan Fleming let the rest of the Coalition know that anyone can join these calls, even if they have not in the past. Joe Mendoza inquired as to whether or not anyone from the Florida Certification Board was participating on Coalition calls. Catherine Howard answered his questioning by saying that invitations have been sent to the Florida Certification Board, however they have not responded. Mr. Mendoza said that he would reach out to the Director of Certification, Amy Pelliquin.

### **Practice**

The Practice group is working on a welcome package to invite CHWs to join the Coalition. They decided that they are going to use a flyer that M.R. Street created for the welcome package.



## **Other**

Brendaly Rodriquez is putting together a training for Community Health Workers in April in Miami, but oes not have dates yet. Once she has dates she would like to have this posted on CHW website

**The next Coalition call will be on February 9, 2012 at 11:00am – 12:00pm.**

## Community Health Workers Coalition Meeting

<http://www.FloridaCHW.org>

March 8, 2012

11:00am until 12:00pm

Please visit our website to join the webinar: <http://www.floridachw.org>

Conference Line: 1-866-233-5216

Conference Code: 896 405 7024

### Updates

The call began with Susan Allen instructing all webinar participants to sign in using the chat box. Ms. Allen shared some "Hot Topics" with the group. Save the date June 14 -15 for our face to face meeting. It will be held in Tallahassee at the Aloft Hotel. More information will be forthcoming as we flesh out the agenda. Ms. Allen also gave an update on one of our members, Brandi Knight and her new baby boy, Sean.

### Networking

Sean Dickerson presented the final logo to the full Coalition and everyone was pleased. Mr. Dickerson then proceeded with their group goals and accomplishments from the compressed chart Deborah Glotzbach created.

Committee	Goal	Accomplishment/Work in Progress
Networking and Sustainability	Increase diversity of enrollment and participation in the Coalition	Targeted outreach to individuals and organizations to become active members
		Developed outreach materials, including a recruitment brochure
Work in Progress	Develop infrastructure for Coalition (through by-laws, charter, or information membership agreement).	Facilitated the development of Florida's consensus definition for a CHW
		Facilitated the decision to move from a taskforce to a coalition
	Develop tools to improve communication between Coalition members and non-members.	Website developed; will interface with the existing website at UF; will include information on Coalition business
		Logo developed for branding
	Investigate opportunities for in-person meetings	Who are the influencers that can meet in person with policy makers?
	Develop an employer benefit brochure	Are there employer members that could provide input?

### Policy

Denis Kerwin was on Spring Break so Susan Allen provided the Policy group an update noting that the original goals have been accomplished with the help of the networking group, however, plenty of

work still needed to be done. She provided a summary of the February 17 Policy group meeting discussions related to next steps.

Susan Allen provided the committee with an update of SB 886/HB 723 – Relating to Community Health Workers.

Neither bill has moved through its designated committees of reference. Unless a bill sponsor makes a request that the bill be heard on the Senate floor, it is likely that the bills will die in committee.

Discussion moved to continuing the effort for next year by using the off session time to find other senators and representatives to support this initiative next year. Dennis Jones, a major supporter, is retiring after this year. The work of the coalition could continue without legislation, but legislation would give greater credibility to the profession.

The Cancer Program will purchase a banner with the FL CHW logo for the CHW table display, which could be provided to other partners as the need arises. Andy Behrman, CEO of the Florida Association of Community Health Centers (FACHC) and Susan Fleming have been playing phone tag, as Susan is interested in asking Andy to speak at the June 14-15 CHW Coalition meeting.

We discussed inviting legislative staff to the June meeting. We were encouraged to engage and invite influencers and policy makers to the meeting. Dodie Grovet of Molina Health Care Plan has agreed to speak at the meeting, as have Carl Rush and Steve Shelton agreed to facilitate and provide updates. Brendaly Rodriguez agreed to make initial contact with a New York City person involved in the their CHW effort. Susan Fleming affirmed that funding is available for speaker travel. She will be leading the development of the agenda for that meeting after her cancer grant has been submitted at the end of this month.

We discussed whether there are any grant opportunities available for CHWs. Carl Rush clarified that the innovation grants are, in fact, part of the Affordable Care Act but at this point, there are no new grant opportunities. Many of the FL CHW Coalition members partners are involved in the innovation applications. March 30 is the date announcement of award winners will be made.

Engaging champions seems to be a next step for the Policy Group. Timing seems to be an issue, as we wait for political support and/or implementation of the Affordable Care Act. The latest implementation idea from the policy-makers in Washington is a model that integrates CHWs into accountable care organizations that receive bundle payments for packages of services.

Policy	Create an identity for CHWs statewide by coming to a consensus on a definition	Accomplished by Networking and Sustainability Committee
	Provide evidence, specifically return on investment and the current economic impact of CHWs throughout the state	Produced an evidence-based policy brief that demonstrates the diverse population reached by CHWs and impact CHWs have on integrated health delivery in FL. Brief also displays the economic impact of CHWs; has been distributed to interested parties.
	Review other states' legislation for	Created a draft bill in response to

	models to move forward; enlist champions for policy and systems change	legislators' requests
	Create talking points to guide legislative efforts	Talking points created to help any Coalition representative while they are presenting to interested audiences
		Legislative priorities list created

## Curriculum

Dan Washburn reviewed the group goals and accomplishments from the compressed chart.

Curriculum	Establish core elements of standards for curriculum	Surveyed CHWs and Coalition members to determine the core competencies and skills of CHWs in Florida. Identified nine competency areas
		Presented survey results at the November 2011 Coalition meeting
<i>Work in Progress</i>	Establish curriculum review panel	Curricula are being reviewed (currently 18)
	Establish requirements for certification process/training requirements	Chose initial process to review curriculum/certifications;
		An update of the curricula reviewed will be provided at the June meeting. Curricular recommendation will be made by an academic panel (TBD).

Sean Dickerson provided additional comments including a summary of the curriculum review work. He presented the following list of curriculum that had been received to date, and asked the members to provide curriculum for review if they are not on the list to the group.

- Michigan Diabetes
- Alaska CHW technical training
- Virginia – James Madison University
- Community Health Aide Program Certification Board
- HRS Office of Rural Health Policy
- Southwest Rural Health Research Center – Texas A&M
- CDC Promoting Policy and Systems Change
- Analysis of curriculums from Indiana, Kentucky, Mississippi, North Carolina, and Nevada

## Practice

Corine Stancil provided the committee with an update on what the Practice group is working on. They have created a welcome package in English and Spanish to invite CHWs to join the Coalition, have decided to use a flyer that M.R. Street created for the welcome package. Mrs. Stancil also informed us they have an intern working on a Power Point Presentation about CHW's and we will post to the website when it is finalized.

Practice group goals and accomplishments from the compressed chart:

Practice	Provide consistent input based on the practical experience of CHWs to further the goals and objectives of the Florida CHW Coalition	Developed and disseminated promotional flyer to attract more CHWs to the Coalition
<i>Work in Progress</i>		Translating flyer to Spanish and Haitian-Creole

## Research

There were no updates for the Research Group for now, but they are meeting March 12<sup>th</sup>, 3pm-4pm if anyone would like to join their call.

Practice group goals and accomplishments from the compressed chart:

Research	Promote interdisciplinary collaborative research activities that will support the profession	
	Promote continuous outcomes data collection to support the profession of CHW in Florida through creation of common outcome measures	

## Other Business

Susan Allen provided information about the FACHC annual training conference to be held in Kissimmee this spring - , April 28 -29. .The Cancer Program has been invited to staff a table for Colorectal Cancer and a table for CHW's. Participation at the annual training conference will be used as an opportunity to garner support from community health centers for CHWs. A survey instrument may be developed for the occasion. There will be questions to answer and also a card that provides the link to our CHW website.

The questions that will be on the survey:

1. Do you employ CHWs?
2. If yes or no, why or why not?
3. What would encourage you to employ CHWs?
4. Would you be interested in information about CHWs?

Ms. Allen asked to please let us know if you have any suggestions for anything else that may be included.

**The next Coalition call will be April 12, 2012 from 11:00am – 12:00pm.**

## **Community Health Workers Coalition Meeting**

<http://www.floridachw.org>

**April 12, 2012**

**11:00am until 12:00pm**

Please visit our website to join the webinar: <http://www.floridachw.org>

Conference Line: 1-866-233-5216

Conference Code: 896 405 7024

### **Updates**

The call began with Susan Fleming instructing all webinar participants to sign in using the chat box. Ms. Fleming shared some “Hot Topics” with the group. Ali Polsky is working on the table display and materials for FACHC conference. The draft for our face to face meeting June 14<sup>th</sup>-15<sup>th</sup> agenda was shown for any updates or changes. Sergio Matos who works with CHW programs in New York has been suggested as a good speaker and Susan will be calling to talk with him.

### **Networking**

Sean Dickerson presented the groups progress in their brochure for businesses. Discussion around next steps toward sustainability include getting more businesses involved in coalition, getting information out to the legislators about CHW's, also there was a discussions around curriculum, reimbursement for services, and training for CHW's.

### **Policy**

The Policy Group has not met since the last Coalition meeting so there were no updates.

### **Curriculum**

Dan Washburn informed us about a mix up with the conference call number which caused the meeting to be canceled. Mr. Washburn and Sean Dickerson, who is reviewing the curricula that are available throughout the state with help from his staff. He has made progress and plans to have a report/analysis to the curriculum group before their next meeting. We can discuss the findings and what their next steps might be.

Dan Washburn sent their group information on the CHW process in Minnesota, which includes a 14 credit certification program. The NHLBI contacted Mr. Washburn and will set up a call time to discuss access to their curriculum and other potential involvement in their CHW initiative

### **Practice**

Corine Stancil provided the committee with an update on what the Practice group is working on. They have created a welcome package in English and Spanish to invite CHWs to join the Coalition. They decided that they are going to use a flyer that M.R. Street created for the welcome package. Mrs. Stancil also informed us that they have an intern working on a Power Point Presentation about CHW's and that we can post to the website when it is done and finalized.

### **Research**

There were no updates for the Research Group for now.

### **Other Business**

Susan Allen provided information about a conference, April 28<sup>th</sup>-29<sup>th</sup>. The FACHC annual training conference will be held in Kissimmee this spring. The Cancer Program has been invited to man a table for Colorectal Cancer and a table for CHW's.

## **FL CHW Coalition Meeting Notes August 9, 2012**

Sean Dickerson started the meeting.  
Marion Banzhaf asked everyone to sign in.

Attendees: (24 people on the call, not everyone signed in)  
Dee Snell- Bethune-Cookman University  
Colleen Reinert, Migrant Health Promotion  
Martha T. Hicks, RN Escambia CHD Pensacola, FL  
Natali Ramirez - Dept of Elder Affairs  
Maria - Teresa de Cespedes, Health Council of South Florida  
Tabitha Derenoncourt, Tderenoncourt@chisouthfl.org  
Coni Williams  
clifton\_skipper@doh.state.fl.us  
Thometta Brooks  
Brendaly Rodriguez  
Lolita Dash-Pitts  
Catherine Howard  
Ali Polsky  
Susan Allen  
Amanda Hunt  
Kamaria Laffrey  
Jayne Burgess  
Cheryl Kerr  
Maisha Standifer

If you were on the call, but your name doesn't appear, please let Marion know.

**Review of Minutes:** Add Coni Williams to the Networking group.  
No other changes, approved.

**Volunteer for Taking Notes:** We are seeking volunteers to take the notes of our monthly meetings. It doesn't have to be very detailed, but a sense of what was discussed and any action items that came out of the discussion. Please think about it for next month! The DOH will continue to send out minutes, but it would be good for the Coalition's own growth if members stepped up to do this regular task.

**Women's Health Leadership Institute:** Colleen Reinert reported that 30 applications have been received so far. She'll notify applicants about whether they were selected by August 24, 2012. The hotel will be selected by then. There are only 20 spots available, but the response will help to do more trainings in the future. It went out in the Cancer Stakeholder yesterday, and the deadline there is Aug. 17, but we still want applications to come in tomorrow, Aug. 10. (Post-meeting update: 60 applications!)

## **COMMITTEE REPORTS**



**Research:** Catherine Howard reported that the committee will meet every other month on the 4<sup>th</sup> Friday at 10:30. The next meeting will be Friday, September 28. The committee is working on their 6 goals from the Summit. The notes from their meeting are posted on the website.

The committee would like feedback from CHWs on the feasibility of proposed ideas.

Progress is happening on doing a Return on Investment (ROI) study with Florida's Medicaid program with Molina Health Care, a study similar to what was done in New Mexico. Molina is adding a CHW program in January 2013. If you're interested in working on developing the study, join the Research Committee.

**Practice/Curriculum (Practiculum):**

Martha Hicks reported on the goal of recruiting and mentoring new members, and finalizing 3 posters. They are also working on developing a regional structure which will mirror the Local Health Councils.

For further discussion: should there be regional chairs?

The DOH had a summer intern who developed a spread sheet of the Coalition list, which can be plugged into a map. He did a great job, but we still need to fill in some details (city, county info for people).

Marion gave Brandi Knight's update on the curriculum review. Drs. Danyell Wilson and Virna Dapic will conduct the curricula review. They will be identifying summaries of existing curricula, core competencies, scope of practices, and a matrix comparing the test core elements and information in existing curricula. We should have all that information by mid-August. They would like to conduct interviews with some of the attendees at the Women's Health Leadership Institute about what CHWs want to see in curricula.

**Networking/Sustainability:** Coni Williams agreed to be the Co-Chair of this committee. Thank you, Coni!

Natali Ramirez volunteered to look at the website systematically so that we can make it better. Everyone who wants to provide input on the website is encouraged to attend the meeting on August 15 @ 2 p.m. We will have a Web review where everyone will be able to go through the various pages. Then we hope to present the outcome at the September Coalition meeting. Thank you, Natali!

Coni reported on a free Disaster Preparedness training, Marion will send out info to everyone about it.

Lolita Dash-Pitts reported on a free grant writing workshop in the Tampa area. Marion will send out info.

**Policy:** Denise Kerwin reported that the committee reviewed a template of a resolution supporting CHWs and a Proclamation intended for the Mayor of Orlando declaring September 27-28 CHW Recognition Days.

Follow-up: See if Josephine Mercado and other people from Orlando can pursue getting a proclamation from Mayor Buddy Dyer.

Laura Lenhart sent out a link identifying whose terms are up and who is running for re-election. The link is from the Florida Department of Elections website, which will be helpful in identifying those candidates that are running for election.

<http://election.dos.state.fl.us/candidate/CanList.asp>

Representative Thompson was willing to support the Coalition in future endeavors. The fall is the time to set up meetings with elected officers to talk to them about the draft bill and to seek sponsors and supporters from everyone's own area.

Carolyn Tucker reported on developing a DVD to showcase the work of CHWs and to use as an educational tool for policymakers who haven't thought about CHWs and their role in improving health care access and outcomes. It's envisioned to be about 10 minutes. Brendaly Rodriguez shared a YouTube video one of her student's put together, some of which may be able to be incorporated into the DVD.

Additionally, Carolyn met with FL Blue and their policy people are reviewing the draft bill and will decide what level of support they might be able to offer. They are also willing to facilitate a meeting with the Governor. Carolyn is getting approval from UF to be part of that meeting.

These tools should lead to increased involvement.

Marion encouraged everyone to read the AJPB article about the successes of CHWs in reducing asthma hospital visits in New York City. The model described is applicable to many areas of practice.

The next meeting will be September 13.

Summary Notes for the  
Florida Community Health Workers Coalition Meeting  
September 13, 2013  
11:00 - 12:00

Webinar: <http://www.floridachw.org>  
Conference Line: 1-888-670-3525  
Attendance Code: 360-059-6201

Marion Banzhaf welcomed all to the call and asked participants to sign in.

Attendees

Ken Peach  
Colleen Reinert  
Tabitha Derenoncourt  
Natoy Baker - Robinson  
Colleen Reinert  
Coni Williams  
Cheryl Kerr  
Sean Dickerson  
Pam Feeser  
Brendaly Rodriguez  
Denise Kerwin  
Maria - Teresa de Cespedes, MPH,  
Health Council of South Florida  
Maurine Jones  
Jerson Dulis  
Zenesha Barkley  
Sornia Joseph  
Maisha Standifer  
Lolita Dash-Pitts  
Susan Allen  
MR Street  
Catherine Howard  
Clifton Skipper  
Ali Polski  
Corine Stancil

Contact Information

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sjoseph@hcnetwork.org  
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Susan\_Allen@doh.state.fl.us  
MR\_Street@doh.state.fl.us  
Catherine\_Howard@doh.state.fl.us  
Clifton\_Skipper@doh.state.fl.us  
Ali\_Polski@doh.state.fl.us  
Corine\_Stancil@doh.state.fl.us

Meeting notes of August 9, 2012 were accepted.

Natali Ramirez presented the changes to the Florida CHW website. Some of the major changes are bulleted below. Her PowerPoint presentation with notes will be posted to the web. The webpage displays in concert with the notes provide great detail regarding the phase 1 changes

1. The splash page will explain that changes detailed in this PowerPoint are for the first round of changes to the website. These "phase one" changes are to optimize access to the information currently available, as well as creating an efficient place to add all the information and resources that our members have to offer.

2. When all new comments and suggestions are in, there will be a new slide that will have suggestions from members which will be discussed for “phase two” or later changes.

The suggested changes to the Splash page:

- Add text acknowledging what the splash page is and the CHW/UF site
- Add a picture that shows diversity within CHW profession
- If the full coalition agrees with the change, a survey will go out with suggested photos (including photos from the leadership training on September 27) and the coalition will vote on the picture to use.
- Combine practice and curriculum’s sections

Delete the members section until a process to add members to the site can be established

Questions to consider:

- List all members on distribution list?
- List only members active in sub-committees?
- Requirements to remain on the list

Resources Tab Changes:

- Remove the resources and announcements sections (announcements will be posted in home page and splash page) and Resources will be divided into three sections

Participants provided comments and suggestions that will be considered by the networking committee including:

- Making a section for each workgroup so that other can see what work is going on without having to read through all the minutes.
- Automate new member information (excel spread sheet) so that information is available immediately and can be sorted according to need (Phase 2) Still working on this and on issues related to having permission from members to have information available
- Consider a chat room possibility or discussion board?

### **Policy Group Update – Denise Kerwin**

Policy Group has been working on Legislation for 2013 as well as Proclamation that Orlando Mayor Buddy Dyer signed. Ms. Marcia Hope Goodwin, Chief Services Officer will be reading and presenting the proclamation to Sean Dickerson, representing the CHW Coalition, at the Leadership Conference.

Josephine Mercado was very instrumental in making this happen and will confirm that the presentation is on schedule.

Members who are interested can be contacting incumbent senators and representatives. Members should let the Policy group folks know (Denise Kerwin and Carolyn Tucker) so that they can provide some help if needed. Meetings will start being held in November; Hillsborough meetings are scheduled for December. Representatives can support only 6 bills. Website to identify representatives:

<http://election.dos.state.fl.us/candidate/CanList.asp>

Members were reminded that the Policy Committee Documents attached in the notice for this meeting (last year’s bill, talking points, policy brief and list of common job titles for CHWs) would be helpful in educating legislators.

Dr. Carolyn Tucker is developing a 10 minute DVD re: CHWs and the roles they play. Dr. Tucker expects the DVD to be ready to be used as an educational tool in the fall.

**Research Group** – Marion Banzhaf

This group meets the last Friday of every other month. (Sept. 28, 2012 - 10:30-11:30)

Molina is interested in discussing a Return on Investment project in Florida next year. A small workgroup will explore the possibilities.

LaShonda Coulbertson is working on and evaluation plan for the coalition.

Folaki is compiling a compendium of research on CHWs in Florida which is planned to be completed by the end of the year.

**Practiculum Group** - Will discuss the legislative bill in their next meeting. They are pleased to be adding new members.

The curriculum review vendors will be submitting their final deliverable, a full report of their findings and recommendations, by Sept. 30, 2012.

**Other Business**

**Women's Health Leadership Institute**

Colleen Reinert reported that over 70 women applied to participate, 20 will be participating. Agenda and specific details on the hotel will be sent out on Monday, Sept. the 17<sup>th</sup>. Workshop will be conducted Sept.27-28. It is expected that participants will set up relationships with regional health councils to develop projects such as develop job banks, mentoring opportunities, etc. There is good representation except in the northwest (1) and northeast (2). Perhaps if the institute is repeated, a north location would work. Additional trainings may be explored.

Topics include:

Building leadership skills

Community mapping

Utilizing Healthy People 2020 goals and objectives in their work

**Upcoming Presentations - September & October, 2012**

**Florida Association of Free Clinics** conference, Friday Sept 21st, concurrent session at 2:15 pm, Orlando FL: Brendaly Rodriguez co-presenter with **Patria Alguila**, CHW at Hispanic Health Initiatives (HHI).

Brendaly Rodriguez will attend the **3<sup>rd</sup> DHHS/OMH National Steering Committee for Promotores de Salud Meeting**, Sept. 26-27, Washington DC.

Brendaly Rodriguez has a poster presentation and a roundtable at the national **American Association of Public Health Conference**:

"Assessing promotoras as an intervention to increase cervical cancer screening in a community-based participatory randomized control trial with Latinas in urban South Florida", Tuesday, October 30, 2012. You can view my session and get more information about my presentation, detailed abstract and learning objectives by clicking on the link:

<http://apha.confex.com/apha/140am/webprogram/Session35063.html>

"CHWs as an intervention to increase cervical cancer screening in a community-based participatory randomized control trial in diverse South Florida", Monday October 29, 2012. You can view my session and get more information about my presentation, detailed abstract and learning objectives by clicking on the link: <http://apha.confex.com/apha/140am/webprogram/Session36220.html>

**Diabetes Education \*Newly updated\* *Fundamentals of Diabetes Care*** is a self-paced, 6-module online program that focuses on training medical assistants, licensed practical nurses, community health workers and other healthcare technicians to deliver appropriate level diabetes care to patients within their practice setting. Technicians who complete the program will be better prepared to assist patients with diabetes and refer them to diabetes self-management education/training.  
<https://www.diabeteseducator.org/ProfessionalResources/products/fundamentals.html>

**Next Meeting** – October 11, 2012

**11:00am until 12:00pm**

Please visit our website to join the webinar: <http://www.floridachw.org>

Conference Line: 1-888-670-3525

Attendee Access Code: 360-059-6201

The Policy Group will present Legislature 101 and explain the difference between lobbying and educating as well as explain the process of connecting with the policy makers.

Florida CHW Coalition Monthly Meeting  
October 11, 2012

Sean Dickerson, co-chair of the Coalition, announced that the meeting was being recorded, and brought the meeting to order. Welcome to the new members! Hopefully all the attendees from the WHLI will have joined the Coalition and will join a Subgroup, which is where most of the work of the Coalition occurs.

Participants signed in the chat box, the list is at the bottom of these notes. (If you attended and are not listed, please let us know.)

September's Summary Notes were sent out before the meeting, and there were no corrections, so they were accepted.

At last month's monthly meeting, we reviewed the web site, which Natali Ramirez led.

This month, we are looking at the Curriculum Review done by Dapic Consulting. Cheryl Kerr started the discussion. She pointed out some pages to highlight.

There were a few questions – Sean raised questions about how the were curricula created? What were the pitfalls? If they could do it again, what would they change and what would they keep? For the programs that have certification programs, what is the feedback on that?

Those questions weren't answered by this report, so it would be good to get them answered.

Linda Paige raised questions whether there are differences between programs that entail certification and those that do not, and what are the causes in the variations of the length of training.

Cheryl Kerr thought that the consultants met the deliverables that we had wanted. Pages of note to tab:

- page 8, table of core competencies;
- page 9, table of core roles and scope of practice.
- page 15, inference that the Family Support Worker - ATD no longer exists needs to be corrected since St. Pete College and Hillsborough Community College still offer it. [Follow-up: The paragraph beginning with "We made numerous attempts to obtain curricula information from different organizations" should begin with "In summary," to make it clear the next paragraph is about all the programs they tried to contact, and is not a reference to Family Support Worker – ATD.
- page 21, bulleted points recommendations
- pages 25-32, the meat of the report. The first sections are a literature review.

Marion asked whether people had been able to read the report. We need the input of CHWs as to whether they think this would work for them and their colleagues or not.

Susan Allen wondered whether Curriculum and Practice groups could also look at the document. We need to decide whether we want to accept the recommendations or change it, or recommend something else.

Not enough people have been able to review the document yet. We will refer this to next month's meeting and to Practicum. Thank you to Cheryl for a good job.

Sean raised that it's really important for curriculum to be driven by CHWs in the field, so it's worth it to wait to decide.

**Policy** – Denise Kerwin

People have been busy, Brendaly has had several opportunities to represent CHWs. Patria Alguila and Brendaly Rodriguez represented the Coalition at the Florida Association of Free Clinics.

In Washington, Office of Minority Health Promotores de Salud Committee, all federal agencies represented and had an event in the White House on Latina Health and the role of promotores de salud. Secretary Sibelius addressed the group, so CHWs are attracting attention by various leaders.

Brendaly will also be presenting at APHA at the end of October.

President Obama presented a proclamation recognizing Sept. 18 as CHW National Day!

Josephine Mercado was instrumental in getting the Proclamation from the Mayor's office. We watched a little of the video of the presentation of the proclamation.

Tony Carbajal of the Collins Institute gave us permission to continue to use the policy brief and curriculum that were developed by the Collins Institute.

Maisha Standifer and Denise have been working with the DVD team. They will be interviewing Rep Betty Reed along with a local barber who is an advocate for prostate cancer in Tampa., plus filming some CHWs in the field doing their work.

Since September 18 is National CHW Day, we can focus efforts next year on getting proclamations during the month of September, but if other opportunities arise, we should take advantage of them to raise the visibility of CHWs.

**Research** -- Sean reported on the last meeting. The team is set to begin to work with Molina on an ROI study. The Research team will meet again the last Friday in November.

**Networking** – Natali gave an update on the website. Kathryn Eclar from UF will start working on the changes soon. We've made the first set of changes to the splash page, particularly the picture from the Institute, which everyone agrees looks good. There will be a meeting next Wednesday at 2 pm to continue to look at the web and at other topics as well.



Susan Fleming raised involvement of the Health Councils, and it would be good for them to be involved with the Networking sub-group, to help promote regional networking.

**Women's Health Leadership Institute** – Coni Williams reported that it was a fulfilling, rewarding time at the Institute. Training modules covered Systemic Thinking, Challenging the Process and Mastering Change, Shared Vision and Collective Action, Strengthening Collective Vision for Action, and Values and Culture, Encouraging the Heart/Leadership. The SW Region already has a conference call set up for 10/31.

Lolita was a panelist at a national meeting this week and she reported that the training was very valuable and she has already put the skills to use.

We watched a slide show while Coni, Lolita, and others spoke about the training.






Marion reported on a number of upcoming events and resources:

10/19 – Alzheimer's Disease & Related Dementias free webinar

11/6 – Special Topics: Advocacy 101

Agency for Healthcare Research and Quality has a lot of resources about CHWs. Here is the link: <http://www.innovations.ahrq.gov/issue.aspx?id=137>

Science in Brief from the CDC, research and resources about CHWs:

- [Community Outreach and Cardiovascular Health \(COACH\) Trial](#)  [PDF-369K]
- [The Future Role of Community Health Centers in a Changing Health Care Landscape](#)  [PDF-283K]
- [Community Health Workers "101" for Providers and Other Stakeholders](#)  [PDF-326K]
- [Addressing Chronic Disease Through Community Health Workers: A Policy and Systems-Level Approach](#)  [PDF-349K]
- [Community Health Workers: Part of the Solution](#)  [PDF-286K]

At that, Sean reported that the next meeting will be Nov. 8, and the meeting was adjourned. Thanks to all for participating!

### **Participants**

Colleen Reinert

Tina Zayas

Maisha Standifer

Gregory Okwengu

Sean Dickerson

Tabitha Derenoncourt

Denise Kerwin

Cinitra Williams

Sharon Haggans

Lolita Dash-Pitts  
Coni Williams  
Susan Allen  
Clifton Skipper  
Susan Fleming  
Marion Banzhaf  
Cheryl Kerr  
Patria Alguila

**Florida CHW Coalition Monthly Meeting  
November 8, 2012**

Attendees:

27 people were on the call, but not everyone signed in. We're missing 8 people who were on the phone. If your name isn't here, and you attended the meeting, please e-mail [marion\\_banzhaf@doh.state.fl.us](mailto:marion_banzhaf@doh.state.fl.us)

Carolyn Tucker

Cheryl Kerr

Denise Kerwin

Julie Graham

Luz Corcuera

MR Street

Maisha Standifer

Maria Cabrera

Martha Hicks

Mayela Lutz

Rita Kenny Diaz

Sean Dickerson

Tabitha Derenoncourt

Zenesha Barkley

Thometta Brooks

Tina Zayas

Vivienne Treharne

Marion Banzhaf

Susan Allen

Susan Fleming

Clifton Skipper

Deb Glotzbach

Coni Williams

Natali Ramirez

Marite de Cespedes

Brendaly Rodriguez

Sean Dickerson started the meeting. A fire drill for the DOH was pending, but we decided to go ahead anyway. Sean announced that the meeting was recorded.

We are still seeking note taker volunteers.

October 2012 notes were accepted with no changes.

Election results and impact of CHWs – Sean expressed relief that the elections were over, which was seconded by many on the call. But now that the election is over, we can say with some assurance that the Affordable Care Act will continue, and that CHWs will play an expanded role as the ACA is rolled out. So it's nice that we will go forward instead of backward.

Denise Kerwin and Carolyn Tucker, chairs of the Policy Subgroup:

The overall theme of this “tutorial” is that education is for everybody. That includes our legislators, our community, and our colleagues. We want to raise awareness about CHWs through our Policy initiatives and make sure that throughout the state we build relationships and rapport with our legislators. We can all do this individually and then collectively we will have a bigger impact.

Marion provided more information about Lobbying vs. Educating.

Lobbying is: “when an individual or entity influences or attempts to influence legislative action or non-action through oral or written communication.”

Or more simply, “Lobbying is a direct call to action on a specific legislative bill or executive order.”

Grassroots lobbying is a direct call to action to other people on a specific legislative bill or executive order. For example, lobbying is telling a legislator that you want them to vote a particular way, or to sponsor a bill. Grassroots lobbying would be putting the direct call to action in a newsletter going to an organization’s members.

Non-profit, tax-exempt organizations are NOT allowed to use state or federal dollars to lobby. State workers, such as the DOH, or people who work for County Health Departments, are also not allowed to lobby.

But we can educate!

- We can inform policy makers about what CHWs do
- We can share research about the effectiveness of CHWs
- We can tell personal stories about being a CHW
- We can educate officials and the public about the value of CHWs
- We can analyze bills or policies and state what the impact on CHWs would be

There is lots we can do, and we should not be intimidated by meeting with our policy makers. Remember, as long as you aren’t making a direct call to action, you aren’t lobbying.

Also, different rules apply to private citizens. As a private citizen, you are entitled to tell a policy maker what you think they should do. But if you work for a non-profit, your advocacy activities should be outside of work time.

The rules are complex, and like all rules, there are exceptions. A non-profit, tax-exempt organization may spend money on “grassroots lobbying” as long as none of the funds come from government sources, and as long as the funds expended equal less than 10% of the organization’s total budget.

Also, County Health Rankings offered an excellent webinar, called Advocacy 101. You can go to their website, where the webinar is archived, to get the slides. The information is included below.



## ADVOCACY 101

### *A County Health Rankings & Roadmaps Webinar*

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Advocacy can be a new and somewhat intimidating activity for people. What does it mean to advocate for policy change? How does advocacy differ from lobbying? How can people effectively incorporate advocacy into their work?

Lori Fresina, senior vice president and New England office director at M+R Strategic Services, discusses what advocacy is (and what it isn't) and offers tips for effective advocacy work.

**Advocacy** is the application of pressure and influence on the people and institutions that have the power to give you what you want. In order to advocate effectively, you must answer three key questions:

1. What do you want?
2. Why do you want it?
3. Who has the power to give it to you?



### TAKE ACTION IN YOUR COMMUNITY

- [Answering the 3 Key Questions for Advocacy Campaigns](#) helps you think through the answers to each of the three key questions for advocacy campaigns. The answers to those three questions will guide everything you do in an advocacy campaign.
- [Choosing an Advocacy Campaign Goal](#) helps you narrow your options to a specific, measurable, and realistic campaign goal.

Denise then went to Talking Points. Carolyn updated them. The shorter we can be, the more concise we can be, the better. The document will be part of the tool-kit.

We will add the Policy Took Kit to the CHW Coalition web site.

Denise reviewed the Timeline for the Policy Sub-Group.

November/December 2012

- Follow election results and identify Senators/Representatives
- Contact and educate Senators and Representatives throughout the state
- Determine dates and apply to present at state wide Legislative Updates
- Receive commitment of Senator and House sponsor
- Identify bipartisan leaders
- Identify members of Senate and House sub committees
- Identify collaborative partners and cosponsors

December/January 2012

- Continue to elicit support of state officials
- Provide additional information to bill sponsors and other interested parties
- Identify members of Senate and House sub committees

What's most important now is to find out who your elected officials are, which can be found through the links on the coalition website or at [www.myfloridahouse.gov](http://www.myfloridahouse.gov) and [www.myfloridasenate.gov](http://www.myfloridasenate.gov)

Additionally, find out when Legislative Updates are for your areas, because they will be coming up, and probably by the second week in December, they will be done. Legislative Updates are when the entire delegation representing your area, or county, come together for a day, and hear about issues from the community. In the Tampa Bay area, the Coalition was on the agenda, and we explained who CHWs are, and their value, and asked them to take that under consideration as they work in the session this year. We need to find both a House and Senate sponsor, the House sponsor can only sponsor 6 bills, so looking for a good, strong leader. Then we want to look at Committee assignments, and think about who is on which committee, and identify collaborative partners, such as Florida Nurses Association, the Collins Center, Florida Blue, etc. We want to identify the people who are already up in Tallahassee, and get them on board with our issue.

We didn't realize last year that co-sponsors for bills are important, so this year we want to identify potential co-sponsors.

The Tool-Kit includes the common job titles, the policy brief, and the sample bill from last year.

We're ready for the role-plays, but the DOH people had to leave for the fire drill.

Sean commented that it's a good idea to get a group together to meet with Senators and Representatives. We aren't in this alone.

Maisha reported on visiting local representatives. After presenting at the Legislative Update last fall, made good contact with Senator Joyner and Rep. Reed. Maisha followed up with Rep. Reed, and she has expressed interest in being the sponsor of the bill this year. She asked to shadow some CHWs in Hillsborough and Pinellas, which demonstrates her interest. Maisha found it easy to make connections, and it has been definitely worthwhile.

Sub-group Updates:

**Research:** Their next meeting should be meeting on Friday, Nov. 30. The next thing is the meeting with Molina Health Care.

**Networking:** Natali reported that the committee will be meeting next week. We are working on a survey for the entire coalition, to identify best meeting times, locations, and e-mail requests. Everyone is welcome to join the committee.

**Practiculum:** Martha Hicks reported that we will meet again next week. The committee is still working on reviewing the Dapic Consulting report on the curriculum review. The next meeting will look again at the report. Marion reported that we had a good conversation last week about the condensed version, and it was suggested that we do a survey monkey on the core competencies and scopes of practice, which will give more people the opportunity to weigh in as we work toward consensus on core competencies and scopes of practice. Martha agreed that the survey was a good idea, and Brendaly agreed that it's a vehicle for more voices to be heard.

Sean suggested that the deadline for feedback be Nov. 15, a week from now. Please submit comments on the document to Marion.

**APHA Report back:** Brendaly reported on the APHA CHW section meeting. There is new leadership for the CHW section, and they had roundtables instead of just poster presentations, so it was good for feedback. Brendaly is now the co-Vice President of the Latino Caucus of the APHA, and there is going to be more collaboration between the Latino Caucus and the CHW Section in preparation for the conference next year in Boston. Perhaps in February or March, there will be a joint webinar to help the collaborative effort.

**Regional Organizing:** The next meeting for the SW Region is Nov. 26. The Health Council of South Florida is having a CHW Symposium on Dec. 5. The Miami Dade AHEC is working with the Health Council to plan the training (they are conducting the training for the CMS Innovation Grant).

**Back to Policy Role Play:**

Susan went through how to make an initial role to an elected official. First, you call the office, and ask for the aide that works on health issues and to get their name and e-mail to let them know that you will be back in touch with them.

Susan then did the role play of speaking with the elected official. She used the materials that are on the web site. She reviewed what CHWs do as part of the health care team. The more you can tell the official what's happening in their district, the better.

Carolyn suggested that we think about questions that the legislator might ask ahead of time, so that we won't be caught off guard. We can compile some of those questions as people start making calls, and hear back from people, we can see if there are consistent questions that occur.

Susan Fleming reminded people that people can go to [OnLineSunshine](#) for all the information about what's happening with government.

Next meeting is Dec. 13, Sean won't be able to attend. He adjourned the meeting.



**Florida CHW Coalition**  
**Monthly Meeting**  
**December 13, 2012**

Attendees

Natali Ramirez

Martha Hicks

Patria Alguila

Cinitra Williams

Dr. Mark Everett

Susan Fleming

Sornia Joseph

Lolita Dash-Pitts

Susan Allen

Noralynn Anderson

Dhorka Gonnell

Marite de Cespedes

Thometta Brooks

Luz Corcuera

Sean Dickerson

Coni Williams

Maria Cabrera

Susan Redmon

Colleen Reinert

Rita Diaz Kinney

Clifton Skipper

Vivienne Treharne

Loyce Hill

Zenesha Barkley

Marion Banzhaf

Sean Dickerson started the meeting, and people introduced themselves.

Review of Summary Notes from November – please e-mail Marion if you were left off the attendee list for November. Brendaly sent in a correction – she is co-vice president of the Latino Section of the APHA, not co-chair. That correction was made on the file posted to the web. A number of people did report their attendance, so please check the web site to be sure your name is there if you attended.

Subgroup Updates:

Policy:

Lolita reported on the Pinellas Co. Legislative Update that occurred on 12/12/12. Denise Kerwin presented on CHWs, and Cheryl Kerr and Lolita Dash-Pitts were there as well. They distributed packets to the delegation present. Rep. Kathleen Peters from Pinellas is a newly elected Florida House member and attended the Update. Lolita knows her well, because she was previously on the Front Porch Board of Directors, so she is already familiar with the work of CHWs.

Lolita has also contacted her Congressional Representative, Kathy Castor. Lolita spoke with her aide (Nicki Capeheart).

Pasco Co. Legislative Update is today, and Sean is going to try to get up there to speak with Rep. Corcoran. He also spoke directly with Rep. Peters.

Hillsborough County is Dec. 17, and Maisha Standifer is going to cover that one. Luz Corcuera reported that the Update for Manatee County was last Friday. Rep. Boyd and Steube and Sen. Galvano were there. Healthy Start presented along with other community groups.

Marion reported that the DVD is making progress, and that the team expects to have a 20-minute version ready Dec. 20, and the 10-minute version ready on Jan. 15. It will be downloaded to You-Tube but we will also make some actual DVDs available to people who want them.

Research: Sean reported on the brief meeting Folaki and he had with Dodie Grovet from Molina Health. They are rolling out their new programs in phases, and Florida is one of the earlier states. They would like to join the Coalition and would also appreciate our getting the word out about potential jobs, probably around the end of January.

The next Research meeting will be the last Friday of January, Jan 25, 2013.

Networking:

Coni reported that she went to the SW Regional Cancer Collaborative meeting on Dec. 5. They are headquartered in St. Pete, but are multi-county, and want to reach out to Polk County as well. Coni updated them on SW CHW activities.

Marite reported on the SE Miami-Dade Health Action Network (MD HAN) CHW meeting, which also occurred on Dec. 5. There were 96 attendees, and there were training modules in the afternoon in both Spanish and English. The Curriculum core competencies/roles of practice survey was distributed as a test at the symposium, and 64 surveys were collected. They will be sent to Marion.

Natali reported that the subgroup is still working on the survey of members, but decided it should be done in January when it might not get as lost during “out of office” times. The subgroup will be making display boards for the six regions. Marite has the one for the SE in her office at the Health Council. She’ll make up a sign-out sheet for people who want to use it so we can keep track of it.

Natali also reported on the back pages of the web site, Kathryn has started to make skeleton changes.

Natali also is reviewing a series of 4 webinars on organizing coalitions and keeping them running. We’ll make those available for people to view on their own time.

Curriculum/Practice: the survey results from Miami will be analyzed before we put it out to everyone else. Practicum will meet at 3 on Dec 20.

VISIONING, review of action goals:

Curriculum:

Building consensus about core competencies and roles of practice

Consensus already exists about making sure that there is a provision to recognize experience, or be grandfathered in  
Susan Fleming reminded people that the curriculum review and core competencies are to use to assist the group that comes out of the bill, which may take some time.

Practice:

Meeting together with curriculum

Still need to make recruitment posters

Translate Coalition brochure into Spanish and Haitian Creole

Regional organizing beginning, still needs to continue

Create a map

Networking/Sustainability:

Continue with website development

Big picture in a couple of years – be its own organization, potentially join forces with an existing non-profit

New co-chair with Sean: Marion will draft job description, we will start a nominating process, we would like the co-chair to be a CHW

CHW statewide annual conference – perhaps have 6 regional smaller meetings, or maybe a northern and a southern (the I-4 dividing line)

Explore social networking: Facebook, Linked In, Twitter, Instagram

Marion asked that members think about whether they would want to take responsibility for setting up any of that media, since it should be done outside of the DOH

Explore the possibility of getting an intern or a fellowship position to help with Coalition efforts

We ran out of time for our visioning and brainstorming, so we may come back to this in January.

Sean adjourned the meeting at noon.



## Setting the Course: Year Two

### Florida CHW Coalition Summit

Aloft Hotel, Tallahassee, June 14 - 15, 2012

Mission: A statewide partnership dedicated to the support and promotion of the CHW profession in Florida

#### Meeting Minutes

Thursday, June 14, 2012

#### Attendees

- Patria Alguila, Hispanic Health Initiatives, Inc.
- Susan Allen, FL Department of Health
- Karen Card, FL Department of Health
- LaShonda Coulbertson, Moffitt Cancer Center
- Thometta Cozart Brooks, Center for Equal Health
- Sean Dickerson, Moffitt Cancer Center
- Alma Dixon, Bethune-Cookman University
- Susan Fleming, FL Department of Health
- Sandria Foster, Florida Hospital College of Health Sciences
- Bonnie Gaughan Bailey, FL Department of Health
- Dodie Grovet, Molina Healthcare of New Mexico
- Lisa Renee Holderby-Fox, Massachusetts Association of CHW's
- Catherine Howard, FL Department of Health
- Amanda Hunt, FL Department of Health
- Sornia Joseph, Jessie Trice Community Health Center
- Cheryl Kerr, St. Petersburg College
- Denise Kerwin, St. Petersburg College
- Brandi Knight, FL Department of Health
- Laura Lenhart, Moffitt Cancer Center
- Marisel Losa, Health Council of South Florida
- Graciela Marquez, YMCA of Broward County
- Steve McCoy, FL Department of Health/Bureau of EMS
- Josephine Mercado, Hispanic Health Initiatives, Inc.
- Myriam Monsalve Serna, ConnetFamilias
- Folakemi Odedina, University of Florida
- Linda Paige, Moffitt Cancer Center
- Ali Polsky, FL Department of Health
- Natali Ramirez, Florida Department of Elder Affairs
- R. Renee Reams, Florida A&M University
- Colleen Reinert, Migrant Health Promotion
- Brendaly Rodriguez, University of Miami
- Carl Rush, University of Texas Institute on Health Policy
- Steve Shelton, University of Texas Medical Branch/East Texas AHEC Program
- Clifton Skipper, FL Department of Health
- Doretha Snell, Bethune-Cookman University
- Maisha Standifer, University of South Florida
- Sandra Stovall, Senate Health Regulations Committee
- M.R. Street, FL Department of Health
- Sandra Suther, Florida A&M University
- Carolyn Tucker, University of Florida
- Kristen Wells, University of South Florida
- Peter Willems, Hispanic Health Initiatives, Inc.

- Heather Williamson, University of South Florida
- Valeria Diaz-Barrios, FL Department of Health Intern

- Gloria Cox, FL Department of Health – Jefferson County

## Introduction

The meeting began with a welcome and introduction from the Florida Community Health Worker Coalition’s Co-Chair, Sean Dickerson. Following Mr. Dickerson’s welcome, each attendee took a moment to introduce him or herself, briefly stating their name and organization. Steve Shelton, meeting facilitator, asked that the Coalition consider some ideas over the next two days: how can the coalition continue to be effective; should the coalition consider mirroring similar initiatives around the country; how does the Coalition make “this” last? Mr. Shelton also asked that the attendees take the time to engage one another, be action oriented, and consider ways in which to move CHW’s forward in Florida.

Sandra Stovall spoke immediately following Mr. Shelton. Ms. Stovall, staff director for the Senate Health Regulation committee, provided the Coalition with an overview of how a bill becomes a law in Florida, and provided some feedback on how the coalition might proceed with educating staff and elected officials on their issue during the 2013 Legislative Session. The primary suggestions from Ms. Stovall’s presentation were: start early, identify a sponsor (early) and a House sponsor first, take time to educate staff, become familiar with FS 11.62 regarding licenser in the state as any new licenser must be aligned with an agency.

## Coalition Year in Review

Each subgroup presented on its accomplishments over the past year and participated in discussion with the coalition regarding these accomplishments.

## Overview – Steering

Susan Fleming provided an overview of the activities of the Steering Committee. The Steering Committee meets informally weekly (Tuesday’s at 10:30 am) to discuss infrastructure needs of the coalition, strategic planning, coordination of monthly general meeting activities and participants.

*Key Take-Aways Noted (Infrastructure)*  
*Active Leadership*  
*Regular schedule for meetings on website*  
*Open door to Coalition for additional participation*  
*Staff-support participation through DOH*  
*Possible small pockets of funding for potential subgroup initiative*

## Research

Folakemi Odedina provided the update on the Research subgroup. The Research subgroup’s purpose is to promote interdisciplinary collaborative research activities that will support the profession, and also to promote continuous outcomes data collection to support the CHW profession in Florida through the creation of common outcome measures.

*Key Take-Aways Noted*  
*Using existing models to procure information*  
*Research subgroup is more of a support group for the Coalition, rather than a “subgroup”*

## Practice

Sornia Joseph provided an update for the Practice subgroup. The primary goal of the Practice subgroup is to provide consistent input based on the practical experience of CHWs to further the goals and objectives of the

coalition. Accomplishments of the Practice subgroup over the past year include: developing and disseminating a promotional flyer to attract more CHWs to the Coalition, and current translation the flyer to Spanish and Haitian Creole.

*Key Take-Aways Noted*  
*Practice serves as a peer group for CHWs*  
*Develop an agenda for Practice*  
*Mentorship program for CHWs within Practice*  
*“Taking the pulse” of CHWs to advise the coalition on potential actions*  
*“Cross Pollinate”*

#### Networking and Sustainability

Sean Dickerson, Clifton Skipper, Brendaly Rodriguez, Dr. Alma Dixon, Dee Snell, Natali Ramirez, and Josephine Mercado provided an update for the Networking and Sustainability subgroup. The goals of the Networking and Sustainability subgroup are: to increase diversity of enrollment and participation in the coalition; develop infrastructure for coalition (through by-laws, charter or information membership agreement); develop tools to improve communication between members and non-members. The subgroup also has several works in progress, such as investigating opportunities for in-person meetings and developing an employee benefit brochure. With regards to accomplishments over the past year, the subgroup has developed a working charter, a logo for the coalition, and a website.

*Key Take-Aways Noted*  
*Kudos from the Coalition on the logo*  
*Charter should be used as a tool*  
*Potential regional CHW gatherings*  
*Website*

#### Curriculum

Brandi Knight provided the Curriculum subgroup update. The goals of the Curriculum subgroup are to: establish core elements of standards for a curriculum, develop a curriculum review panel, and investigate requirements for the certification process/training of CHWs. During the past year the subgroup completed a survey of CHWs and Coalition members to determine the core competencies and skills that they felt were most important for the profession. The survey identified nine competency areas. The subgroup is in the process of procuring services to conduct a review of all published CHW curricula to see how they correspond to the nine competency areas identified by the survey. The group has created an initial process to review curriculum/certification.

*Key Take- Aways Noted*  
*Progress on collecting and reviewing curricula*  
*Review of vendors to bid for service*

#### Policy

Denise Kerwin provided the update for the Policy subgroup. The goals of the Policy subgroup are to: create an identity for CHWs statewide by coming to a consensus on a definition; provide evidence, specifically return on investment and the current economic impact of CHWs throughout the state; review other states’ legislation for models to move forward; enlist champions for policy and systems change; create talking points to guide legislative efforts. Accomplishments of the Policy subgroup over the past year include: producing an evidence-based policy brief that demonstrates the diverse population reached by CHWs and presents the impact that CHWs have had on integrated health delivery in Florida; drafting a bill in response to legislators’ requests; drafting talking points for coalition representatives; and creating a legislative priorities list.

*Key Take-Aways Noted*  
*Consideration of a Resolution*

*Get Black & Hispanic Caucus support  
Distribute policy brief*

**Community Health Workers Network of NYC**

Sergio Matos, Executive Director of the Community Health Worker Network of NYC, presented via Skype. Mr. Matos' presentation, *New York State Initiative: Paving A Path To Advance The Community Health Worker Workforce in New York State*, educated the audience on steps that have been taken in New York to advance the CHW workforce. Mr. Matos spoke on the importance of having CHWs take the lead, establishing a scope of practice, training and credentialing, and financing models.

*Key Take-Aways Noted  
CHW Leadership  
Use of core values  
Importance of a formative research agenda  
Involve key players in the landscape  
Create a scope of practice*

**National Hispanic Initiative, Office of Minority Health**

Brendaly Rodriguez, Manager of the South Florida Center for Reducing Cancer Disparities at the University of Miami, presented on the *National Hispanic Initiative, OMH: Promotores*. Ms. Rodriguez's presentation focused on the National Health and Human Services/Office of Minority Health (HHS/OMH) promotores de salud (CHWs) initiative, and the National Project Advisory Committee for the Promotores Initiative of HHS/OMH and USDA. Additionally, Ms. Rodriguez highlighted regional efforts of CHWs/Promotores in South Florida and research being conducted at the University of Miami utilizing CHWs/Promotores models in disease prevention and management.

*Key Take-Aways Noted  
Web Resources: OMH Website and Health Council Information Services  
Potential of sharing information/linking resources  
Idea of using in-the-works meetings as a coalition regional session  
Importance of equity*

**Molina CHW Research – A ROI Model**

Dodie Grovet, Clinical Care Coordinator at Molina Health – New Mexico, presented on the return on investment of utilizing community health workers through their health system, including Medicaid managed care. Ms. Grovet provided an organizational and program history of Molina Health Systems, an overview of the service community health workers provide through their model, and a cost/benefit structure that Molina has developed. Ms. Grovet spoke on the need for a collaborative relationship between the patient, provider, and community health worker in order to facilitate behavioral change, and also provided the coalition with information to consider in moving forward with legislation given the state's changes to Medicaid and moving to towards a managed care model.

*Key Take-Aways Noted  
Opportunity for coalition to replicate in Florida the New Mexico ROI analysis  
Molina story should be of interest to other payers*

**Massachusetts CHW Network**

Lisa Renee Holderby-Fox, Executive Director of the Massachusetts CHW Network, presented on the Massachusetts CHW Network: *One Size Does Not Fit All: Developing Your CHW Organization*. Ms. Holderby-Fox provided an overview

of the history of the Massachusetts Association of CHWs, lessons learned from the Massachusetts experience, and helped facilitate a discussion on what could work for Florida.

*Key Take-Aways Noted*  
*Build leadership (self-determination)*  
*Long-term goal development*  
*Cultivate volunteers*  
*Strategic Partnership*  
*Work on Policies*  
*Learn from other states (successes and failures)*  
*Engaging in National Movement*  
*Inviting payers to our meeting*

Meeting adjourned for the day at 3:45 pm.