

Florida CHW Coalition
Monthly Meeting, June 12, 2014
By webinar and conference call

Attending: Cheryl Kerr, Christine Hom, Denise Kerwin, Jevetta Stanford, Jennifer Nkonga, Susan Redmon, Melissa Thibodeau, Fran Ricardo, Darren Rivera, Ann Gentile, Sarah King, Lynda Gowing, Leah Suarez, Martha Hicks, Marion Banzhaf, Lepena Reid, Angella Wiggan, Josephine Mercado, Marion Banzhaf, Coni Williams, Brittany McNaughton, Peggie Burgess, Sornia Joseph, Rosa Ore, Christina Roebling, Jean Philius, Mia Rosario, Mary Gynn

Marion announced that the meeting was being recorded.
Brendaly Rodriguez started the meeting.

Minutes from May: Thank you to Mary Gynn for taking the notes. Martha raised a concern about the Special Needs Shelters webinar – the correct date is June 26. The Notes were accepted.

Policy subgroup: Denise Kerwin announced that the Policy group is looking for a co-chair. The next meeting is July 11. We are putting together a workgroup to work on the Medicaid State Plan Amendment. The SPA needs to include a business case for how the reimbursements will pay for itself. We will review the peer-to-peer amendment. It's not a quick process, but we will start the process. This afternoon there will be a call to discuss the training grant out of St Pete College and whether the team wants to go after an additional \$5 million for creating national curricula standards and credentials.

Brendaly raised that we were contacted for information by the CHW Alliance in Michigan. Marion followed up with a phone call. She said that Michigan has not done legislative activities around CHWs yet, but that Michigan wanted to assess what kind of resistance existed to incorporating CHWs into the health care team, and so were curious about what had happened in Florida. Marion told Katie (from Michigan) that often bills take longer than one year to pass in Florida, that the legislative landscape requires sponsors from both sides of the aisle, and that often, if bigger issues come along, smaller bills get pushed to the wayside without a lot of grassroots support. Sometimes even with a lot of grassroots support, the bills get pushed to the wayside. She also shared the concern by the Florida Association of Social Workers about "informal counseling" and how the bill's sponsors amended the bill to remove that language and replace it with "health information."

Brendaly thanked the Policy group for their group, and pointed out that even though the bills didn't pass this year, that we learned lessons that other states hear about and what to learn from.

City proclamations: we have had mayors acknowledge CHWs during September at the Summits and at the Women's Health Leadership Institutes. This is a good way to educate policy makers about the role CHWs play in communities to strengthen health access and awareness. We would like to work on that again this year during September. Denise was on the phone with the Florida League of Cities, who has requested information about proclamations about CHWs that would expand our reach. We have a template letter and Proclamation language if people want to pursue getting proclamations from their cities or counties. It's a good way for clinics/organizations to showcase the CHW projects in their area.

Josephine Mercado said that there is a mayor of Orange County, Teresa Jacobs, and she might be willing to issue a proclamation. (Previously, the mayor of Orlando, Buddy Dwyer, issued a proclamation.) Josephine and her team at Hispanic Health Initiatives will look into that possibility.

Networking/Sustainability Subgroup: Welcome to Melissa Thibodeau, who will be co-chairing with Kamaria Laffrey. The next meeting is June 18. The Networking group is working on a packet for new members. We have solved the link issue with the “Join the Coalition” button, so we are getting new members again who have joined from the website. Welcome to any new members! This group is also working on the Summit, so let’s go into talking about the Summit.

The big news is that due to budgetary circumstances beyond our control, the date of the Summit had to change, the new date is Sept 25-26. The Save the NEW Date was sent to all of the coalition, please feel free to share. This new date gives us a little more time to be sure to publicize the Summit better, so that we can reach our full goal of getting 150 people to the Summit. Thursday will be for Strategic Planning for the Coalition, and will be reserved for the 50 or so most active members of the Coalition, while Friday will be open to an additional 100 people. We anticipate having the website up for registration by mid-July, which will give us two months to recruit attendees.

The Miami-Dade Health Action Network, CHW Section will be moving their CHW Symposium to July 17-18, and will occur at the Miami-Dade College, Wolfson Campus, in downtown Miami. Brendaly said that the local group wants to coordinate activities with the statewide group, so jumped on the new date. Due to the short time frame, MDHAN isn’t able to offer scholarships or travel assistance to those outside the area, but is happy to have other people come from outside the Miami area.

Curriculum/Practice, Practicum: Reminder that there will be a Special Needs Shelter webinar on June 26. Cheryl reported that the CHW Core Competencies Review Team (24 people, 9 of whom were CHWs) met in Orlando with the Florida Certification Board on June 3. We focused on the professionally acceptable minimum qualifications for CHWs, we want to make sure that this profession is recognized and that the consumers are safe. One of the main goals of the Florida Certification Board is to be sure that consumers are safe and that the professions they certify maintain high standards. We looked at job task competencies, knowledge and abilities competencies, performance domains (foundations of health, interpersonal communication, resources, advocacy, professional and legal responsibility). We discussed “grandparenting” of current CHWs and how that would happen. A survey will be developed that will go to the larger CHW community. We will have print and electronic versions of the survey, and it will be in English and Spanish. Brendaly added that we want to make the process affordable as well, an applicant would have to pay \$50-75 for two years, and renewal would be \$50, with continuing education credits. We are also working on strategies to create mechanisms to support CHWs who don’t have other means to obtain certification to get them.

Marion added that we will distribute the performance domains. The survey that Cheryl mentioned is part of developing the exam—identifying the importance and frequency of various tasks involved in the work. The goal is to distribute the survey far and wide after those who attended the June 3 meeting test it out. The survey is not only for CHWs, but also for those who work with them.

Sornia elaborated on the grandparenting process – we don't want to exclude people, but since credentialing is about protecting the public, there must be some documentation of people's experience. Grandparenting will be open for one year. The CHW Census will help with this process also.

We want to affirm that certification should be voluntary, no reason to have to get certified if you are doing a volunteer health ministry at your church, for example. However, we do anticipate that if a CHW wants to be in a position to be reimbursed for preventive services, that person would need to be certified.

The Special Needs Shelter webinar will be the next meeting of Practicum on June 26. Martha Hicks will present new information about Special Needs Shelters, including dealing with people with Alzheimer's Disease and other special circumstances.

Fundraising Committee: Sornia reported that the next meeting is June 24. During the last meeting, the new letter for support based on the new date was generated. Please get copies, there are different levels of support. Thank you to Moffit Diversity, UF School of Pharmacy, and Miami-Dade College for coming forward to support the Summit!

Marion reported that Colleen Reinert and Lolita Dash-Pitts attended the Unity conference in May, and Lolita will give a report next month.

Guest Organization: American Cancer Society, Inc., Florida Division

Speaker: Jennifer Nkonga, Sr. Director, Primary Care Systems

The Group of the Month is the American Cancer Society, represented by Jennifer Nkonga. Jennifer is in the Tampa Division office and her work involves dealing with community health centers and health systems. She will give a sense of the work nationwide, how ACS works with CHWs and how we partner in Florida, and share resources for CHWs.

In Florida, Jennifer leads a team of 7 staff that spread from Jacksonville down to Miami that deals with community health systems. Focus is on saving more lives from cancer, especially preventable ones, and so ACS nationally reorganized to focus on systems where they can reach the most people. From a health care perspective, that means partnering with hospitals, specifically Commission on Cancer hospitals; reaching the uninsured by working with community health centers (100 ACS staff nationwide); and also working in partnership with state-based health plans and DOH to look at policy issues. Lastly, looking at quality of life issues for cancer patients through our mission-based patient service program. Those are the four big buckets for ACS work with health care systems.

Nationwide, for the past 3 years ACS's Community Health Initiatives Office has leveraged national donations from large donors including Walmart, Walgreens and the NFL to bring national dollars to local communities. Grants focus largely on breast and colorectal cancers, since they are either preventable, or easier to treat if found early. In Florida, there are 12 nationally funded grants. Many funded projects involve CHWs. In the past, the state office had funding that went to CBOs, but now, those grants are focused on working with community health centers.

ACS currently is organized into 11 regional divisions. Jennifer previously was in Midwest Division, which worked very closely with Minnesota CHW Alliance, with ACS serving as the Alliance fiscal agent for several years. Jennifer helped with CHW conferences and initiatives in Wisconsin and Minnesota. ACS coordinated an annual breast cancer conference for CHWs in Milwaukee. ACS Midwest also works with CHRs (community health representatives) who work with Native American nations. The Circle of Life cancer prevention/wellness program came out of Oklahoma and then grew with the input of many tribes. This is a Train the Trainer program. Even if you don't work with the Native American population, there are good training materials incorporated in that program (see www.cancer.org/circleoflife). ACS has had various interactions with CHW initiatives in other parts of US. In Illinois and California Divisions, they have done a training academy with Promotores. In the South Atlantic, (Ga, NC, SC) there has been support for a lay community health ambassador program – those materials aren't yet available on line; Jennifer will share them when they become available.

ACS has several resources available for CHWs.

- There are free online modules on breast and colorectal cancer, and motivational interviewing in English and Spanish. Access these trainings here:
<https://volunteerlearning.cancer.org/course/category.php?id=39>.
- The ACS YouTube channel also has lots of training videos available.
<http://www.youtube.com/user/AmerCancerSociety/videos>
- Mammograms Matter is 7 minutes and can be used for community outreach.
<http://www.youtube.com/watch?v=BPqk-EFoUBE>
- CHW Breast Cancer Conference presentations (Milwaukee, WI):
<http://acskohlsbreasthealth.com/community-health-workers/2014-chw-conference/>
- Circle of Life Cancer Education Program (for American Indian populations):
<http://www.cancer.org/circleoflife/app/index>
- Circle of Life CHR Training Modules:
<https://volunteerlearning.cancer.org/course/category.php?id=15>
- For more info: jennifer.nkonga@cancer.org

Questions from the audience:

Josephine Mercado asked who the Orlando contact is. Local contacts include:

Northeast FL: Lauren Teague, lauren.teague@cancer.org, 904-391-3611

Central FL: Nurez Madhany, Nurez.madhany@cancer.org, 407-581-2518

Tampa Bay: Kristin Chesnutt, Kristin.chesnutt@cancer.org, 813-319-5905

SW Florida: Denise Benavides, denise.benavides@cancer.org, 863-832-0600

West Palm Beach: Jennifer Bustamante, Jennifer.bustamante@cancer.org, 561-650-0132

Broward County: Sandra Sanson, Sandra.sanson@cancer.org, 954-200-7520

Miami-Dade: Chris Varela, chris.varela@cancer.org, 305-779-2869

What makes a hospital a Commission on Cancer hospital? There are national standards of excellence for hospitals that follow certain guidelines for cancer that are best practices, it's a thorough review process to provide the best standards of cancer care. See the CoC website for more info:

<http://www.facs.org/cancer/coc/whatis.html>

Moffitt cancer webinar series on Prostate Cancer are happening. Marion announced the dates. Brendaly adjourned the meeting.