

AGENDA

Advocacy & Sustainability Committees' Meeting

Date: Tuesday April 19, 2022 | 1:30p- 2:30p

Meeting info: <https://wichitastate.zoom.us/j/99881630934?pwd=ZXJZKoRHdzdBmnhXMGpiUXQycDNEdzog>

Attendees: Roger, Callie, Juliet (Program Mgr KDHE), Bryan Carcamo (KU Medical), Crystal, Amy G, My Ly (CHW St. Lukes North & South Region), Kinley Yangzom (CHW Wyandotte Co), Dr. Chrans (Wyandotte Co. Community Health Council, all things Sustainability), Grant (VISTA), Jackie (Farmworker Health Program-Lead Health Promoter), Guadalupe (Co-chair)

Absent: Carolina out on leave

Welcome & Introductions: Welcome Juliet and Kinley!

Advocacy Committee

❖ **New business**

Sustainability Committee

❖ **New business**

- Clarity on audience for CHWs and messaging re: Medicaid team and the value for CHWs
- How can we ensure that top leadership truly know where we stand in the community and the work we do?
- CHW work is not NEW. However, for KS there is an igniting of the value they add to the state. How do we lift up CHWs adequately as this has been going on in the coasts, the Midwest seems to have a bit of a struggle.
- Barriers: promoting and justifying---
 - Meet them where they are at
 - Ex. If politician: what matters, how to speak on a level they understand
 - The reader needs to see themselves in the story—take the success story and market them based on county and their media. This can be PR (free), if done AP style can be published in every medium across the state. Local news could pick this up if we did a quick 30 sec blurb that tells the story. This all funnels down to how the CHW has made this possible.
 - **Question:** do we need to update the KCHWC strategic plan and add strategic communications plan <https://www.youtube.com/playlist?list=PLQ5qbwW2IuzS-l0D1373RNrZqChshFUkE>
- Resources: From UMHMF on Facebook and Twitter (United Methodist Health Ministry Fund)
 - **Twitter:** [@umhealthfund](https://twitter.com/umhealthfund)
 - **Facebook:** <https://www.facebook.com/UMHealthFund/>

- These are Health Accessibility & CHWs:
<https://www.youtube.com/watch?v=fayDh21UUto&list=PLQ5qbwW2IuzQcpcRuAd50Tg45u0VuTBe>
- ROI of CHWs: https://www.youtube.com/watch?v=_bfYI6MUwnk&list=PLQ5qbwW2IuzS-loD1373RNRzqChshFUkE
- CHWs & Health Outcomes: <https://www.youtube.com/watch?v=vZQB-oKrUQE&list=PLQ5qbwW2IuzQosBQsuswQua93hn31oC88>
- CHWs & Chronic Conditions:
<https://www.youtube.com/watch?v=EjhBsI8cWHg&list=PLQ5qbwW2IuzRSy25yyrHSw9rmu9oV7w3o>
- Reimbursement of CHWs:
https://www.youtube.com/watch?v=8xvHp17Fu_s&list=PLQ5qbwW2IuzTACLB7mKKnhARPrWthkTp

How can we get in the space, not just politicians, but those who are decision makers due to their role in public health? Also thinking about elections and the turnover in those areas.

How are we uplifting this profession and justifying it universally w/o harming the profession?

Roger is developing: The focus is on counsel, advocate, educator and guide. Which certainly sounds like a CHW to me. We are trying to establish new and grow existing community-based services. I'm currently working on a grant to develop new crisis services for rural communities especially. (mental illness, drug abuse, etc.)

❖ **KDHE Updates**

❖ **Other updates:**

❖ **Next Steps for next meeting**

- ID other peer support type programs similar to paramedic model?
 - Take these examples and use them for campaigning
 - Educate public on when to call who for what regarding PH services
- Take care to spell out how this profession has been doing this work.
 - Clarify CHWs and Promotoras as there is confusion. These are the same people, just translated in Spanish.
 - How do we break silos and usability of CHWs
 - Do we need to drop Genesis as they serve everyone?

Next Committee Meeting Dates

Tuesday, May 17, 2022
 Tuesday, June 21, 2022
 Tuesday, July 19, 2022
 Tuesday, August 16, 2022
 Tuesday, September 20, 2022
 Tuesday, October 18, 2022
 Tuesday, November 15, 2022

Tuesday, December 20, 2022

