Powering CHWs in Rural Floribella Redondo-Martínez, CEO, Arizona CHW Association (AzCHOW) Susan Kunz, Public Health Consultant
Who is in our audience today?

How many of you are CHWs, Promotores or CHRs?

How many of you work with an organization that employs CHWs?
Who is in our audience today?

What rural communities are represented here today?
Who is in our audience today?

How many of you belong to some type of CHW coalition or network?

Which ones?
The National CHW Scene
Where does Arizona fit in the national CHW scene?
Why RAzCHOW?

- Arizona is a large state that has BIG swaths of rural
- Arizona’s Mexico border is mostly rural
- Arizona’s 22 Indian Nations are mostly rural
When did the first CHW program begin in Arizona?
Why RAzCHOW?

AzCHOW worked with a small group of partners to create RAzCHOW to help rural communities and health care providers effectively utilize CHWs as an evidence-based model.
How?

- 2018--awarded a HRSA FORHP Rural Health Network Planning Grant (1 yr.)
- 2020--awarded a HRSA FORHP Rural Health Care Network Development Grant (3 Yrs.)
RAzCHOW is celebrating!!

Another FORHP Network Development Grant (4 years--2023-2027)
RAzCHOW is a statewide vertical network

We now have 14 member organizations

- 6 of Arizona's 8 fully-rural counties
- 11 rural census tracts in 4 non-rural counties
Member Types

- Statewide CHW Association
- Federally Qualified Health Centers (4)
- County Health Departments (2)
- Behavioral Health Organization
- Community-based Organizations (4)
- Statewide American Indian Advisory Council
- State Health Department
Our Allies & TA Partners

- University of Arizona Prevention Research Center
- Northern Arizona University Center for Health Equity Research
- Arizona Complete Health (Statewide Medicaid-contracted Health Plan)
What is the Profile of Most of Arizona’s Rural CHWs?

- Promotores de Salud that serve Hispanic/Latino communities
- Community Health Representatives (CHRs) that serve American Indian communities
We Address 3 Focus Areas for all CHWs in Rural Arizona

- System change
- Program expansion and improvement
- Leadership development

RAzCHOW Scope
2023-2027
Our Strategies

- CHW core competency training
- Other CHW training
- Training for CHW supervisors and administrators
- Assistance with development of CHW training programs
- Peer education and coaching
- Advocacy for policy change
Bringing the Voice of Rural Arizona to Policy Change

CHW Voluntary Certification (licensing)

- Passed into law in 2018
- Administered by the Arizona Department of Health Services
- Went live in November 2022
Helping Rural CHWs become certified

- Guidance for the on-line application process in English only
- Assistance with documentation necessary for eligibility
- Advocacy for certification cost reduction
Bringing the Voice of Rural Arizona to Policy Change

Medicaid reimbursement for certified CHW services

- AHCCCS waiver approved by CMS in February 2023

- Phase 1 - reimbursement open to existing AHCCCS clinical contractors in April 2023

- Phase 2 - reimbursement will be open to non-clinical community-based organizations
Success Stories

Development of a tool for Network partners to self-assess readiness to develop a CHW program or enhance CHW services
Success Stories

Process for organizations to be approved a CHW training programs
Success Stories

Site visits among Network partners to learn best practices in CHW supervision and training
How can RAzCHOW help?

- You as a CHW?
- Your rural organization?
- Your rural community?
Thank you for your interest!

Questions?

Floribella Redondo-Martínez
floribella@azchow.org