

Category: Coordination
Initiative: CHW Conference
Date: March – November 2002
Audience: CHWs
Partners: Advisory Council, Financial Sponsors



Objective: Provide education for and facilitate communication among CHWs, CHW programs, and CHW partners.

Rationale: During focus groups CHWs requested the opportunity to meet on a statewide basis and requested training to meet identified needs.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|-----------------------|--------------------------------|-----------------|
| Provide CHW/CHW Program Annual Conference | March – November 2002 | VCHO Staff Advisory Council | \$20,000 |
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| | | | |

Measure: Conference attendance and evaluation

Outcome: Continuing education and networking opportunities

Category: Coordination
Initiative: CHW Network
Date: May 2002 – Ongoing
Audience: CHWs
Partners: CHWs



Objective: Facilitate communication among CHWs, CHW programs, and CHW partners

Rationale: Creating a statewide network of regional CHW networks will provide CHWs opportunities to develop solutions to the challenges they face.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|--|-------------------------|--|--|
| Statewide CHW Network comprised of seven regional CHW Networks | May 2002 – ongoing | Operations Director P.T. CHW Network Coordinators | Staff time Regional CHW Network paid coordinators (7) |
| Link to national CHWs through service on taskforce | February 2002 - ongoing | VCHO staff and CHW, Douglas Richardson | CSHO reimbursement |

Measure: CHW Regional meeting attendance, frequency, and feedback

Outcome: Increased communication, support, and resource sharing among CHWs

Category: Coordination
Initiative: Communication & Technology
Date: July 2001 – Ongoing
Audience: VCHO Stakeholders
Partners: Advisory Council, CSHO



Objective: Facilitate communication among CHWs, CHW programs, and CHW partners utilizing all relevant communication technologies
Rationale: Creating a multifaceted system utilizing available technology will generate communication among CHWs and CHW programs facilitating a central source of information and resources and bridge to CSHO.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|---|---|--|
| Investigate distance learning capability | July 2001 – ongoing | Administrative Assistant | Staff time |
| VCHO Newsletter | Quarterly, beginning in fall 2001 and ongoing | Communications Specialist, Administrative Assistant | Staff time, publishing and mailing costs |
| VCHO Website that communicates, and disseminates resources, e.g., CHW bibliography, grant opportunities, and technical assistance | July 2001 – ongoing | Administrative Assistant Operations Director | Staff time and website management |
| Statewide CHW Network comprised of seven regional CHW Networks | May 2002 – ongoing | Operations Director | Staff time Regional CHW Network paid coordinators (7) |
| Link to national CHWs through service on taskforce | February 2002 - ongoing | VCHO staff and CHW, Douglas Richardson | CSHO reimbursement |
| CHWs and CHW program directory | April – December 2002 | Administrative Assistant | Staff time |

Measure: Client and user feedback and satisfaction
Outcome: Increased communication and visibility of CHW programs

Category: Education
Initiative: 2002 CHW Calendar
Date: October 2001 – Ongoing
Audience: State Stakeholders
Partners: 12 CHW Programs



Objective: Develop products to educate health care providers, policy makers, and others about CHWs and the unique role that they play in health care
Rationale: In order to educate and inform policy makers, health care providers and the general public about CHWs, multi-media products need to be developed and disseminated.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|---------------------------|--|---------------------------------|
| Planning, logistics, production, distribution | July 2001 – February 2002 | Administrative & Operations Directors, Communications Specialist, Administrative Assistant | Staff time \$5,000 + mailing |

Measure: Number distributed and feedback
Outcome: Increased CHW visibility and requests for information

Category: Education
Initiative: Contracted Services
Date: December 2001 – March 2002
Audience: Selected Virginia CHW Programs
Partner(s): Virginia Dept. of Health



Objective: Develop and deliver products for the continuing education of CHWs, CHW programs and their staff
Rationale: VCHO will be a credible source of continuing and other relevant educational activities.

| Activities | Time Frame | Responsible Parties |
|---|----------------------|---|
| Designed and conducted two workshops for annual training of Virginia Resource Mothers and coordinators | January – March 2002 | Operations Director |
| Conducted information session about the VCHO for Resource Mothers program | March 2002 | Operations Director |
| Coordinated diversity workshop for the Resource Mothers program with the National Center for Cultural Healing | January – March 2002 | Operations Director |
| Developed curriculum adaptation of Bright Futures core concepts | January - March 2002 | Communications Specialist |
| Edit and print Bright Future core concepts curriculum | April 2002 | Communications Specialist, Operations Director |

Measure: Workshop evaluations, contractor feedback
Outcome: Deliver continuing education to CHWs, establish VCHO credibility, Center income and increased VCHO visibility

Category: Education
Initiative: Presentations
Date: October 2001 – Ongoing
Audience: National and State Stakeholders
Partners: Activity Specific



Objective: Utilize opportunities to educate health care providers, policy makers, and others about CHWs and the unique role that they play in health care.

Rationale: The VCHO will be seen as a resource for presentations and public appearances to educate health care providers, policy makers and others about CHWs and the unique role that they play in health care.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|--|------------------------------------|--|---|
| Poster presentation at the American Public Health Association 129 th Annual Meeting | October 2001 | Operations Director | Air Travel, meals, lodging, membership in APHA, conference registration |
| CSHO arranged for invitation to do a PowerPoint presentation at the Office of Rural Health Policy's Rural Health Outreach Grantees Meeting | October 2001 | Administrative and Operations Directors | All costs reimbursed by the ORHP |
| Invited to conduct an informational videoconference with the Virginia Department of Health's District Directors | January 2002 | Administrative and Operations Directors | Mileage |
| PowerPoint presentation on the VCHO at Unity 2002 (Center for Sustainable Health Outreach) | February 2002 | Administrative and Operations Directors Communications Specialist CHW representative | Air Travel, mileage, rental car, lodging, per diem, conference registration |
| Submitted abstract to report on VCHO research to the APHA 130 th Annual Meeting | February 2002 for November meeting | Operations Director and CAP partner, GMU's Dr. Ellen Dawson | Air Travel, meals, lodging, membership in APHA, conference registration |

Measure: Number and type of presentations

Outcome: CHW visibility and requests for information increased

Category: Education
Initiative: Video: “Weaving a Fabric of Care”
Date: April 2001 – March 2002
Audience: National and State Stakeholders
Partners: 12 CHW programs



Objective: Develop products to educate health care providers, policy makers, and others about CHWs and the unique role that they play in health care.

Rationale: In order to educate and inform policy makers, health care providers and the general public about CHWs, multi-media products need to be developed and disseminated.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|-----------------------|--|-------------------------------------|
| Planning, logistics, production, distribution | April 2001-March 2002 | Administrative & Operations Directors, Communications Specialist, Administrative Assistant Shenandoah Productions | Staff time \$9,471 + mailing |

Measure: Number distributed and feedback

Outcome: CHW visibility and requests for information increased

Category: Funding
Initiative: Consultations
Date: July 2001 – Ongoing
Audience: National and State CHW Program Stakeholders
Partners: CSHO, JMU Nursing Students



Objective: Provide CHW programs with resources, e.g. information, technical assistance to address funding issues.

Rationale: Assisting in the design and implementation of program sustainability strategies will stabilize existing CHW program funding streams.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|----------------------|---|------------------------------------|
| Assist CHW programs with public relations campaigns | July 2001 - ongoing | Communications Specialist | Mileage, phone Staff time |
| Provide fundraising resources | July 2001 – ongoing | Communications Specialist, JMU Nursing students, Administrative Assistant | Staff time, website maintenance |
| Offer evaluation tools to help demonstrate program benefits to individuals and communities | July 2001 - ongoing | Operations Director & Administrative Assistant | Staff time, website maintenance |
| Assist with development of funding strategies for CHIP of Virginia and Norfolk's bon Secours DePaul Medical Center VP for Mission | January – March 2002 | CSHO & Administrative Director | Staff time |
| Provide CHW program information and resource materials nationally and statewide | July 2001 – ongoing | Operations Director & Administrative Assistant | Staff time, website maintenance |

Measure: Client satisfaction, number and nature of requests, funding generated with VCHO support

Outcome: CHW programs will gain more knowledge about available funding opportunities and how to access them.

Category: Funding
Initiative: Selected Program Support
Date: July 2001 – Ongoing
Audience: Statewide CHW Program Stakeholders
Partners: Applicants and other Funding Sources



Objective: Provide CHW programs with financial and/or inkind resources to address funding issues
Rationale: Existing programs or unique program models may require VCHO funding support to address gaps in health care delivery.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|-------------------------|------------------|---------------------------------------|-----------------|
| Review funding requests | March - May 2002 | Administrative & Operations Directors | |
| | | | |
| | | | |

Measure: Project evaluations
Outcome: Gaps in health care will be addressed positively altering participants' health status

Category: Policy
Initiative: CHW Study Resolution
Date: April – October 2002
Audience: Virginia General Assembly,
Partners: VCHO Advisory Council, CSHO



Objective: Facilitate the passage of a resolution through the GA examining the important role of CHWs within the Virginia health care delivery system

Rationale: Study will serve as vehicle for organizing and presenting policy options and information to the General Assembly about CHW education, practice, and research.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|--|----------------------|--|-----------------------------------|
| Draft Study Resolution language for use by the Virginia General Assembly | April – October 2002 | Administrative Director, Communications Specialist, Advisory Council | Staff and Council's time, mileage |
| Identify parties to be involved in the study process. | | Advisory Council | |
| Write the report responding to the Study Resolution | March – May 2003 | Study Consultant | \$15,000 |

Measure: Passage of resolution

Outcome: The report serves as a blueprint for the future policy development within the Commonwealth.

Category: Policy
Initiative: Policy Development
Date: July 2001 – Ongoing
Audience: VCHO Stakeholders
Partners: VCHO Advisory Council, CSHO



Objective: Acknowledge, support and expand the role of CHWs in the Virginia health care delivery system through legislative and advocacy efforts
Rationale: Working with existing groups to explore, develop, and support CHW policy and advocacy at local, state, and national levels will promote visibility of CHWs and help to create a unified voice for the CHW field.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|-------------------------------|--|--------------------------|
| Serve in leadership capacity to CSHO (advisory board) | February 2002 - ongoing | Administrative Director | Staff time |
| Participate in APHA community health worker SPIG | October 2001 – ongoing | Operations Director | Staff time |
| Contract with CSHO to conduct search on CHW liability issues in Virginia | November 2001 – February 2002 | CSHO | Consulting time |
| Contract with CSHO to conduct search on national legislation HR 2254 in the 104 th Congress (1995) Part I | November 2001 – February 2002 | CSHO | Consulting time |
| Contract with CSHO to conduct search on national legislation HR 2254 in the 104 th Congress (1995) Part II | February - May 2002 | CSHO | Consulting time |
| Work with VDH, Dept. of Labor and other appropriate groups to develop definition and consistent title for CHWs | April 2002 - ongoing | Administrative Director and Advisory Council | Staff and Council's time |

Measure: Introduction of new CHW legislation, policies and procedures by the Commonwealth
Outcome: **Policies, procedures and legislation created that acknowledge the importance of CHWs in Virginia's health care delivery system**

Category: Research
Initiative: Focus Groups
Date: August 2001 – May 2002
Audience: VCHO Stakeholders
Partners: CHW Programs, CHW Participants, CAP, JMU Nursing Students



Objective: Solicit direct input from target CHA/W populations that the VCHO will utilize to guide its program development
Rationale: The focus group process will emphasize the point of view of the group members and capture the diversity of programs and the vulnerable populations that they serve.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|--------------------------------|--|---|
| Develop focus group process, write and submit JMU Institutional Research Board Proposal | August - September, 2001 | Communications Specialist Operations Director | Staff time |
| Identify and contact potential CHA/W programs from which to draw participants | September 2001 – February 2002 | Communications Specialist Operations Director | Staff time |
| Planning logistics, e.g., location, date, time, mailing, etc. | November 2001 – February 2002 | Operations Director Administrative Assistant | Staff time |
| Conduct 6 focus groups | December 2001 – March 2002 | Communications Specialist Operations Director | Staff time, mileage, lodging, meals |
| Conduct 5 focus groups | April 2002 | CAP | |
| Analysis of data and reporting | March – May 2002 | Communications Specialist, Operations Director, JMU Nursing Students | Ethnograph 5.1 software (\$295), Staff time |
| Report to IRB on project | September 2002 | Operations Director | Staff time |

Measure: Number of focus groups, participants, and analysis
Outcome: Research report that will help guide VCHO planning process and activities

Category: Research
Initiative: Identification of Programs In Virginia
Date: May 2001 - Ongoing
Audience: VCHO Stakeholders
Partners: Virginia Dept. of Health, Healthy Families of Virginia, Rappahannock AHEC, Virginia Cooperative Extension Service of Virginia Tech, CAP, CHIP of Virginia, Resource Mothers, etc.



Objective: Identify CHW programs in the Commonwealth of Virginia
Rationale: Until a majority of CHA/W programs in Virginia are identified it is impossible to develop policy, programs, research tools, advisory council membership, and other resources for the target audience.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|--------------------------|--|--|
| Network, follow leads, and scut work | May 2001 - ongoing | Communications Specialist Operations Director | Staff time, mailing costs, long distance telephone charges |
| Develop a Microsoft access database for program information | July – September 2001 | Administrative Assistant | Staff time |
| Continue to build program database | September 2001 – ongoing | Administrative Assistant | Staff time |
| Develop a program directory format | April – May 2002 | Administrative Assistant | Staff time |

Measure: Number of programs and sites identified, categorized, and contacted
Outcome: A comprehensive profile of CHW program activity in VA will be developed and disseminated.

Category: Research
Initiative: Program Survey
Date: May 2001 – May 2002
Audience: VCHO Stakeholders
Partners: CHA/W Programs



Objective: Establish baseline data on the CHA/W program demographics, scope of work, and CHA/W training
Rationale: This data is needed to discover the extent and status of CHA/W and program activity in Virginia.

| Activities | Time Frame | Responsible Parties | Estimated Costs |
|---|--------------------------|--|--|
| Develop survey instrument and consent form | October – November 2001 | Communications Specialist Operations Director Administrative Assist. | Staff time |
| Consult with JMU Center for Assessment and Research Studies | November – December 2001 | Operations Director Consultant | Staff time Consultation |
| Write and submit JMU Institutional Research Board Proposal | November – December 2001 | Operations Director | Staff time |
| Identify CHA/W programs to be surveyed | October – January 2002 | Communications Specialist Operations Director | Staff time |
| Mail survey | February 2002 | Administrative Assist. | Staff time, postage, and supplies |
| Survey analysis and reporting | March – May 2002 | Research consultant Communications Specialist Operations Director | Consultant \$1,800-\$2,000 Staff time |

Measure: Written surveys sent, response rate, and analysis

Outcome: The survey findings will indicate the number, kind, locale, duplication, and gaps in CHA/Ws and services and help guide VCHO planning process and activities.