

**Category:** Coordination  
**Initiative:** CHW Conference  
**Date:** November 2003  
**Audience:** CHWs & CHW Program Supervisors  
**Partners:** Advisory Council



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

**Rationale:** Overwhelming participation in first and demand for a second conference

Activities	Time Frame	Responsible Parties	Estimated Costs
Provide CHW/CHW Program Annual Conference	January – November 2003	VCHO Staff Advisory Council	\$20,000

**Measure:** Conference attendance and evaluation

**Outcome:** Continuing education and networking opportunities

**Category:** Coordination  
**Initiative:** CHW Network(s)  
**Date:** Ongoing  
**Audience:** CHWs  
**Partners:** CHWs



**Objective:** Facilitate communication and among CHWs, CHW programs, and CHW partners, provide forum for same.

**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
Support statewide CHW Network comprised of eight regional CHW Networks	Ongoing	Operations Director P.T. CHW Network Coordinators	Staff time Regional CHW Network paid coordinators (8) Approx. \$8,500 + mileage, phone cards, postage
Link to national CHWs through service on taskforce	Ongoing	VCHO staff and CHW	CSHO reimbursement
Increase networking among the network coordinators	July 2003 – ongoing	Operations Director Communications Director	Staff time Cost of Annual Retreat (approx. \$800 )

**Measure:** CHW Regional meeting attendance, frequency, and feedback

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

**Category:** Coordination  
**Initiative:** Communication & Technology  
**Date:** July 2003– 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
VCHO Newsletter	Quarterly	Communications Director, Administrative Assistant	Staff time, publishing and mailing costs (\$ )
VCHO Website that communicates, and disseminates resources, e.g., CHW bibliography, grant opportunities, and technical assistance	Ongoing	Administrative Assistant Communication Director	Staff time and website management
Quarterly progress reports	Ongoing	Operations Director	
Support communication within the CHW Network(s) and among Network Coordinators	Ongoing	Communication Director	Staff time
Maintain link to CSHO and its national CHW activities, e.g., membership at CSHO Advisory Meeting	Ongoing	Administrative Director	CSHO reimbursement
Maintain CHW and CHW program directory	Ongoing	Administrative Assistant	Staff time
Develop and print VCHO brochure	July – August, 2003	Communications Director	Staff time, printing costs

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

**Category:** Coordination  
**Initiative:** CHW Supervisor Network  
**Date:** November 2003 - Ongoing  
**Audience:** CHW Program Supervisors  
**Partners:** CHW Programs



**Objective:** Facilitate communication among CHW program supervisors and provide them with a forum  
**Rationale:** Creating a statewide network will provide supervisors with opportunities to develop solutions to the challenges they face.

Activities	Time Frame	Responsible Parties	Estimated Costs
Establish network(s) during the 2003 conference	July – November 2003	Operations & Communication Directors, selected program supervisor(s)	Staff & Program Supervisor's time

**Measure:** Meeting attendance and feedback  
**Outcome:** Increased communication, support, and resource sharing

**Category:** Education  
**Initiative:** Contracted Services  
**Date:** July 2003 – June 2004  
**Audience:** Breast & Cervical Cancer Early Detection  
 Program Provider Sites  
**Partner(s):** Virginia Dept. of Health & American Cancer Society



**Objective:** Develop the necessary infrastructure to integrate the CHW as a team member of the BCCEDP in the state of Virginia  
**Rationale:** With its connections to CHW programs, the Center is in a unique position to assist the BCCEDP in reaching target audience(s) with its cancer screening messages.

Activities	Time Frame	Responsible Parties
Deliver training of community lay outreach workers (CLOWs) in content specific to breast and cervical cancer education and referral	July 2003 – June 2004	Operations Director
Train provider site case managers about CLOW recruitment, training, managing, maintaining and evaluation of CLOWs	July 2003 – June 2004	Operations Director
Provide support to BCCEDP provider sites in relation to continuing education, CLOW networking, consultation	July 2003 – June 2004	Operations Director

**Measure:** Training evaluations, contractor and provider site feedback  
**Outcome:** Increased screenings as a result of CLOW activity

**Category:** Education  
**Initiative:** Presentations  
**Date:** July, 2003 – 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
Seek and accept invitations to present information about CHWs to a variety of audiences	July 2003 - ongoing	Administrative Director Operations Director	Air Travel, meals, lodging, membership in APHA, conference registration
Seek and facilitate opportunities for CHWs to make presentations	July 2003 – ongoing	Operations Director Communications Director	Travel and conference expenses

**Measure:** Number and type of presentations  
**Outcome:** CHW visibility and requests for information increased

**Category:** Education  
**Initiative:** Video: "Advocacy 101"  
**Date:** July 2003  
**Audience:** Regional CHW networks  
**Partners:** CHIP of VA, Northern VA Urban League



**Objective:** Develop video to educate CHWs and CHWs programs about the basics of advocacy.

**Rationale:** Acquainting CHWs with a basic knowledge of advocacy will equip them to become more effective advocates for themselves, their programs and their clients.

Activities	Time Frame	Responsible Parties	Estimated Costs
Planning, logistics, production, distribution	February - June 2003	Administrative & Operations Directors, Communications Specialist, Administrative Assistant Shenandoah Productions	Staff time  \$2,000 + mailing

**Measure:** Number of videos shown at Regional CHW Network meetings

**Outcome:** Increased CHW communication to legislators

**Category:** Funding  
**Initiative:** Consultations  
**Date:** July 2003 – Ongoing  
**Audience:** National and State CHW Program Stakeholders  
**Partners:**



**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, including enhanced communication with community organizations will stabilize existing CHW program funding streams.

Activities	Time Frame	Responsible Parties	Estimated Costs
Produce a template CHW programs can use to develop a communications plan and put it on the VCHO website	July 2003 - Ongoing	Communications Director	Mileage, phone Staff time
Establish a lending library to make funding and program resources available to CHWs	Ongoing	Communications Director, Administrative Assistant	Staff time, website maintenance
Offer evaluation tools to help demonstrate program benefits to individuals and communities	Ongoing	Operations Director & Administrative Assistant	Staff time, website maintenance
Assist CHW programs with development of on-site legislative visits	July 2003 - ongoing	Communications Director, Administrative Director	Staff time
Provide CHW program information and resource materials nationally and statewide	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:** 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	ON HOLD PENDING RECEIPT OF FUTURE FUNDING	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 2004  
**Audience:** Virginia General Assembly,  
**Partners:** Virginia Department of Health, VCHO  
 Advisory Council, VCHO staff



**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
Use feedback from VCHO Advisory Council to draft Study Resolution language for use by the Virginia General Assembly	June – August 2003	Administrative Director, Communications Director, Advisory Council ad hoc committee	Staff and Council's time, mileage
Identify legislative sponsors in the House and Senate of the Virginia General Assembly	August 1, 2003	Administrative Director	Staff time and mileage
Work with VDH, Dept. of Labor and other appropriate groups to assist with study and develop definition and consistent title for CHWs	April – October 2004	Administrative Director and Advisory Council	Staff and Council's time
Assist VDH in compiling and writing the report responding to the Study Resolution	April – October, 2004	Virginia Department of Health, Administrative Director, Communications Director	Consulting time

**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 2003 – 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)	Ongoing	Administrative Director	Staff time
Participate in APHA community health worker SPIG	Ongoing	Operations Director	Staff time
Contract with CSHO to conduct search on national legislation HR 2254 in the 104 <sup>th</sup> Congress (1995) Part II	July – December, 2003	CSHO	Consulting time

**Measure:** Meetings attended  
**Outcome:** Virginia CHWs and programs represented in national level discussions

**Category:** Research  
**Initiative:** Identification of Programs In Virginia  
**Date:** July 2003 - 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, contact programs	Ongoing	Communications Director Operations Director	Staff time, mailing costs, long distance telephone charges
Continue to build program database	Ongoing	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:** External Evaluation Services Team  
**Date:** July 2003 – June 2004\*  
**Audience:** AIDS Services Group target populations  
**Partners:** AIDS Services Group (ASG)



**Objective:** Serve as external members of the ASG evaluation team

**Rationale:** Assist ASG to perform quantitative research to help them (including CHWs) evaluate and improve their HIV-AIDS education programs.

Activities	Time Frame	Responsible Parties	Estimated Costs
Scan survey forms at JMU's Center for Assessment and Research Studies (CARS)	July 2003 – June 2004	CARS doctoral student	Paid by contractor
Database guidance as needed	July 2003 – June 2004	CARS doctoral student	Paid by contractor
Consultative reporting recommendations for improved study on quarterly basis	July 2003 – June 2004	CARS doctoral student	
Coordination of activities between ASG and JMU	July 2003 – June 2004	Operations Director	Paid by contractor

**Measure:** ASG satisfaction with external evaluation services provided

**Outcome:** Continued contract services over next two years

\*Initial contracted external evaluation services performed December 2002-June 2003.