

**Virginia Center for Health Outreach at James Madison University
Work Plan 2004-2005**

Introduction

The 2004-2005 work plan reflects the efforts of Virginia Center for Health Outreach (VCHO) constituencies that include community health workers (CHWs), a CHW program coordinator, a statewide program director and VCHO staff. Two representatives also serve on VCHO's Advisory Council. In addition to giving direction to the Center's work, this document also serves an evaluation function to measure the Center's success in meeting its objectives.

Category: Coordination
Initiative: CHW Conference
Date: November 2004
Audience: CHWs & CHW Program Supervisors
Partners: Advisory Council



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

Rationale: VCHO will emerge as a primary provider of CHW and CHW supervisor continuing education and networking opportunities.

Activities	Time Frame	Responsible Parties	Estimated Costs
Provide CHW/CHW Program Annual Conference	January – November 2004	VCHO Staff Advisory Council	\$28,000

Measure: Conference attendance and evaluation

Outcome: Subsidized continuing education and networking opportunities

Category: Coordination
Initiative: CHW Network(s)
Date: Ongoing
Audience: CHWs
Partners: CHW Network Coordinators & their employing agencies



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. Developing a CHW Association might attract more people, that VCHO could potentially become the common ground among CHWs if they “carry the same membership card.” Membership could be linked to conference registration. Network coordinators suggest using the conference logo for the CHW association to distinguish it from VCHO.

Activities	Time Frame	Responsible Parties	Estimated Costs
Support statewide CHW Network comprised of eight regional CHW Networks	Ongoing	CHW Network Coordinators in partnership with their agencies and with VCHO	VCHO staff time Regional CHW Network paid coordinators (8) and materials Approx. \$22,000
Link to national CHW activities through service on CSHO’s Advisory Council	Ongoing	VCHO Director and CHW Region 2 Network Coordinator	CSHO reimbursement
Increase networking among the network coordinators through the annual CHW conference and network coordinators’ retreat and workshops. Provide direction and support to the network coordinators.	Ongoing	Communications Director	VCHO staff time Cost of Annual Retreat (approx. \$800)
Negotiate annual memoranda of agreements with regional network coordinators’ employment agency	April 2005	VCHO Director	

Measure: CHW Regional meeting evaluations, Regional Network Coordinator Quarterly Report

Outcome: Increased communication, support, and resource sharing among CHWs
 Increased Regional Network Coordinator capacity related to leadership, communication, education, outreach & recruitment

Category: Coordination
Initiative: Communication & Technology
Date: July 2004– Ongoing
Audience: VCHO Stakeholders
Partners: Advisory Council, APHA SPIG



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 multiple levels of CHW activities.

Activities	Time Frame	Responsible Parties	Estimated Costs
VCHO Newsletters, <i>The Advisor</i> and <i>The CHW I.D.</i> (latter provides continuing education opportunity) Reader survey at annual CHW Network meetings Travel one time per year to a minimum of four network regions to collect pictures, stories, and facilitate public relations	Quarterly and between quarters respectively July 2004 – June 2005	Communications Director, Administrative Coordinator Communications Director	VCHO staff time, publishing (\$2,250) and mailing (\$2,000) costs Mileage and lodging and per diem as needed
VCHO Website that communicates, and disseminates resources (see www.vcho.cisat.jmu.edu)	Ongoing	Administrative Coordinator Communications Director	VCHO staff time and website management
Quarterly progress reports	January, March, June, October	Director	
VCHO Listservs support communication within the CHW Network(s) and among Network Coordinators, programs, VCHO contacts and working subgroups/committees	Ongoing	VCHO staff and CHW Regional Network Coordinators	VCHO staff time
Maintain link to American Public Health Association (APHA) Special Primary Interest Group (SPIG) for CHWs, e.g., membership and attendance at the APHA annual meeting	Ongoing	VCHO Director and CHW Network Coordinators	Annual APHA membership fee and travel expenses
Maintain CHW and CHW program databases	Ongoing	Administrative Coordinator	VCHO staff time
Revise and print VCHO four-color brochure	October 2004	Communications Director	VCHO staff time, printing costs (\$1,200)

Measure: User feedback and degree of satisfaction
Outcome: Increased communication and visibility of CHW programs

Category: Coordination
Initiative: CHW Supervisor Network
Date: July 2004 – June 2005
Audience: CHW Program Supervisors
Partners: CHW Programs



Objective: Facilitate communication among CHW program supervisors and provide them with a forum to develop solutions to the challenges they face.

Rationale: Creating a statewide networking opportunity for supervisors will strengthen the CHW field in Virginia

Activities	Time Frame	Responsible Parties	Estimated Costs
Schedule and facilitate a CHW program supervisor network meeting and workshop during the VCHO annual conference	November 2004	VCHO and Communication Directors, selected program supervisor(s)	Staff & Program Supervisor's time
Call for network leadership to come forward via Prog-Coordinators-Network-L prior to annual conference	August 2004	VCHO Director	

Measure: Meeting attendance and feedback

Outcome: Increased communication, support, and resource sharing

Category: Education
Initiative: Contracted Services
Date: July 2004 – June 2005
Audience: Breast & Cervical Cancer Early Detection Program
Partner(s): Virginia Dept. of Health



Objective: Integrate the community lay outreach worker (CLOW) into the VCHO CHW regional network system
 Expand the CLOWs/CLOW supervisors community outreach efforts, resources and continuing education

Rationale: Strengthening CLOW and CLOW supervisor infrastructure will help sustain this new CHW component of the BCCEDP

Activities	Time Frame	Responsible Parties
Provide workshop offering at annual VCHO CHW conference	November 2004	Communications Director
Provide business cards for CLOWs as needed	July 2004 – June 2005	Administrative Coordinator
Consultation to BCCEDP staff on CLOW or CLOW supervisory issues	July 2004 – June 2005	Communications Director VCHO Director
Provide mutually deemed critical revisions to the CLOW training toolkit manual	July 2004 – June 2005	Communications Director

Measure: Contractor feedback

Outcome: Strengthened outreach component of the BCCEDP

Category: Education
Initiative: Presentations
Date: July 2004 – Ongoing
Audience: National, State and Regional
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 2004 - ongoing	VCHO & Communications Director, Regional Network Coordinators per coordinators' position description	Air Travel, meals, lodging, membership in APHA, conference registration, etc.
Seek and facilitate opportunities for CHWs to make presentations	July 2004 – ongoing	VCHO & Communications Directors, Regional Network Coordinators per coordinators' position description	Travel and conference expenses

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

Category: Education
Initiative: Capacity Building Workshops
Date: July 2004 – June 2005
Audience: Statewide CHW program supervisors
Partners: Virginia Department of Social Services



Objective: Assist communities to develop, expand or sustain services in a time of increasing instability

Rationale: Increasing the capacity of CHW programs will enhance program sustainability and responsiveness.

Activities	Time Frame	Responsible Parties	Estimated Costs
Planning, logistics, speakers, etc.	July 2004 - June 2005	CSHO lead on project with VCHO staff support	\$100,000

Measure: Attendance at and feedback on scheduled workshops

Outcome: A statewide web of community linkages and partnerships

Category: Funding (Program Sustainability)
Initiative: Consultations
Date: July 2004 – Ongoing
Audience: National and State CHW Program Stakeholders
Partners:



Objective: Provide CHW programs with resources, e.g. information, technical assistance to address funding and related issues.
Rationale: Assisting in the design and implementation of program sustainability strategies, including evaluation will stabilize existing CHW program funding streams.

Activities	Time Frame	Responsible Parties	Estimated Costs
Maintain a lending library to make funding and program resources available to CHWs	Ongoing	Communications Director & Adm. Coordinator	Staff time, website maintenance
Offer evaluation tools to help demonstrate program benefits to individuals and communities	Ongoing	CSHO consultation services	Staff time, website maintenance
Provide CHW program information and resource materials nationally and statewide via Listservs and other outlets	Ongoing	VCHO & Communications Directors & Administrative Coordinator	Staff time, website maintenance

Measure: Number and nature of requests and client satisfaction
Outcome: CHW programs will gain more knowledge about available funding opportunities and how to access them.

Category: Policy
Initiative: CHW Study Resolution
Date: May 2004 – 2005
Audience: Virginia General Assembly
Partners: James Madison University with the participation of the Virginia Department of Health, Department of Medical Assistance Services, the Department of Social Services, Child Health Investment Program, Healthy Families Virginia, EFNEP/SCNEP, Community Health Workers, the Northern Virginia Area Health Education Center, George Mason University and the Virginia Center for Health Outreach and its Advisory Council



Objective: Respond to 2004 Virginia General Assembly Resolution requesting VCHO and stakeholders to examine the 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
Identify and work with appropriate CHW programs and organizations to address study resolution issues.	May 2004 – October 2004	Administrative Director	Staff time and mileage
Work with CSHO in compiling and writing the report responding to the Study Resolution. Unveil document at VCHO conference	November, 2004	CSHO staff, VCHO & Communications Directors	Staff and Council's time
Present Year 1 findings to the Virginia General Assembly and post on VCHO web site.	January 1, 2005	JMU & VCHO Director Administrator Coordinator	

Measure: Delivery of Year 1 Findings

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

Category: Research
Initiative: Identification of Programs In Virginia
Date: July 2004 - 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 Administrative Coordinator	Staff time, mailing costs, long distance telephone charges
Continue to build program database	Ongoing	Administrative Coordinator	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 2004 – June 2005
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
Provide ongoing objective feedback to and support for evaluation process: <ul style="list-style-type: none"> • participate in evaluation team meetings • complete data scanning • analysis • report generation 	July 2004 – June 2005	JMU's Center for Assessment and Research Studies (CARS) doctoral student	Paid by contractor
Coordinate activities between ASG and JMU <ul style="list-style-type: none"> • arrange for team meetings as needed • provide editorial services for ASG's proposed journal submission 	July 2004 – June 2005	Communications Director	Paid by contractor

Measure: ASG satisfaction with external evaluation services provided

Outcome: Continued contract services over life of ASG's grant award