The Role of Community Health Workers in Improving Maternal & Infant Health Outcomes

Association of Perinatal Networks of NY Panel Presentation
NYS Perinatal Association Conference
June 6, 2019
Since 1997 the APN have served as “Leaders for Community Driven Maternal and Child Health”

The Association of Perinatal Networks of New York (APN) is dedicated to strengthening maternal, child and family health through community collaboration, advocacy and education.
The Association of Perinatal Networks of New York (APN) is an organization comprised of the perinatal networks located throughout New York State.

Our mission is to improve perinatal, maternal and child health and to support the work of the individual Perinatal Networks.

Our vision is that every pregnancy is healthy and wanted, and all women and families receive the support and services they need in a respectful environment.
13 Perinatal Networks in NYS
IHI believes that “What Matters” is a simple, yet profound concept that is key to creating deeply personal engagements with patients and their family members, a deeper understanding of what really matters to them, and is the foundation of developing genuine partnerships for co-creating health.

http://www.ihi.org/Topics/WhatMatters/Pages/default.aspx Retrieved 5/30/19
Is FOUNDATIONAL to how Community Health Workers operate
Community Health Workers

The American Public Health Association (APHA) defines a **community health worker** as:

- “a frontline public health worker who is a **trusted** member of and/or has an **unusually close understanding** of the community served.

- This trusting relationship enables the worker to serve as a **liaison/link/intermediary** between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

- A community health worker also **builds** individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.”
Community Health Workers

- CHWs reach community residents where they live, eat, play, work, and worship. CHWs are frontline agents of change, helping to reduce health disparities in underserved communities.

- Among the many known outcomes of CHWs’ service are the following:
  - Improved access to health care services.
  - Increased health and screening.
  - Better understanding between community members and the health and social service system.
  - Enhanced communication between community members and health providers.
  - Increased use of health care services.
  - Improved adherence to health recommendations.
  - Reduced need for emergency and specialty services.*

* U.S. Department of Health and Human Services, Health Resources and Services Administration, Bureau of Health Professions. (2007). *Community Health Worker National Workforce Study*
Case Management and Care Coordination • Community-Cultural Liaison • Health Promotion and Health Coaching • Home-based Support • Outreach and Community Mobilization • Participatory Research • System Navigation*

Community Health Workers Are Known By Many Titles

- Community Health Advocates
- Community Health Educators
- Outreach Workers
- Community Health Advisors
- Lay Health Advocates
- “Promotores (as)”
- Outreach Educators

- Community Health Representatives
- Peer Health Promoters
- Mental Health Aides
- Navigators
- Peer Health Educators
CHWs Improving Maternal Child Health

- Education: Breastfeeding, childbirth, safe sleep, injury prevention and other developmentally-appropriate topics.
- Providing referrals and connecting women & families to local services
- Conducting home or office visits
- Screening: smoking, substance use, domestic violence, prenatal & postpartum depression, infant & toddler developmental delays, other risk factors.
- Helping individuals understand and navigate health care and other systems.
CHW Experts

- Sarah Cordero, CHW
- Enjoli Pennamon, CHW
- Sherrell McLean, LMSW, CHW Supervisor
CHWs Help Young Mothers One Door at a Time

Community Health Workers with the Buffalo Prenatal-Perinatal Network head out into Buffalo’s East Side neighborhoods looking for women in need of their services.

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Addressing Social Determinants of Health
What Matters To You?

What are the things that are important to you at the moment?

When you have a good day, what are the things that make it good?

Are there particular struggles/challenges that you are facing?

What are your strengths?

How do you use those strengths to face challenges?
Navigating

Will you go with me?

Pregnant and need to find a doctor

NEED TO FIND AN AFFORDABLE APARTMENT
SPECIAL ONLINE-ONLY STORY: Meet Tahawna Roberson, a woman whose life was changed by the Buffalo Prenatal-Perinatal Network almost two decades ago.

Tahawna Roberson (left) and Marixsa Sanchez (right) hug each other after a chance-encounter on the streets of Buffalo's 14215 zip code. Roberson's life was changed nearly two decades ago when she became a client of Sanchez's Community Health Worker program under the Buffalo Prenatal-Perinatal Network.

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What questions do YOU have for us?
For more information, please feel free to contact:

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