

CHW/CHR Advocacy: Self, Program and the Profession

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Overview of CHW/CHR Advocacy

Review of the C3 Project Core CHW Roles

1. Cultural Mediation Among Individuals, Communities, and Health and Social Service Systems
2. Providing Culturally Appropriate Health Education and Information
3. Care Coordination, Case Management, and System Navigation
4. Providing Coaching and Social Support
5. Advocating for Individuals and Communities
6. Building Individual and Community Capacity
7. Providing Direct Service
8. Implementing Individual and Community Assessments
9. Conducting Outreach
10. Participating in Evaluation and Research



**Why do we advocate
for ourselves and our
profession?**



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Why do we advocate for ourselves and our profession?

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Examples of advocacy campaigns

Personal/Career Advocacy:

- Professional opportunities
 - Promotions
 - Continuing education
 - Leadership opportunities
- Better wages
- Improved working conditions

Workforce Advocacy:

- Professional recognition
- Certification
- Funding policies (i.e. insurance reimbursement)
- Healthcare reform
 - Local, state, regional, and national levels

Client/Patient Advocacy:

- Individual patient care issues
- Organizational policies that impact patients/clients
- Community organizing
- Healthcare policy

CHW Advocacy Organizations

- National Association of CHWs - <https://nachw.org/>
- American Public Health Association CHW Section - <https://www.apha.org/apha-communities/member-sections/community-health-workers>
- State and regional associations - <https://nachw.org/membership/chw-networks-and-certification-programs/>



NACHW
NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS

The logo for the National Association of Community Health Workers (NACHW) features the acronym 'NACHW' in a large, multi-colored font (purple, blue, green). Below it, the full name 'NATIONAL ASSOCIATION OF COMMUNITY HEALTH WORKERS' is written in a smaller, blue, sans-serif font.

APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

The logo for the American Public Health Association (APHA) features a circular icon composed of five colored segments (blue, yellow, green, red, brown) arranged in a circle. To the right of the icon, the acronym 'APHA' is written in a large, blue, serif font. Below the acronym, the full name 'AMERICAN PUBLIC HEALTH ASSOCIATION' is written in a smaller, blue, sans-serif font, followed by the tagline 'For science. For action. For health.' in a smaller, italicized, blue, sans-serif font.

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**What other organizations advocate for
CHRs?**

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Arizona CHW Association

A group of people, mostly of African descent, are shown from the chest up, sitting in a circle. They have their hands raised, palms facing outwards, in a gesture of unity, support, or agreement. The background is slightly blurred, focusing attention on the hands and the collective action. The overall mood is positive and collaborative.

CHW Certification Advocacy



National CHR Mobilization

CHR Summit





The CHR Advocacy Perspective

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