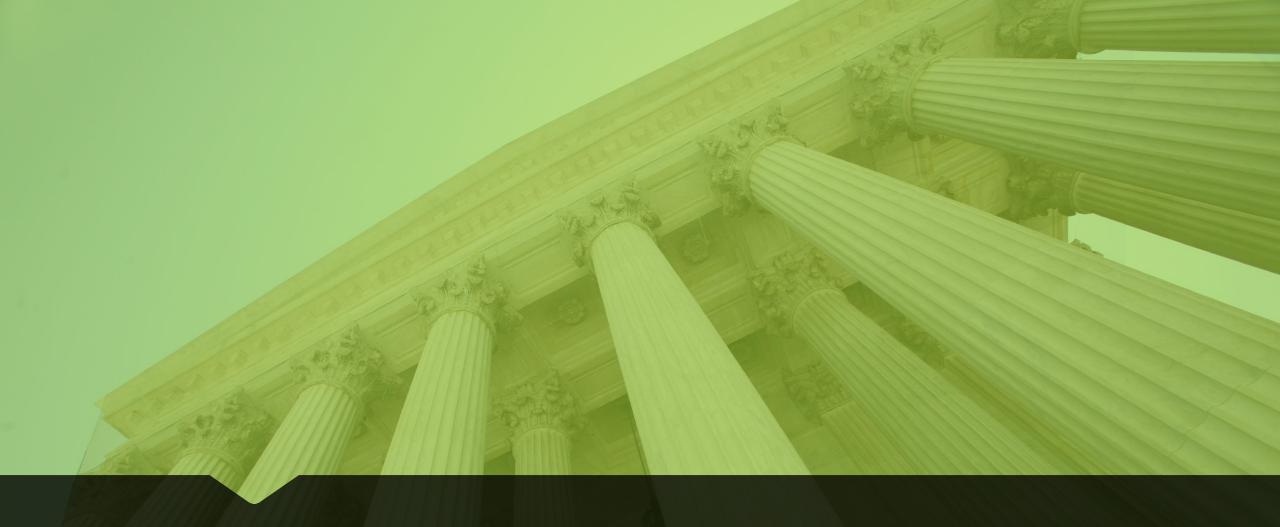
# CHW/CHR Advocacy: Self, Program and the Profession

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Overview of CHW/CHR Advocacy

### Review of the C3 Project Core CHW Roles

- 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?

### 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 <a href="https://www.apha.org/apha-communiti-es/member-sections/community-health-workers">https://www.apha.org/apha-communiti-es/member-sections/community-health-workers</a>
- State and regional associations https://nachw.org/membership/chw-ne tworks-and-certification-programs/





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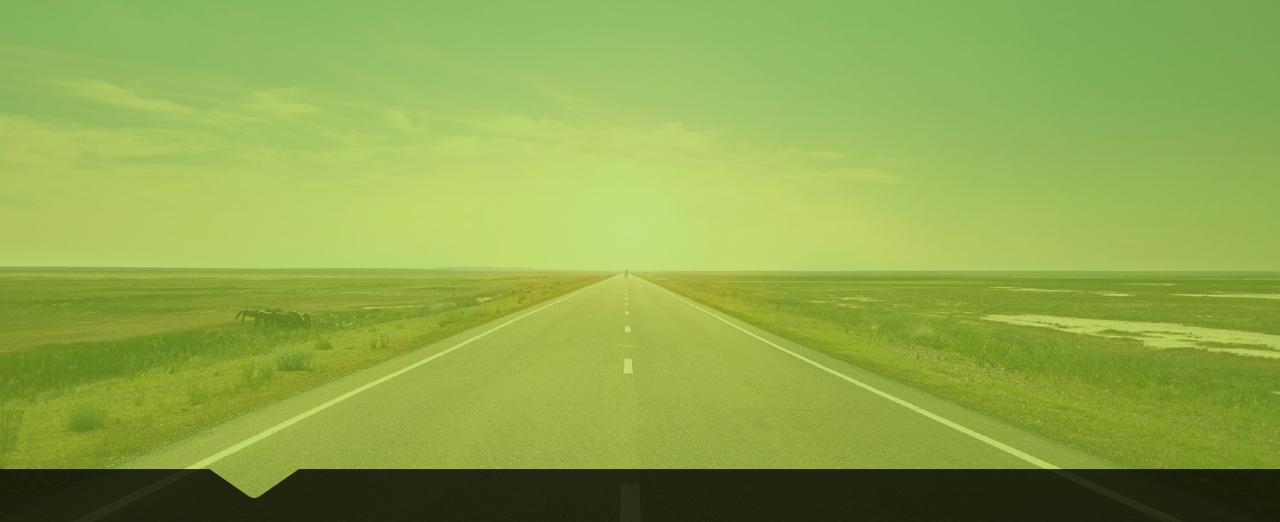
## What other organizations advocate for CHRs?





# National CHR Mobilization

## **CHR Summit**



## The CHR Advocacy Perspective

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