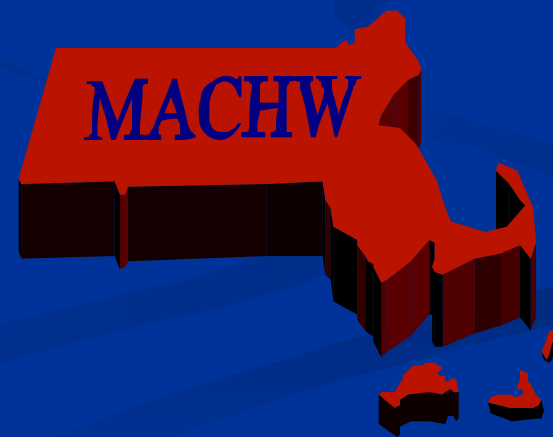


CHW Leadership Drives a New Comprehensive Career Advancement Model:

The Community Health Worker Initiative of Boston

The
**Community
Health Worker
Initiative**
of Boston



Presentation Outline

- Our shared assumptions about CHWs
- CHW Initiative program model
- The results of CHW leadership
- The reasons why CHW leadership is valued
- Advice for replication



Shared Assumptions about CHWs

- CHWs are public health professionals.
- CHWs deserve family sustaining wages.
- CHWs deserve opportunities for education and training that lead to career advancement within the CHW field.

**These values drove the creation of the
CHW Initiative.**

CHW Initiative Program Model

Provides workforce development services to
CHWs and their employers

Education and Training Programs

- Advanced Certificate Training Program
- College Degree Concentrations
- Career Coaching

Systems Change Advocacy

- Objective #1- Reimbursement Policies and Procedures
- Objective #2- Workforce Development
- Objective #3- Compensation Practices

Massachusetts Association of Community Health Workers

- MACHW is a statewide network of community health workers from all disciplines. We were founded in March 2000 to enable CHWs to lead the movement to organize, define and strengthen the profession of community health work.

MACHW's mission is to:

- Strengthen the professional identity of community health workers;
- Foster leadership among CHWs; and
- Promote the integration of CHWs into the health care, public health and human service workforce.
- MACHW achieves its mission through education, research, policy development and advocacy.



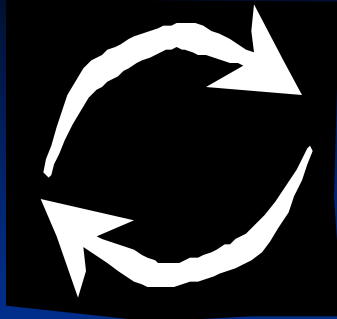
Results of CHW Leadership

- Governance structure requires a CHW as co-chair each committee
- MACHW received 20% of \$50K planning grant and 14% of \$1.2 million budget
- CHW input is elicited for program design and improvement
- Program staff was hired for experience in community health



Reasons Why CHW Leadership Is Valued

- MACHW's strength as an organization
- Employers commitment to their employees
- Key champions came from community organizing background
- Funder supportive of employee representation
- National connections
- Key partners had developed their own CHW connections in past



Advice for Replication

- Address systems change and not just individual advancement
- Provide funding for CHW associations
- Pick partners that value the CHW voice
- Plan for a long time horizon
- Expand funding search outside of traditional health focused sources

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