

Platicamos Salud:

CHW Success Stories from a Federally Qualified Health Center

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Who are we?

- MCHC established in 1980
- Federally Qualified Health Center (FQHC)

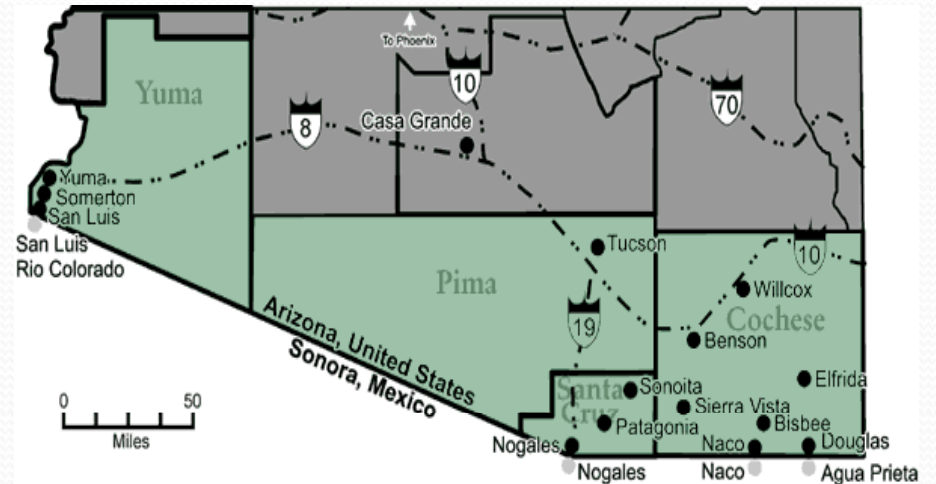


Who are we?

- Platicamos Salud (Let's Talk Health)
- MCHC's Health and Wellness Department
- Began with one grant to develop CHWs
- Now 20% of health center workforce



Why CHWs?



- **Nogales, Arizona**
 - transborder environment
 - immigrant community

Why CHWs?

Hispanic/Latino community

95% Nogales/85% Santa Cruz County

- predominantly Spanish-speaking
- cultural norms (diet, gender, family values)
- use of health care in Mexico



CHWs necessary to reach and provide care



Why CHWs?

- **High rate of uninsured**
 - 26% in 2013 (2nd highest in Arizona)
 - 15% after ACA (highest in Arizona)
 - Mixed documentation status scares eligible family members from seeking care

**CHWs necessary to
promote health care
access**

- **High unemployment and low income**
 - 18% unemployment in 2013
 - Employment in major industry is seasonal
 - 52% of Nogales and 28% of Santa Cruz County children under 12 live in poverty



Platicamos Salud CHW titles have evolved

Promotores de Salud

MCH Case Managers

Patient Navigators

Teen Health Facilitators

Lay Leaders



Salud Sí (Health Yes)

- Promotora-led workshop for women of reproductive age
- 12 weeks of lifestyle change
- Conducted for 12 years with state, federal funds and now in-kind support
- Program institutionalized due to success and community demand



Salud Sí (Health Yes)

Amazing Results!

- Increased physical activity
- Decreased weight and waist circumference
- Cholesterol from 227 to 213
- Triglycerides from 285 to 230
- Glucose from 150 to 130
- Systolic BP from 139-213
- Diastolic BP from 95 to 70



Salud Sí

Sustained results!

Follow-up interviews conducted 2 years later showed sustained results:

- Eating more fruits/vegetables
- Eating less fried foods
- Eating out less often
- <sugar, red meat & salt
- >low fat milk, whole grains

Corazon Saludable (Healthy Heart)

8-week Promotora-led class

- NHLBI *Su Corazon, Su Vida* curriculum
- Significant and lasting results!!

Measure	Baseline	Program End	6 Months
BMI	31.21	-0.43	-0.136
A1c	6.71	-0.38	-0.71
Fasting Glucose	-	-9.31	-20.37

Healthy Start/Health Start

- MCH Case Managers who are CHWs
- Monthly home visitation
- Pregnant & postpartum women and their children under age 2





Healthy Start/Health Start

Improving perinatal outcomes via:

- earlier entry into prenatal care/health care home
- more prenatal visits
- breastfeeding support
- increased child spacing

Healthy Start/Health Start

	Healthy Start	MCHC Patients
Women return for postpartum visit (6-week check-up)	80.0%	70.4%
Children birth to 24 months complete well child visit schedule	92.0%	50.97%



Patient Coordinated Care

Patient Navigators who are CHWs

- member of the patient care team
- extension of clinical care
- Education via home visit, clinic and phone follow-up

Vivir Mejor! (Live Better)

- First foray into CHW integration in 2012
- Patient Navigator support for adults with Type 2 Diabetes
- Culture shift to involve CHW in patient care





Expansion of Patient Navigation

- CHW salaries paid by clinical funds (not grants)
- Standing orders for high-risk referral
- Diabetes, hypertension, obesity, heart disease, asthma
- Services documented in EMR
- Using Launchpad software to track the impact of initiative on A1c and blood pressure

Patient Navigation Success

Martha's Disease Self-Management Success

65-year old Martha Jimenez changed her lifestyle
Patient Navigator Sylvia Ochoa is part of the story.

- Improved her diet
- Walks twice per day
- Takes her meds





Patient Navigator Success Story

In 10 months, Martha reduced her diabetes risk

- Reduced A1C from 9.6 to 5.6
- Lost 13.8 lbs.
- Baseline LDL was literally off the charts and changed to 106!

Teen Health Facilitators

- Trained by annual Summer Youth Institute
- SYI initiated in 2002 via grant funds sustained
- 7 weeks of health, professional and personal development



Teen Health Facilitators

- Cadre of youth peer educators
- On-call staff to work with youth in community and schools
- Many SYI grads have pursued health careers
- Many have obtained college scholarships





Lay Leaders

- Effort to extend our CHW workforce
- Patients/program participants trained by CHWs
- Breast cancer support
- Healthy lifestyle classes with family, neighbors and friends

Lay Leaders Success

Vivir Mejor!
Lay Leader Development Guide

Prepared For:
Mariposa Community Health Center

Prepared By:
University of Arizona Prevention Research Center



Mariposa CHWs are everywhere

Community Roles

- Outreach
- Screening
- Referral
- Education
- Surveys

Change Agents

Partnerships

Advocacy

Community development



Back to the Beginning!!

Promotoras de Salud

- Acción para la Salud (Action for Health)
- Research project with the Arizona Prevention Research Center
- Demonstrate how advocacy training impacts CHW scope of work

Acción para la Salud

- CHWs worked with community to identify need for public transportation
- Connect port of entry, public housing and hospital





CHWs in Community Development

- Nogales Rural Innovation Consortium
- Downtown Nogales Household Survey
- Follow-up to enroll interested households in services
- Follow-up regarding service impact and satisfaction
 - More residents with a health care home
 - More residents enrolled in secondary education
 - More residents utilizing WIA to get a job

Women's Health Leadership Institute

- National CHW leadership initiative
- Build capacity of CHWs as change agents
- 20 Master Trainers nationwide
- 398 CHWs across the country





Women's Health Leadership Institute

- CHWs increased scores an average of one level on the ordinal scale from pre to post for each of the 18 competencies.
- CHWs either “agreed” (50%) or “strongly agreed” (50%) that they could put all competencies into practice at post-test.
- 59% agreed their involvement in WHLI helped them increase their leadership role in their organization and community.
- 93% reported change in way they network with, involve or organize new groups of people to develop a shared vision of change in their community.



CHWs: A Force for the ACA

Before

- Santa Cruz County had the highest rate of uninsured in Arizona

After ACA

- **Santa Cruz County had the second greatest percent decrease in uninsured for first open enrollment period**

How did we do that?



CHWs Hit the Streets

53 community events

- Free conferences
- Presentations to businesses
- Presentations to civic groups
- Booths at community events
- Enrollment at VITA sites

Getting the word out

- Lots of Spanish radio promotion
- Door-to-door distribution
- Information to all Platicamos Salud clients

Our Journey Continues

- We are part of the CHW Movement in Arizona and US
- Recognized by NRHA 2014 Outstanding Rural Health Program Award



Please join our CHW Journey

Questions??

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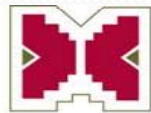
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