



State Community Health Worker Advisory Committee Meeting

**Kimberly Hiner, MPH, Director, Office of Population Health Improvement
Chair, State CHW Advisory Committee**

Spanish Interpretation: Call: 252-662-0103; PIN: 465 406 450 #

November 13, 2023

Welcome and Roll Call

Opening Remarks

Kimberly Hiner, MPH, Chair

Meeting Minutes: August 21, 2023

CHW Training Program Application Review Committee: CHW Advisory Committee Seat

CHW Training Program Application Review Committee

History:

- COMAR 10.68.02.04(B)
- Committee members selected by the Secretary
- Began accepting accreditation applications January 2020
- 19 CHW training programs accredited

CHW Training Program Application Review Committee

- **State Community Health Worker Advisory Committee member (La Kerry Dawson)**
- A community health worker (Natasha Few)
- A health professions educator with expertise in curriculum development (Dr. Kathy Ogle)
- MDH CHW certification program staff member (Tina Backe); and
- As deemed necessary by the Department, an MDH program staff member with subject matter expertise in specialty areas.

CHW Training Program Application Review Committee

Duties:

1. Review CHW certification training program accreditation applications
2. Ensure applications meet requirements of COMAR 10.68.02
3. Recommend qualifying training programs to the Secretary for accreditation
4. Provide technical assistance to applicants, as needed
5. Term: One year, additional one year option

CHW Training Program Application Review Committee: State CHW Advisory Committee Seat

Advisory Committee members:

- Send an email to Kim Hiner and Tina Backe if interested or for more information:
 - kimberly.hiner@maryland.gov
 - tina.backe@maryland.gov

Certificate of Appreciation

Community Health Worker Training Program

Application Review Committee

Awarded to

La Kerry Dawson

November 13, 2023

In recognition of your commitment to the community health worker workforce and service on the Community Health Worker Training Program Application Review Committee.



Kimberly Hiner, MPH
Director, Office of Population Health Improvement
Chair, State Community Health Worker Advisory Committee



*Thank you
La Kerry!*



CHW Certification Update

Certification Update: Sept. 1, 2019 – Nov. 13, 2023

# certifications	1428
# certifications renewed	532
# total CHW certificates issued	1960

Expired CHW Certificates: Outreach efforts

- CHW Program
 - Postcard: One month after initial expiration
 - **Email:** 6 months after initial expiration
 - Applicant called if post card returned and email bounced back
 - **Phone call:** 1 year after initial expiration
 - **Letter:** 6 months prior to final expiration (at Year 1.5)
 - **Final phone call:** One month prior to final expiration
- Maryland OneStop
 - Bi-weekly email notifications

Medicaid Check In: Webinars

- Target audience: CHWs and other public health outreach workers
- Presenter: Meredith Lawler, MPH, Special Assistant to the Director, Innovation, Research, and Development, Office of Health Care Financing
- Information: Medicaid redetermination and the Maryland Medicaid Check-In campaign
 - Medicaid renewal and how to help people stay covered!
- Webinars: October 12 and October 18

<https://health.maryland.gov/pophealth/Community-Health-Workers/Documents/CHWs-Medicaid-Check-In-Webinar-10.12.2023-PPT.pdf>

CHW Certification Training Program Accreditation Update

Accreditation Update: Jan. 1, 2020 – Nov. 13, 2023

Accreditation of CHW Certification Training Programs

# applications submitted:	22
# active applications in review process (under review and applicant receiving assistance): *	3
# accreditations issued:	19
# accreditation renewals:	5

* The applicant is actively working on their application.

Accredited CHW Certification Training Programs

1. Access to Wholistic and Productive Living, Inc.
2. Access to Wholistic and Productive Living, Inc. (LGBTQ Curriculum)
3. Asian American Center of Frederick in partnership with Hagerstown Community College
4. Baltimore City Community College
5. Community College of Baltimore County
6. Dr. Masica Jordan, LLC (Emphasis: Peer Recovery)
7. Heritage Care, Inc.
8. Howard Community College
9. Howard County General Hospital, Johns Hopkins Medicine

Accredited CHW Certification Training Programs

10. Institute for Public Health Innovation (IPHI)
11. Maryland Area Health Education Center Program
12. Montgomery College
13. Montgomery County Department of Health and Human Services
14. Mosaic Group, Inc.
15. Prince George's Community College
16. Sisters Together and Reaching, Inc.
17. Theeseeds, LLC
18. Voices of Hope, Inc. (Emphasis: Peer Recovery)
19. Washington County Commission on Aging, Inc.

Maryland's Consumer Health Information Hub & CHWs

UMD Horowitz Center for Health Literacy





Key Point:

The Hub & CHWs can partner to improve community-level information accessibility

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What is the Hub?

2022 Maryland Law - HB1082

- Maryland Consumer Health Information Hub
 - Designates Horowitz Center for Health Literacy as Hub
- Requires state & local agencies to use plain language & people's primary languages in public communications about
 - Health
 - Health insurance
 - Safety
 - Social services benefits



HB1082 Law

Recognizes health literacy as

- Critical public health & health systems infrastructure
- Essential to health equity
 - Access to accurate, consistent, and plain language information that is culturally and linguistically appropriate is as important as access to health care services



Information Access

- COVID pandemic showed Maryland residents need plain language information to make informed decisions
- Maryland residents navigate many state and local agencies, community organizations, & other sources to find accurate, consistent, and easy-to-understand information in their preferred languages



Health Literacy, Defined

Personal

degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others

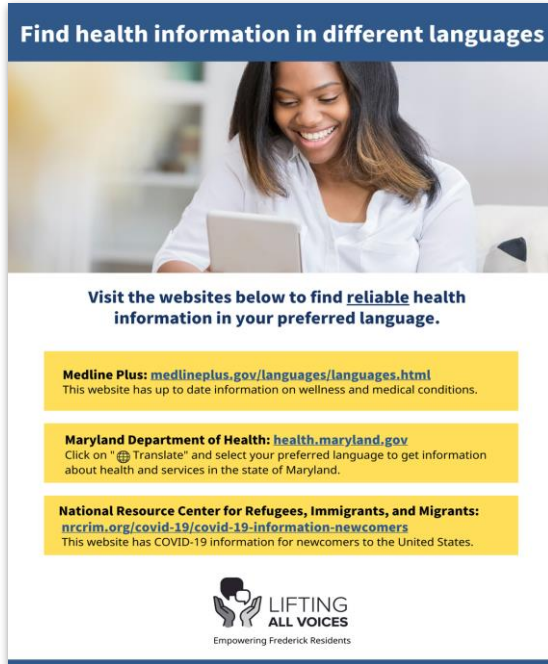
Organizational

degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others



Language Access, Defined

English



Plain language COVID-19 information

Translation: written



Culturally and linguistically appropriate information transcreated to primary languages

Interpretation: spoken



Community health worker sharing information in Vietnamese



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The Hub & CHWs

Hub Partners

- State & local government agencies
- Hospitals & health systems
- Organizations - non-profit & community-based including those that serve their diverse neighbors
- Educators
- Elected officials
- **Community Health Workers (CHWs)**



Hub Products

- Criteria, certifications, best practices
- Recommendations
- Training & educational sessions
- Templates & model language
- Reports





➤ Health Literacy for CHWs training modules

- Developed with and for CHWs
- Build CHW health literacy knowledge and skills to help community members find, understand, and use health information and services



Health Literacy Skills Matter

- CHWs are **communicators** first
 - Strong skills = better understanding
- Communication skills
- Connecting skills
 - Building a community profile
- Culturally and linguistically appropriate services (CLAS)



CHWs sharing COVID-19 information in different languages



CHWs providing information at different events in Frederick in different languages
Pictures left: Burmese church, middle: Vietnamese festival, right: Spanish at Latino supermarket





➔ CHWs for Audience Insights, Feedback

- Example: Frederick COVID project
- CHWs helped develop flyers, videos
- CHWs evaluate smartphone app



Advisory Committee Invitation

- Pilot test of virtual (Zoom) delivery
 - November 9, 14, 16, 28, 30
 - Dec 5, 7
 - Lunchtime sessions beginning 12pm
 - 30-45 minutes
- We would love your feedback!
- Email Leah Richey (lsrichey@umd.edu) to register



Discussion

- How can the Hub help connect CHWs to more local organizations?
- How do we work with CHWs to build libraries of reliable, plain language materials?
- Are you willing to volunteer for a workgroup to review materials & provide feedback on Hub products?



Questions



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**FEARLESSLY
FORWARD**

Resources

- Federal Plain Language Guidelines
 - www.plainlanguage.gov
- Federal cultural competence resources
 - <https://thinkculturalhealth.hhs.gov/>
- Hub webpages
 - <https://sph.umd.edu/research-impact/research-centers/horowitz-center-health-literacy/consumer-health-information-hub>



***FEARLESSLY
FORWARD***





MARYLAND
Health Care
Commission

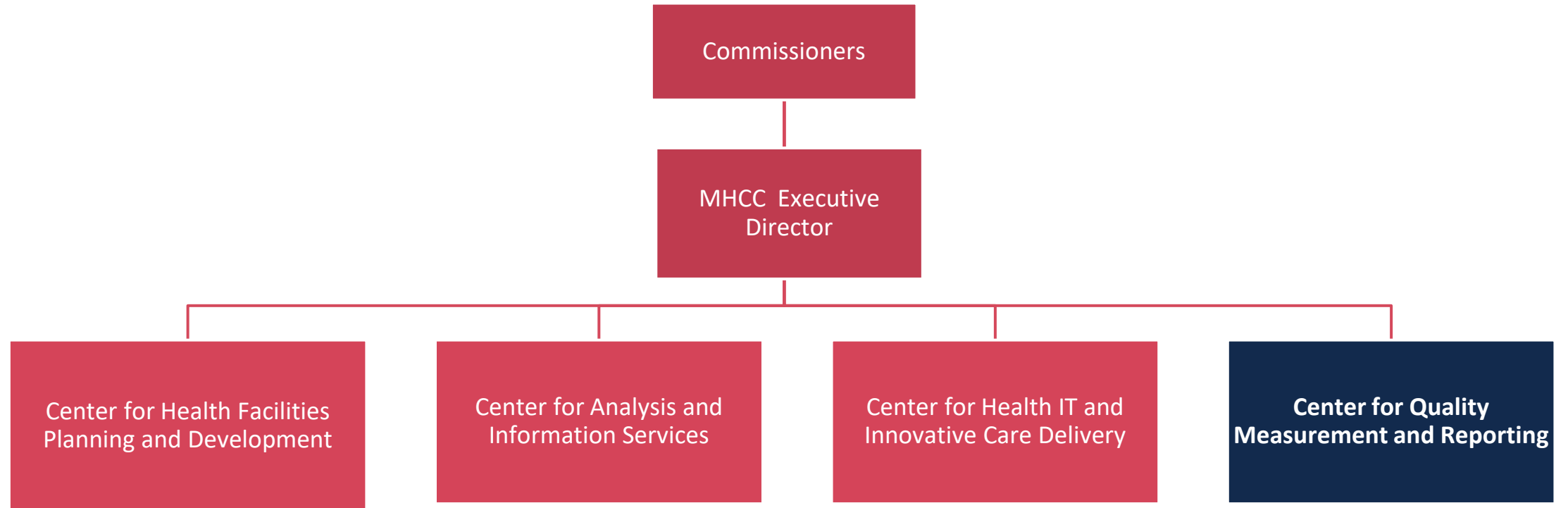
Maryland Quality Reporting

TERESSA LEE, CPHQ

DIRECTOR, CENTER FOR QUALITY
MEASUREMENT AND REPORTING

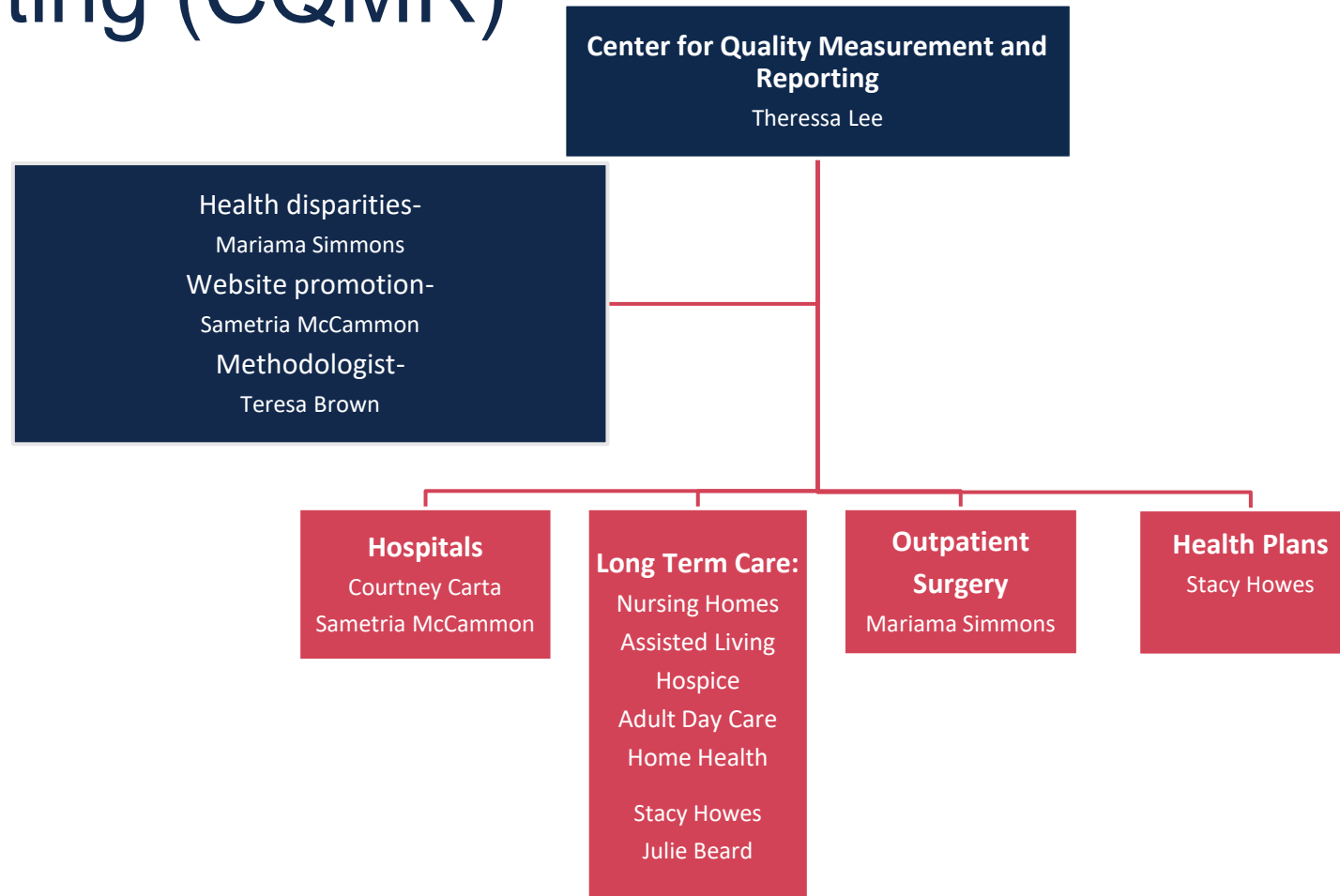


Maryland Health Care Commission





Center for Quality Measurement and Reporting (CQMR)



- ▶ CQMR oversees MHCC's public reporting initiatives



Maryland Quality Reporting Website

- ▶ Maryland Quality Reporting is a comprehensive, user-friendly website that
 - ▶ Enables consumers to:
 - ▶ Access meaningful, timely and accurate healthcare information
 - ▶ Compare cost, quality, and performance for up to 5 facilities at a time
 - ▶ Make informed healthcare decisions
 - ▶ Promotes transparency and accountability among health care providers
 - ▶ Is free and easily accessible



Benefits for CHWs

- ▶ Free and available data to help CHWs help communities find and compare local facilities
- ▶ Resources to help with care planning (e.g., Long term care toolkit, guides, checklists, etc.)
- ▶ Accessibility features (e.g., translatable, larger font sizes)
- ▶ Health equity data
 - ▶ Common conditions by race and ethnicity
 - ▶ Social determinants of health feature (coming soon!)



Data Sources

- ▶ Maryland Quality Reporting gathers data from trusted sources including:
 - ▶ Federal quality measures (e.g., CMS, AHRQ, CDC NHSN)
 - ▶ State agencies (e.g., HSCRC, OHCQ)
 - ▶ MHCC Administered Surveys
 - ▶ Health Plans
 - ▶ Healthcare Effectiveness Data and Information Set (HEDIS)
 - ▶ Maryland Plan Behavioral Health Assessment (BHA)



Website URL

healthcarequality.mhcc.maryland.gov

Health Disparities Additional Resources Long Term Care Planning Toolkit About Us AA Translate Provider Login

Learn About the Flu

Maryland Quality Reporting











Your resource for information on the quality and performance of nursing homes, hospitals, hospice, assisted living facilities, and more.

What are you looking for? Search

Quick Links

[Price Comparison](#) [File a Complaint](#) [Need Health Insurance?](#) [Advance Directives](#) [Telehealth](#)

I am looking for information on

 Adult Medical Day Care	 Assisted Living	 Health Plan	 Home Health	 Hospice
 Hospital	 Nursing Home	 Outpatient Surgery	 Provider	 Urgent Care



Website Promotion

- ▶ Website demonstrations
- ▶ Community health events
- ▶ Printed materials
- ▶ Social Media
 - ▶ [X \(formerly Twitter\)](#) @MHCCMD
 - ▶ [Facebook](#) @MHCC.MD
 - ▶ [LinkedIn](#) @Maryland Health Care Commission
 - ▶ [NextDoor](#) @Maryland Department of Health



Questions?

- ▶ General Questions
 - ▶ mhcc.qualityteam@maryland.gov
- ▶ Theresa Lee, Director, Center for Quality Measurement and Reporting
 - ▶ (Theresa.lee@maryland.gov)
- ▶ Courtney Carta, Chief, Hospital Quality Initiatives
 - ▶ (courtney.carta@maryland.gov)

CDC 2103 Disparities Grant

National Initiative to Address COVID-19 Public Health Disparities among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities



CHW Grant Awards

- 12 awards coming to a close
 - 9 newly accredited CHW training programs (including programs with emphasis on LGBTQ health, deaf and hard of hearing students, Latino students, and peer recovery, amongst others)
 - 91 “under-served/ resourced/ high risk” students recruited
 - 162 students receiving tuition support
 - 148 students completed newly accredited training program
 - 5 speciality trainings developed
- Will be sharing success stories with CDC and hosting a site visit
- New award for expanding access to accredited CHW TP

Expanding Access to Community Health Worker Certification Training Programs Across Maryland: Assessment and Development

November 13, 2023

Mosaic Group Foundation

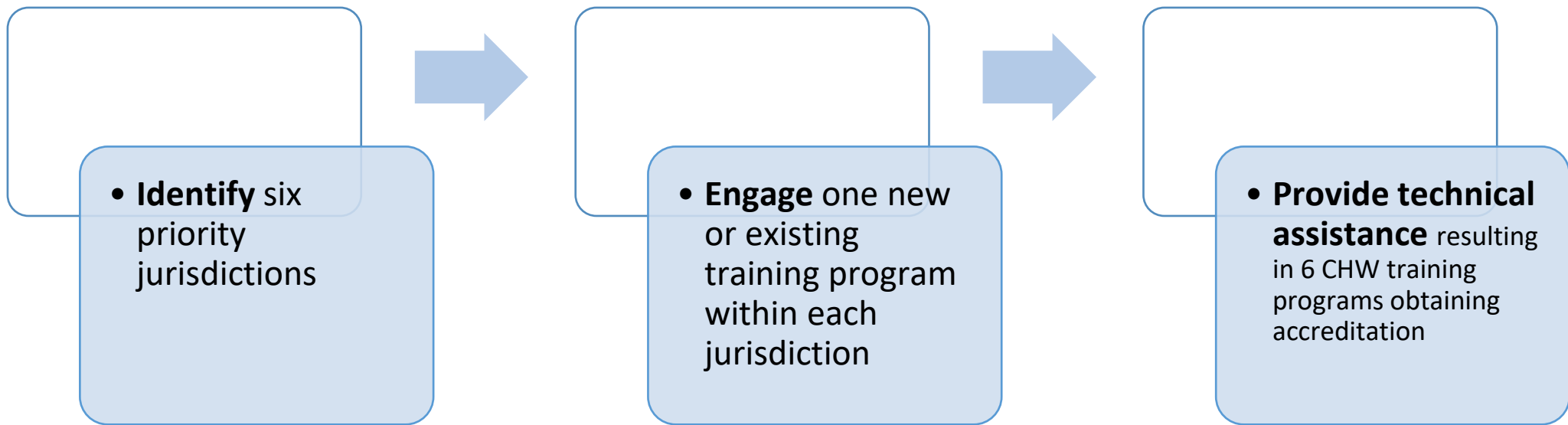
About Us

- *Mosaic Group Foundation* is a non-profit organization affiliated with Mosaic Group, a management consulting firm based in Baltimore, MD.
- We envision a society committed to health equity—a world where all people have the resources and relationships, they need to achieve their full potential.
- The team dedicated to this scope of work combined have more than fifty years of experience developing and implementing CHW programs and trainings nationwide.
- Mosaic Group was the selected contractor that worked with the MDH to develop Maryland's CHW certification standards, accredited training program requirements and process, as well as the grandfathering process.



Project Overview

Goal: By June 2024, expand the number of accredited Community Health Worker training programs in six high-need jurisdictions to increase access and support within these areas.



Methodology and Approach

Month 1: Identify 6 Priority Jurisdictions

- Conduct secondary data analysis to determine regional gaps with accessible training programs and healthcare needs
- Collection of input from LHD, CBOs, and healthcare providers to gain insight on regional gaps related to training needs

Months 2-3: Identify six Organizations or Programs

- Implement outreach strategies to engage new or existing organizations and/or programs in the high priority jurisdictions
- Conduct organizational or program readiness assessment with interested organizations and/or programs

Months 4-7: Providing Technical Assistance

- Develop tailored technical assistance plans to include activities such as:
 - Curriculum Enhancement
 - Assistance with Preparing Materials for Application Submission
 - Translation of Curriculum Materials

Discussion

Are there any additional metrics that you would like the project team to consider in the identification of high need jurisdictions?

Thank You

For more information contact:

Krystal Billups, MPH

Managing Director and COO

kbillups@groupmosaic.com

(443) 509-9930



Mosaic Group Foundation

CHW Advisory Committee – Upcoming Meetings

Upcoming CHW Advisory Committee Meetings

Quarterly meetings, 1 PM – 3 PM, held virtually or at MDH:

Meeting dates for 2024!

- February 12 (2nd Monday)
- May 6 (1st Monday)
- August 19
- November 18

Discussion

CHW Program Contacts and Links

Maryland CHW Certification Website

<https://pophealth.health.maryland.gov/Community-Health-Workers/Pages/Home.aspx>

Maryland CHW Phone Line

410-767-5971

Maryland CHW Email Addresses

MDH.CHW@Maryland.gov

MDH.CHWApplications@Maryland.gov

Contacts

Kimberly Hiner

Director, OPHI

Chair, State CHW Advisory Committee

Kimberly.Hiner@Maryland.gov

Tina Backe

Coordinator, CHW Program, OPHI

State CHW Advisory Committee Staff

tina.backe@Maryland.gov

Adjournment

Thank you for your time today!