

Certified Community Health Worker Content Outline

September 2017 | Revised January 2018

Community Health Concepts and Approaches

1. Apply critical thinking techniques and problem-solving skills.
2. Demonstrate a broad knowledge and understanding about the community served.
3. Demonstrate knowledge about relevant health issues and their implications and impact on the individual's family and community.
4. Demonstrate knowledge about health and social service systems.
5. Demonstrate knowledge about health promotion and coaching skills.
6. Demonstrate knowledge about data collection.
7. Understand that there are various research practices that can be accessed and utilized.
8. Demonstrate knowledge about the use of technology for outreach and education.
9. Recognize and understand how the individual's health is shaped by social determinants of health and the role of the community health worker in preventing and reducing health inequities.
10. Demonstrate knowledge of basic public health principles.
11. Provide community perspective in the design and implementation of research.
12. Serve as an liaison between researchers and the community that is the subject or location of research.
13. Assist in the interpretation and/or implementation of research findings into practice in communities.
14. Advocate for inclusion and recognition of community members in research and support them in their participation.
15. Assist with collection and documentation of data and findings.
16. Understand chronic disease processes including prevention, recognition and management of disease.

Service Coordination and System Navigation

1. Obtain and share knowledge of community resources for health care, social services and additional support services.
2. Conduct a strengths/needs assessment of the individual.
3. Identify barriers to accessing services.
4. Develop strategies to address identified barriers.
5. Provide and/or suggest follow-up and referral services to ensure effective linkage to services.
6. Serve as a liaison between organizations, groups, and individuals.
7. Understand the importance of documentation to assist individuals achieve their goals as well as to program evaluation and sustainability.
8. Work collaboratively with providers and/or teams to ensure access and continuity of care.
9. Assist individuals to access and stay connected to health or social services through education, skill building, and peer support.
10. Demonstrate knowledge of various cultures and language translation and interpretation needs of the individual.
11. Foster communication and effective relations between provider and individual.
12. Participate as a member of an integrated clinical care team.

Health Promotion and Prevention

1. Assist in developing and implementing plans in cooperation with the individual and/or health team.
2. Recognize and build upon the individual's health goals, strengths, current stage of change, and ability to act upon goals.
3. Utilize multiple techniques for helping individuals understand and address health risks for themselves, their family members, and/or their communities.
4. Utilize cultural and linguistic appropriate methods and materials.
5. Identify the level of health literacy to teach, coach, and provide informal counseling, emphasizing an individuals' self-determination and strengths to encourage behavior change and self-care.
6. Provide guidance for individuals to care for their own health and achieve wellness.
7. Assist with or provide basic health screenings.
8. Organize and/or facilitate support groups.

Advocacy, Outreach, and Engagement

1. Establish and maintain cooperative relationships with community-based organizations and other resources to promote individual services, care, education, and advocacy.
2. Provide information and support for people to advocate for themselves over time and to participate in the provision of improved services.
3. Advocate on behalf of individuals and communities to obtain needed care or resources.
4. Utilize engagement strategies for connecting individuals with their community.
5. Identify and assess the strengths and needs of communities and/or populations.
6. Implement outreach plans to accomplish goals.
7. Educate communities to assess their strengths and needs.
8. Increase awareness, educate, and encourage action of community members on community health issues.
9. Serve as an information source to health and social service organizations on community needs and perspectives.
10. Help individuals and families to address social determinants of health.
11. Engage family and/or social support networks to aid health promotion and care coordination.
12. Advocate for policy changes as they relate to individual and community needs.

Communication

1. Ability to communicate using language at the level of the individual.
2. Ability to communicate with individuals in a non-judgmental and appropriate manner.
3. Practice active, reflective listening and remain solution-oriented in all interactions.
4. Recognize and respond to non-verbal behavior.
5. Ask open-ended questions to solicit information from the individual.
6. Utilize affirming statements to provide positive reinforcement.
7. Use written and visual materials that convey information clearly and accurately.
8. Speak and present information effectively to groups of individuals and/or colleagues.
9. Report relevant information to others succinctly, accurately, and in an appropriate format.
10. Address conflicts that may arise in a professional and safe manner.
11. Ensure all communication access for all populations, including providing reasonable accommodations required under the American with Disabilities Act (ADA) upon request.

Cultural Humility and Responsiveness

1. Understand the connection between one's own culture and its impact on work with diverse individuals, communities, and colleagues.
2. Recognize, respect, and understand different aspects of culture, language and identity and how these can influence the thinking, beliefs, and behavior of others.
3. Employ techniques for interacting respectfully and effectively with various cultures or communities.
4. Advocate for and promote the use of culturally and linguistically appropriate services and resources.
5. Describe the effects of policies, programs, and services on different communities and populations.

Ethical Responsibilities and Professionalism

1. Initiate and sustain trusting relationships with individuals and communities.
2. Seek opportunities to increase knowledge and skills through professional development.
3. Seek assistance from supervisors as necessary to address challenges related to work responsibilities.
4. Demonstrate commitment and compliance to ethical principles pertaining to individual rights, confidentiality, informed consent, business practices, and compliance with relevant laws.
5. Understand the scope and boundaries of the role of the community health worker within an organization.
6. Maintain boundaries that balance professional and personal relationships.
7. Demonstrate and employ healthy coping mechanisms and self-care strategies.
8. Understand issues related to accessibility, discrimination, abuse, neglect, and criminal activity that may be reportable or mandatory under law and regulation.
9. Conduct self in an ethical manner by adhering to professional codes of ethics and standards of practice.