

# EARLY AGES HEALTHY STAGES COALITION

## SEPTEMBER 2019

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Director, Health Industry Solutions  
Corporate College, a division of WCED

*Workforce, Community and Economic Development*



# CUYAHOGA COMMUNITY COLLEGE (TRI-C) MISSION

- Provide **high quality, accessible and affordable** educational opportunities and services
- Promote **individual development**
- Improve the overall **quality of life** in a **multicultural** community

# CUYAHOGA COMMUNITY COLLEGE



## EQUITY

Committed to  
Every student succeeding  
Promoting a culture of  
inclusiveness

# CUYAHOGA COMMUNITY COLLEGE

## SUCCESS

Supports students with innovative programs and initiatives:

- workforce credential or certificate
- associate degree for transfer to a 4-year university
- career development



# CUYAHOGA COMMUNITY COLLEGE

## ACCESS

Breaking down barriers  
Individuals from diverse  
backgrounds  
Achieve their lifelong learning  
goals

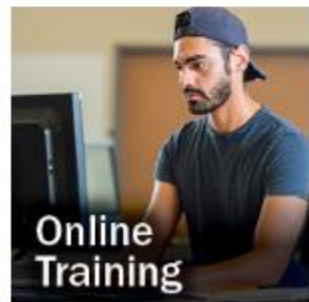


# CUYAHOGA COMMUNITY COLLEGE

- Equity
- Success
- Access



# Workforce Community and Economic Development



*State Tested*  
**NURSING  
ASSISTANT**



**AAPC**  
*Advancing the Business of Healthcare*

# Health Industry Solutions



National Association  
of Healthcare Access  
Management

**CORPORATE COLLEGE**

A DIVISION OF  
CUYAHOGA COMMUNITY COLLEGE

*This is the place for success.*



**CONTINUING  
EDUCATION**  
*for the Health Care  
Professional*





# Customized Business Solutions

## Career Advancement Competitive Edge Workshop Skills for the Workplace

- Communication
- Teamwork
- Adaptability/Flexibility
- Organizing and Task Completion
- Time Management
- Problem Solving
- Punctuality and Attendance
- Leadership
- Customer Service
- Self-Management
- Appearance
- Interpersonal Relations
- Self Promotion
- Cultural Fit

# HIDDEN RULES FOR ECONOMIC CLASS

	<b>POVERTY</b>	<b>MIDDLE CLASS</b>	<b>WEALTH</b>
<b>POSSESSIONS</b>	People.	Things.	One-of-a-kind objects, legacies, pedigrees.
<b>MONEY</b>	To be used, spent.	To be managed.	To be conserved, invested.
<b>PERSONALITY</b>	Is for entertainment. Sense of humor is highly valued.	Is for acquisition and stability. Achievement is highly valued.	Is for connections. Financial, political, social connections are highly valued.
<b>SOCIAL EMPHASIS</b>	Social inclusion of the people they like.	Emphasis is on self-governance and self-sufficiency.	Emphasis is on social exclusion.
<b>FOOD</b>	Key question: Did you have enough? Quantity important.	Key question: Did you like it? Quality important.	Key question: Was it presented well? Presentation important.
<b>CLOTHING</b>	Clothing valued for individual style and expression of personality.	Clothing valued for its quality and acceptance into the norms of middle class. Label important.	Clothing valued for its artistic sense and expression. Designer important.
<b>TIME</b>	Present most important. Decisions made for moment based on feelings or survival.	Future most important. Decisions made against future ramifications.	Traditions and past history most important. Decisions made partially on basis of tradition decorum.

# HIDDEN RULES FOR ECONOMIC CLASS

	<b>POVERTY</b>	<b>MIDDLE CLASS</b>	<b>WEALTH</b>
<b>EDUCATION</b>	Valued and revered as abstract but not as reality. Education is about facts.	Crucial for climbing success ladder and making money.	Necessary tradition for making and maintaining connections.
<b>DESTINY</b>	Believes in fate. Cannot do much to mitigate chance.	Believes in choice. Can change future with good choices now.	Noblesse oblige.
<b>LANGUAGE</b>	Casual register. Language is about survival.	Formal register. Language is about negotiation.	Formal register. Language is about connection.
<b>FAMILY STRUCTURE</b>	Tends to be matriarchal.	Tends to be patriarchal.	Depends on who has/controls money.
<b>WORLD VIEW</b>	Sees world in terms of local setting.	Sees world in terms of national setting.	Sees world in terms of an international view.
<b>LOVE</b>	Love and acceptance conditional, based on whether individual is liked.	Love and acceptance conditional, based largely on achievement.	Love and acceptance conditional, related to social standing and connections.
<b>DRIVING FORCES</b>	Survival, relationships, entertainment.	Work and achievement.	Financial, political, social connections.

# Customized Business Solutions

**Patient Access Specialist**

**STNA**

**Advanced Medical Assisting**



**Lake Erie  
International  
High School**





# Student Experience

## STNA Summer Camp for Upward Bound

- McGregor
- Human Patient Simulation Lab



# Employer Engagement

## Health Industry Solutions

Delivering customized and timely business solutions

**WCED 14-member Healthcare Employer Board, now in it's 4<sup>th</sup> year!**

- Hosts site for clinicals, practicums and externships
- Guides curriculum development
- Monthly Career Days
- Incumbent worker training

Center for Health Industry Solutions

**CAREER DAY**

**Attention Employers:** Showcase your organization and promote employment opportunities to graduates of our health care programs.

# Community Engagement

## Monthly Career Days





# Student Success

## Monthly Graduations



# Student Success

## Monthly Graduations



# Student Success



July 2019 Health Industry Solutions Monthly Graduation

# Community Health Worker Program

- Rewarding career
- Help others understand nuances of the health care system
- Connect people to resources for better health and greater quality of life
- Serve as a bridge between communities, health care systems, state health departments

[LEARN MORE](#)



# Community Health Worker

**CORPORATE COLLEGE**

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*This is the place for success.*



# Community Health Workers

## WHO?

- Frontline public health workers
- Possess a close understanding of the community they serve
- Trusting relationship
- Liaison/link/intermediary between health/social services and the community
- Facilitate access to services and improve the quality and cultural competence of service delivery

# Community Health Worker

## Role Awareness, Recognition & Clarification

- Community Health Worker
- Community Care Coordinator (Connector)
- Community Health Advisor (Advocate, Educator, Promoter)
- Community Resource Navigation Specialist
- Community Health Representative
- Health Coach (Navigator)
- Home Visitor
- Lifestyle Change Worker
- Maternal/Infant Health Outreach Specialist
- Neighborhood Health Advisor
- Outreach Worker/Specialist
- Patient Navigator
- Peer Counselor/Educator

# Responsibilities and Tasks

## Individuals, Families, Groups and Communities

- Develop their capacity and access to resources
  - Health insurance
  - Food
  - Housing
  - Quality care
  - Health information

# Responsibilities and Tasks

## Health Care & Social Service Systems

- Facilitate communication and client empowerment
- Help systems become culturally responsive
- Help people understand and develop strategies to improve their health and well being
- Help build social capital to support healthier behaviors and lifestyle choices



# Responsibilities and Tasks

## Care Coordination and Case Management

- Provide culturally appropriate health education and information
- Link people to health care/social service resources
- Provide informal coaching, support and follow-up
- Advocacy
- Conduct Outreach
- Translating and interpreting

# Community Health Worker

## Responsibilities and Tasks

- **Foster coalitions & networks**
- **Community Assessments**
- **Evaluation and Research**
- **Resource Guides**

Client Needs	Resources	Resources	Resources	Resources	Resources
Birth Certificate	<a href="http://www.clevelandhealth.org/network/health/birth_death_certificates.ph">http://www.clevelandhealth.org/network/health/birth_death_certificates.ph</a>		<a href="http://www.northstarreentry.org/services.php">http://www.northstarreentry.org/services.php</a>		
Bus Schedule	<a href="http://www.riderta.com/routes">http://www.riderta.com/routes</a>	<a href="https://laketrans.com/local-rout">https://laketrans.com/local-rout</a>	<a href="https://medinacountytransit.org/bus-routes/medina-bus-routes/">https://medinacountytransit.org/bus-routes/medina-bus-routes/</a>	<a href="http://www.ww1.gccta.org/sites/default/files/schedule">http://www.ww1.gccta.org/sites/default/files/schedule</a>	
Child Support	<a href="https://cifs.cuyahogacounty.us/en-US/faqs.aspx">https://cifs.cuyahogacounty.us/en-US/faqs.aspx</a>	<a href="http://jfs.ohio.gov/ocs/">http://jfs.ohio.gov/ocs/</a>	<a href="https://www.lakecountyo-hio.gov/lcojfs/Child-Support">https://www.lakecountyo-hio.gov/lcojfs/Child-Support</a>	<a href="http://www.mcjfs.us/">http://www.mcjfs.us/</a>	<a href="https://www.geaugajfs.org/">https://www.geaugajfs.org/</a>
Cribs	<a href="http://clevelandfurniturebank.org/">http://clevelandfurniturebank.org/</a>	<a href="http://www.ceogc.org/early-ch">http://www.ceogc.org/early-ch</a>	<a href="https://odh.ohio.gov/wps/">https://odh.ohio.gov/wps/</a>	<a href="https://www.wscenter.org">https://www.wscenter.org</a>	<a href="https://clevelandhabitat.org">https://clevelandhabitat.org</a>
Death Certificate	<a href="http://www.clevelandhealth.org/network/he">http://www.clevelandhealth.org/network/he</a>	<a href="http://www.cityofeuclid.com/uploads/Local_VS_Application_for_Certificates_2.pdf">http://www.cityofeuclid.com/uploads/Local_VS_Application_for_Certificates_2.pdf</a>		<a href="https://www.vitalrec.com/c">https://www.vitalrec.com/c</a>	
Diapers	<a href="https://nationaldiaperbanknetwork.org/diape">https://nationaldiaperbanknetwork.org/diape</a>	<a href="https://www.metrohealth.org/">https://www.metrohealth.org/</a>	<a href="http://womankindcleveland">http://womankindcleveland</a>	<a href="http://www.zoeforlifeonlin">http://www.zoeforlifeonlin</a>	<a href="https://familycollaborative">https://familycollaborative</a>
Domestic Violence	<a href="https://dvcac.org/">https://dvcac.org/</a>	<a href="http://domestic.cuyahogacount">http://domestic.cuyahogacount</a>	<a href="http://www.odvn.org/">http://www.odvn.org/</a>	<a href="https://laslev.org/get-hel">https://laslev.org/get-hel</a>	<a href="https://womensafe.org/">https://womensafe.org/</a>
Driver's License	<a href="https://www.bmv.ohio.gov/susp-fees-amnes">https://www.bmv.ohio.gov/susp-fees-amnes</a>	<a href="https://laslev.org/my-ohio-dri">https://laslev.org/my-ohio-dri</a>	<a href="http://clevelandmunicipalcourt.org/help-get-my-license-back">http://clevelandmunicipalcourt.org/help-get-my-license-back</a>		
Education - Diabetes	<a href="http://www.diabetes.org">www.diabetes.org</a>	<a href="https://diabetesheartconnectio">https://diabetesheartconnectio</a>	<a href="https://www.heart.org/en/">https://www.heart.org/en/</a>	<a href="https://www.womenshealth.gov/a-z-topics/diabetes">https://www.womenshealth.gov/a-z-topics/diabetes</a>	
Education - Early Childhood	<a href="http://www.helpmegrow.ohio.gov">www.helpmegrow.ohio.gov</a>	<a href="http://www.ceogc.org/early-childhood-education/">http://www.ceogc.org/early-childhood-education/</a>	<a href="https://www.clevelandmetroschools.org/Page/10335">https://www.clevelandmetroschools.org/Page/10335</a>		<a href="http://www.ceogc.org/earl">http://www.ceogc.org/earl</a>
Education - High Blood Pressure	<a href="https://www.womenshealth.gov/heart-disea">https://www.womenshealth.gov/heart-disea</a>	<a href="https://www.heart.org/en/health-topics/high-blood-pressure/the-facts-about-high-blood-pressure">https://www.heart.org/en/health-topics/high-blood-pressure/the-facts-about-high-blood-pressure</a>			
Education- Asthma	<a href="https://www.ccbh.net/s/10_steps_en.pdf">https://www.ccbh.net/s/10_steps_en.pdf</a>				
Education- Nutrition	<a href="https://www.choosemyplate.gov/">https://www.choosemyplate.gov/</a>	<a href="https://hipcuyahoga.org/health">https://hipcuyahoga.org/health</a>	<a href="https://www.healthycle.org">https://www.healthycle.org</a>	<a href="https://my.clevelandclinic.org/health/articles/7085-nut">https://my.clevelandclinic.org/health/articles/7085-nut</a>	
Education- Breastfeeding	<a href="https://odh.ohio.gov/wps/portal/gov/odh/kn">https://odh.ohio.gov/wps/portal/gov/odh/kn</a>	<a href="https://www.womenshealth.gd">https://www.womenshealth.gd</a>	<a href="https://odh.ohio.gov/wps/portal/gov/odh/know-our-p">https://odh.ohio.gov/wps/portal/gov/odh/know-our-p</a>	<a href="https://www.uhhospitals.or">https://www.uhhospitals.or</a>	
Education- Safe Sleep	<a href="http://www.ccbh.net">www.ccbh.net</a>	<a href="https://www.usfa.fema.gov/do">https://www.usfa.fema.gov/do</a>	<a href="http://ohioaap.org/SafeSle">http://ohioaap.org/SafeSle</a>	<a href="https://odh.ohio.gov/wps/portal/gov/odh/know-our-pr">https://odh.ohio.gov/wps/portal/gov/odh/know-our-pr</a>	
Education- Smoking	<a href="https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm">https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm</a>			<a href="https://www.marchofdimes.org/pregnancy/smoking-du">https://www.marchofdimes.org/pregnancy/smoking-du</a>	
Financial Aid for College	<a href="http://www.fafsa.gov">www.fafsa.gov</a>	<a href="https://www.ohiohighered.org">https://www.ohiohighered.org</a>	<a href="https://www.clevelandfour">https://www.clevelandfour</a>	<a href="https://www.collegenowgc.org/find-scholarships/">https://www.collegenowgc.org/find-scholarships/</a>	
Food- Free	<a href="https://greaterclevelandfoodbank.org/programs/food-as-medicine">https://greaterclevelandfoodbank.org/programs/food-as-medicine</a>	<a href="https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/Women-Infants-Childre">https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/Women-Infants-Childre</a>		<a href="http://www.produceperks.org">www.produceperks.org</a>	
Food Stamps	<a href="https://benefits.ohio.gov/">https://benefits.ohio.gov/</a>	<a href="http://www.oldbrooklyn.com/farmer-s-market-2019">www.oldbrooklyn.com/farmer-s-market-2019</a>			
HIV/AIDS	<a href="http://www.clevelandhealth.org/">http://www.clevelandhealth.org/</a>				
Homeless Shelter	<a href="https://www.wscenter.org/family-shelter">https://www.wscenter.org/family-shelter</a>	<a href="https://www.thecitymission.org">https://www.thecitymission.org</a>	<a href="https://www.thecitymissio">https://www.thecitymissio</a>	<a href="https://www.wscenter.org/zacchaeus-housing-solution">https://www.wscenter.org/zacchaeus-housing-solution</a>	
Housing - HUD	<a href="http://www.ohiohome.org/homebuyers.aspx">http://www.ohiohome.org/homebuyers.aspx</a>	<a href="http://www.ohiohome.org">www.ohiohome.org</a>	<a href="https://development.ohio">https://development.ohio</a>	<a href="http://ohiohome.org/renters.aspx">http://ohiohome.org/renters.aspx</a>	
Housing-Section Eight	<a href="http://www.chnhousingpartners.org">www.chnhousingpartners.org</a>		<a href="https://www.hud.gov/sites">https://www.hud.gov/sites</a>	<a href="https://www.hud.gov/faqs">https://www.hud.gov/faqs</a>	<a href="https://www.ohiohousinglo">https://www.ohiohousinglo</a>
Human Trafficking	<a href="https://www.thecitymission.org/blog/help-h">https://www.thecitymission.org/blog/help-h</a>	<a href="https://clevelandrapecrisis.org/">https://clevelandrapecrisis.org/</a>	<a href="https://ccdocle.org/office-h">https://ccdocle.org/office-h</a>	<a href="https://www.collabtoendht.org/">https://www.collabtoendht.org/</a>	
Immunization	<a href="http://www.clevelandhealth.org/network/he">http://www.clevelandhealth.org/network/he</a>	<a href="https://circlehealthservices.org">https://circlehealthservices.org</a>	<a href="https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/immunization/imm">https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/immunization/imm</a>		
Insurance Medicaid	<a href="https://benefits.ohio.gov/">https://benefits.ohio.gov/</a>				
Job Training and Development	<a href="https://omjcc.us/">https://omjcc.us/</a>	<a href="https://www.tri-c.edu/workfor">https://www.tri-c.edu/workfor</a>	<a href="https://www.towardsempk">https://www.towardsempk</a>	<a href="https://newbridgecleveland">https://newbridgecleveland</a>	<a href="http://www.ceogc.org/prof">http://www.ceogc.org/prof</a>
Lead Testing	<a href="https://www.ccbh.net/lead-poisoning/">https://www.ccbh.net/lead-poisoning/</a>	<a href="http://www.groundworkohio.org">www.groundworkohio.org</a>			
Legal Aid	<a href="https://laslev.org/">https://laslev.org/</a>				

# Community Health Worker

## Student Practicum Suggested Experiences

- Educate community on use of health care and social systems
- Organize and facilitate peer groups (physical activity for seniors or children, community support groups)
- Refer and link clients to health screenings and health care info
- Gather information & provide follow calls/contacts
- Assist clients with resource information to foster health promotion and prevent disease

# Community Health Worker

## Student Practicum Suggested Experiences

- Assist with applications (Medicare, housing, public assistance)
- Education on prevention and management of chronic diseases
- Organize and conduct community health fairs/events
- Organize community needs events (ex: Food giveaways, diaper banks, personal items for families in need)

Required Student Practicum Hours = **130 hours** (unpaid)

# Community Health Worker (CHW)

Delivery Options: In Class/In Person



Share



## Course Description

A Community Health Worker (CHW) is a lay healthcare worker with additional training to assist patients and families with the navigation process to help ensure the patient is guided through the entire continuum within the healthcare system. Students will be introduced to community health concepts, resources and skills related to the role and responsibilities of a Community Health Worker both locally and nationally. Special emphasis will be placed on factors to consider when working within community based settings; characteristics of healthcare models and plans; impact of culture and socioeconomic status on individual's health and communication; barriers to health care services; and related community resources.

## Course Outline

A face-to-face course within a classroom setting for 100 hours. The teaching strategies used during this course include: Group Discussions, Role Playing, Community Presentations, Guest Speakers, Audio Visuals, Self-Assessment, Panel Presentations, Computer Searches, Resource Identification, updates on community resources, and Professionalism.

## Learner Outcomes

- Describe community healthcare models and the roles, responsibilities, and skills of a community health advocate and their role in improved community health.
- Demonstrate knowledge of barriers to primary health care.
- Identify specific community resources and the process to obtain the services.
- Describe examples of appropriate personal safety practices during community outreach activities.
- Identify health promotion and disease prevention behavioral strategies as a part of primary health care.
- Describe in general terms health payment plans and public sector services.
- Discuss basic effective communication techniques and barriers to effective communication.

## Enroll Now - Select a section to enroll in

<b>31589</b> <b>EVENINGS - M, T, W</b> <b>Available</b>	30 Sep 2019	In Class/In Person	+
<b>31590</b> <b>EVENINGS - T, Th</b> <b>Available</b>	25 Feb 2020	In Class/In Person	+

# Community Engagement

## Tri-C's First Annual Community Health Worker (CHW) Forum

### PLANNING COMMITTEE MEMBER ORGANIZATIONS



## COMMUNITY HEALTH WORKER FORUM

### FREE EVENT

Thursday, Oct. 11, 2018

7:30 a.m. – 4 p.m.

Cuyahoga Community College  
Manufacturing Technology Center  
Room 229  
2415 Woodland Ave., Cleveland



### COMMUNITY HEALTH WORKER FORUM SPONSORS



# Program Visibility

## Community Health Workers & Early Ages Healthy Stages

- Strengthen **individual** knowledge and skills – Enhance an individual’s ability to prevent, address, mitigate childhood obesity, lead poisoning, and/or other health concerns
- Promote **community** education – Reach parents, community members, landlords, homeowners and tenants with information and resources on healthy eating, active play, immunizations, safety, avoiding scams, employment opportunities, etc.
- Educate **providers** – Informing pediatricians, school nurses, and other health providers on the importance of testing for lead in children under 7 years of age, so that they can also transfer this information to others
- **Foster coalitions & networks** – Bringing individuals and groups together to work for common goals with greater impact



Thank You!



**Marquita Rockamore, MAML, GCDF**

Director, Health Industry Solutions

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