



**FINAL CCHW CONTENT OUTLINE**  
**September 2022**

**COMMUNITY HEALTH CONCEPTS**

1. Understand that health issues and their implications impact the individual, family, and/or community.
2. Identify medical, social, and behavioral health issues and referral sources.
3. Apply critical thinking techniques and problem-solving skills.
4. Knowledge of and understanding about the community served.
5. Knowledge of health and social service systems.
6. Knowledge of health promotion and coaching skills.
7. Knowledge of use and impact of data collection.
8. Understand that there are various research materials that can be accessed and utilized.
9. Knowledge of the use of technology for outreach, education, data collection and documentation.
10. Understand the importance of documentation.
11. Knowledge of basic public health principles.
12. Understand disease processes including prevention, recognition, and management of disease.
13. Understand the variety of engagement methods.
14. Engage individuals, groups, organizations, and communities.
15. Collaborate with colleagues to develop and implement forms of engagement.
16. Build trust and rapport with individuals, community, colleagues, and other professionals.
17. Understand that individual health is shaped by family, community, policy, and social determinants of health.
18. Assist individuals to access and stay connected to health or social services through education, skill building, and peer support.
19. Recognize inequities within communities and how that impacts their health choices and access to care.
20. Understand Motivational Interviewing.
21. Understand the of Stages of Change.

**ADVOCACY AND CAPACITY BUILDING**

1. Provide information and support for individuals to overcome barriers and to advocate for themselves.
2. Advocate on behalf of and with individuals and communities to obtain needed care or resources.
3. Advocate for policy changes as they relate to individual, and community needs with stakeholders to transform public awareness, organizational rules, institutional practices, or public policy.
4. Inform health care providers about challenges that limit the ability of individuals to follow care plans and navigate the health care system.
5. Establish and maintain collaborative relationships with community-based organizations and other resources to promote individual services, care, education, and advocacy.
6. Identify and assess the strengths and needs of individuals, families, communities and/or populations.
7. Work on behalf of and with individuals to understand and exercise their rights.
8. Empower individuals, families and/or communities through advocacy, education, skill development, and networking.

9. Assist individuals to identify and prioritize their personal, family, and community needs.
10. Assist individuals to identify and gain access to resources to meet their specific needs and goals.
11. Provide information, opportunity, and support for the individual to participate in advocacy.
12. Educate and support individuals, families, communities, and providers to build relationships that lead to better outcomes.
13. Understand and advocate for social justice.

## **CARE COORDINATION**

1. Engage in systematic problem-solving, including assessment, information gathering, goal setting, planning, implementation, evaluation, and revision of plans and methods, as necessary, to achieve shared objectives.
2. Identify barriers to accessing services.
3. Work collaboratively with providers, and/or teams to ensure continuity of care.
4. Support individuals as they navigate the health care system and institutional/agency services.
5. Provide referral services and follow-up to ensure access and/or connection to services.
6. Assist individuals in understanding their providers' recommendations, while informing providers about barriers that may limit progress.
7. Assist in developing, implementing, and evaluating care plans in cooperation with the individual.
8. Obtain and share knowledge of community resources for health care, social services, and additional support services.
9. Support individuals' ability to participate in making decisions about their care.
10. Engage family and/or social support networks to aid health promotion and care coordination.
11. Serve as a liaison between organizations, groups, and individuals.
12. Facilitate communication between providers and the individual.

## **HEALTH LITERACY AND EDUCATION**

1. Identify, synthesize, and use information to help understand strengths, challenges, and resources.
2. Identify the level of literacy to educate and coach emphasizing strengths to encourage behavior change and self-care.
3. Access, understand and share reliable information about specific health topics and/or issues most relevant to the individual and communities served.
4. Recognize and build upon the individual's health goals, strengths, current stage of change, and ability to act upon goals.
5. Provide guidance to empower individuals to understand and address health risks for themselves, their family members and/or their communities.
6. Use information from individual and community assessments to devise health education strategies.
7. Build upon individual strengths and current abilities to assist individuals in achieving their goals.
8. Provide ongoing support and follow-up as necessary to support healthy, positive lifestyles.
9. Engage with and assist individuals to learn about and use resources to improve their health outcomes and well-being.
10. Engage individuals in discussions about health and behavior.
11. Respect the individual's experience and their ability to learn, utilize resources, and set priorities for changing their own behavior.
12. Understand the ways in which environment and access to social and economic opportunities can affect the health of individuals and communities.

## **SAFETY AND SELF-CARE**

1. Identify risks and safety in various settings.
2. Understand limitations and boundaries around safety.
3. Manage commitment to your organization's mission while promoting the safety of self and others.
4. Learn appropriate strategies to de-escalate potential conflict.
5. Identify potential crisis situations.
6. Communicate effectively during escalation and de-escalation of potential crisis situations in relationship to organizational policy.
7. Develop and establish a plan for crisis management.
8. Understand internal and external factors that affect time management.
9. Identify and practice ways to cope with personal and community stressors.
10. Understand limitations and boundaries as they relate to self-care.
11. Promote one's own health and well-being.
12. Advocate for safety training, policy, and protocols.
13. Understand the impact of trauma.
14. Demonstrate and employ healthy coping mechanisms and self-care strategies.

## **CULTURAL COMPETENCY**

1. Use cultural background and life experience in working with individuals while maintaining objectivity and professional behavior.
2. Knowledge of and understand the connection between one's own culture and its impact on work with diverse individuals, communities, and colleagues.
3. Recognize, respect, and understand different aspects of culture, language, and identity and how these can influence the thinking, beliefs, and behavior of others.
4. Understand that organizational culture can influence the way services are delivered and the way individuals experience services.
5. Interact sensitively and non-judgmentally with individuals from diverse cultures.
6. Understand one's own cultural bias(es) and practice cultural humility.
7. Identify when individuals need language assistance, translation, and/or interpretation, and know how to obtain these services.
8. Advocate for and promote the use of culturally and linguistically appropriate services and resources.
9. Bridge the gap between individuals, families, communities and providers from diverse cultures.
10. Identify different aspects of community and culture and how these can influence individual's health beliefs and behavior.
11. Use language and behavior that is responsive to the diversity of cultures encountered.
12. Promote diversity, equity, and inclusion.
13. Understand that various types of cultures impact individual behavior, belief systems, traditions, and values.

## **PROFESSIONAL COMMUNICATION AND INTERPERSONAL SKILLS**

1. Engage the individual and establish rapport.
2. Ability to communicate with individuals in a non-judgmental and appropriate manner.
3. Explain terms and concepts in ways that individuals, community members, providers and colleagues can understand.
4. Ability to communicate at the level of the individual.
5. Address conflicts that may arise in a professional and safe manner.

6. Utilize affirming statements to provide positive reinforcement.
7. Ensure all communication access for all populations, including providing reasonable accommodations required under state or federal law.
8. Facilitate discussions in group settings with individuals, their families, communities, and providers.
9. Communicate professionally, respectfully, clearly, and concisely using person-centered language (written, verbal, etc.) in all interactions.

## **ETHICAL RESPONSIBILITIES AND PROFESSIONALISM**

1. Engage in continuing professional development relative to services provided.
2. Seek assistance from supervisors as necessary to address challenges related to work responsibilities.
3. Demonstrate commitment and compliance to ethical principles pertaining to individual rights, confidentiality, informed consent, business practices, and compliance with relevant laws.
4. Understand the scope and boundaries of the role of the community health worker within an organization.
5. Maintain boundaries that balance professional and personal relationships.
6. Understand issues related to accessibility, discrimination, abuse, neglect, and criminal activity that may be reportable or mandatory under law and regulation.
7. Conduct self in an ethical manner by adhering to professional codes of ethics and standards of practice.
8. Address ethical issues as they relate to legal and social challenges facing individuals and communities.
9. Adhere to confidentiality and privacy rights in accordance with employer and legal reporting requirements.
10. Adhere to requirements set by states, the federal government, and/or employing organization.
11. Advocate for supervision, training, continuing education, networking, and other resources for professional development and lifelong learning for self and colleagues.
12. Understand and be familiar with appropriate individual care procedures and forms including those related to privacy and applicable agency materials.
13. Understand the boundary of one's own education, training, experience, and scope of practice and when to refer to other professionals.
14. Recognize and address bias(es), bigotry, discrimination, preconceptions, prejudice, stereotypes, and stigma.