

CHWs Building Resilience:

TIE it Together Through
Teaching, Integration & Empowerment

March 16-17, 2021

The Lodge of Four Seasons
315 Four Seasons Drive
Lake Ozark, MO 65049

The Community Health Worker Association of Missouri and the Department of Health and Senior Services are pleased to announce the second Missouri Community Health Worker conference to be held at the Lodge of Four Seasons, Lake Ozarks, Missouri, on March 16-17, 2021.

The goals of the conference are to improve attendees' knowledge of Community Health Worker activities within Missouri and how Community Health Workers can be utilized. Attendance at the conference will also increase Community Health Workers' knowledge about available resources.

It is anticipated approximately 250 individuals, comprised of employers, potential employers, insurers and Community Health Workers, will attend the conference. Sponsorship is being sought for meals, refreshments and Community Health Worker travel expenses.

Tuesday, March 16, 2021

- 11:00 am Exhibitor Set-Up
- 12:00 noon Registration Opens
- 12:45 - 1:00 pm Welcome
- 1:00 - 1:45 pm **CHW Credentialing: The Full Story**
This presentation will provide an overview of the Missouri Credentialing Board and specifically the Community Health Worker credential. The presentation will provide information about credential standards and processes including credential forms, fees and credential ethical processes. Participants will learn how to obtain credentials and renew credentials.
Scott Breedlove, Missouri Credentialing Board; Stacey Lungendoerfer, Missouri Credentialing Board
- 1:45 - 2:15 pm **BREAKOUT SESSION**
The Role of CHW in Oral Health Care
CHWs play an important role in dental health care teams. Oral health is many times seen as a low priority in the lives of patients in our health care system, which can lead to serious health consequences. CHWs are uniquely positioned to teach, integrate, and empower patients to help them self-manage their whole health. CHWs respond to patients' lack of understanding about specialty care, experiences with fear about dental procedures, and lack of emphasis on dental care compared to primary care, especially in the context of social and structural complexities. Furthermore, cultural considerations are important to address in individual and familial behaviors related to oral health care.
LaReecia Carter, Family Care Health Centers
- The Missing L.I.N.C.: Learning in New Circles**
CHWs are many things to many people, but it's important to remember that without adequate support they cannot be. In this session, two regional leaders will offer a space for employers and CHWs to share learnings and come together in a role-play exercise. Throughout the session, participants will engage in both conversation and an activity. As proven throughout the state, there's a ton of diversity within the workforce as it relates to geography, workforce quantity, scope, etc. During the role play exercise, presenters will share the importance of intentionality behind CHW team integration, and participants will have the chance to put their learnings to the text. Session participants will work to further the future of the CHW workforce, together.
Atara Estes, STL CHW Board of Leader; Ryan Smith, STL CHW Board of Leader
- 2:15 - 3:00 pm **Policy Design for Maximum Benefit: How to Intentionally Integrate CHWs into the Health System**
The purpose of this presentation is to dispel myths about the financial return of the CHW model. The presenters will share lessons learned from other states on key approaches to achieve impact. We argue that rather than design CHWs to retrofit the current dysfunction in our system, we should instead design CHW policy as a catalyst to promote healthy change in our systems for the near future under value-based arrangements. To do this, it is essential that we preserve CHWs empowerment function in the design of our policies.
Jess Holmes, St. Louis Integrated Health Network
- 3:00 - 3:30 pm Break to Visit Exhibits
- 3:30 - 4:15 pm **BREAKOUT SESSION**
CHW: Changing How We Work
The St. Louis CHW Coalition has successfully organized and launched in the region. The process has come with many challenges and many rewards. As CHW leaders we have a desire to share lessons learned with peers. This process has revealed that for the CHW workforce especially, it's important to build leaders from within. Finally, the presenters will hold a facilitated discussion around themes relevant to the workforce (i.e. outreach vs. engagement) to generate interaction. This session will leave participants feeling empowered and prepared to take their next step towards change.
Phillip Brooks; LaKisha Redditt, BS, CHW, Founder, Doula, Virtuously B'Earthed Doula Services

CHWs in Pharmacy: A Recipe for Better Patient Care

Community Pharmacists are frontline healthcare professionals who deal daily with patient access to care issues. CHWs are uniquely suited by training and temperament to positively affect patient social determinants of health. Come hear how CHWs, working within the pharmacy environment can address access to care issues, positively affect patient health outcomes, and save healthcare system dollars.

Richard Logan, Jr., PharmD, L & S Pharmacy

4:15 - 5:00 pm

Empowering Understanding Using Universal Health Literacy Techniques

People with low health literacy skills struggle to access, understand and act on quality health information. Low health literacy can lead to communication breakdowns, misunderstandings, errors in following health guidance, poor health outcomes and increased medical care costs. Low health literacy doesn't just affect people with lower reading levels-anyone's health literacy skills can be low at any given time. This session will provide a basic overview of health literacy universal precautions-tools and techniques that should be used with everyone, in order to ensure the fair opportunity to access, understand and act on health information. Attendees will learn how to use plain language, clear communication and teach back tools to increase their health literacy friendliness and improve client understanding.

Jaci McReynolds, Impact Advantage, LLC

5:00 - 6:30 pm

Reception with Exhibitors

Wednesday, March 17, 2021

7:00 am

Registration Opens

7:00 - 8:00 am

Breakfast with Exhibitors

8:00 - 8:15 am

Welcome

8:15 - 9:15 am

Understanding MO NEMT: Tips-Tools-Rules

Have you ever been frustrated, spent valuable time tracking down information or worked with clients who are struggling to understand the NEMT system? This workshop is for YOU! Nanci and her team will update you and give you tips and tools on transportation resolution and distress the process. Providing a great tool=Next steps and how to resolve concerns with the least time and effort!

Nanci Nikodym, DSS, MO HealthNet

9:15 - 10:00 am

BREAKOUT SESSION

ParentLink Navigator System of Care

ParentLink, in the College of Education at the University of Missouri, is a resource center for parents and anyone working with parents for parenting questions, providing information, problem-solving support, and research-based information. ParentLink services are statewide with programming in the Bootheel focusing on helping to improve parents' access to resources.

Carol Mertensmeyer, ParentLink, University of Missouri-Columbia; Christina Torbet, ParentLink, University of Missouri-Columbia; Freda Kershaw, ParentLink, University of Missouri-Columbia

When Money is a Barrier to Good Health: Helping Clients Find a Path to Solving

When clients are in a precarious financial situation it can lead to complications that affect health. Often the underlying problem, money management, is a difficult topic to discuss. Clients may be hesitant to share their challenges affording medication, trips to the doctor, or adequate nutritious food to feed their family. They may hide the financial anxiety that is contributing to their stress. This presentation will share tools and techniques to help clients open up about their financial concerns, allowing CHWs the opportunity to provide effective resources or referrals. The presentation will include tried and true counseling techniques, simple resources, and conclude with a mock interview and group discussion.

Marco Pantoja, University of Missouri Extension; Graham McCaulley, University of Missouri Extension; Andrew Zumwalt, University of Missouri Extension

A Doula for Everyone: CHWs at the Birth and Beyond

In this session, you will be introduced to a small non-profit organization making a BIG impact in Southwest Missouri. Patricia and Kimberly will share the unique role and benefits that Community Based Doulas have in the lives of pregnant and postpartum women. You will learn what programs have been successful and how to build partnerships within your community to better support at-risk expectant families.

Patricia Howell, CD, PCD (DONA) LCCE, CHW, The Doula Foundation; Kimberly Costello, CEO, The Doula Foundation

10:00 - 10:15 pm

Break to View Exhibits

10:15 - 11:00 pm

BREAKOUT SESSION

Building Public Health System Resilience Through Collective Impact

Missourians' well-being depends on the smooth operation of a fully functioning public health system. Like a complex machine, when all the parts work smoothly together, the public health system can effectively impact health for Missourians. However, when resources are strained and demands for service overload the system, gears grind to a stop. Health and quality of life drop and people suffer. Every 'gear' must perform well for the entire system to function. CHWs play an important role in assuring the public health system operates at peak performance. Learn about your unique role and discover ways you can build resilience within Missouri's public health system in order to empower Missourians to make healthier choices, create thriving communities and achieve a healthier Missouri.

Casey Parnell, #HealthierMO; Jaci McReynolds, #HealthierMO

CHWs as Interpreters in Language & Life Experiences

CHWs are often the bridge between the individuals and families they serve and health care and social service systems whether that is through a CHW sharing the same language or similar life experiences. The trusted relationship CHWs naturally develop with those they serve in a variety of systems may set the stage for a more effective care plan and follow through. The CHWs assessment of an individual's readiness for change and subsequent connection to best-fit resources that match stage of readiness is an approach to maximize and spread across systems. Bridging the gap between experiences is key to better serving individuals and families who are so many times misunderstood or lack trust of systems that have historically failed them.

Jill Taylor; Vashon Brown; LaReecia Carter; Michael Lawrence; Melina Korajkic; Jan Pappas; Victoria Villarreal, Family Care Health Centers

Rural Community Resilience

CHWs and their clients face many challenges in rural areas; such as jobs, transportation and housing. Having connections is important. In order to seek out resources, connections are vital when working in the rural community. An example of an unknown resource might be, the availability of men's group from a local church who are willing to do small yet vital construction work on homes or a auto mechanic who will take payments for car repair. Sometimes it is important for a CHW to plant these ideas in these individuals and groups in order for these types of resources to formulate. The CHW in this instance is the connection between the need and resource. It is also very important to always look for continuing education and be open to new ideas. Support from your employer, as well as your family, is critical in the work CHWs do and Self-Care must absolutely be a priority. The work the CHW performs can be incredibly rewarding as is it incredibly draining; sometimes at the same time.

Brenda Rudell, Ozarks Community Health Center

11:00 - 11:15 pm

Break to View Exhibits

11:15 - 12:00 noon

BREAKOUT SESSION

Framework for Effective Advocacy

Ryan Barker, MSW, MPPA, Missouri Foundation for Health

Alzheimer's Disease & Dementia: Supporting Those Affected

There are 5.8 million people with Alzheimer's disease in the United States and this is projected to grow to 14 million by 2050. Over 16 million Americans provided unpaid care for people with Alzheimer's disease or other dementias. The crisis of Alzheimer's is not only the rising number of

people affected by this disease but also the disconnect between providers and older adults when it comes to discussing concerns around memory loss and related psychosocial needs. Despite the vast majority of healthcare providers and older adults believing cognitive assessments are important, less than 50% of physicians have this in their standard protocol and only 40% of those with memory loss concerns have that with their physician. This directly impacts early detection and diagnosis, as well as the ability for these families to access key community resources. This presentation will provide CHWs with the needed knowledge and tools for this important work.

Sarah Lovegreen, Alzheimer's Association, Greater Missouri Chapter

How I am Helping to Build Resilience Through TIE

Building resilience can take time but is not impossible. Through the 3 step process of TIE, you can help not just one person, but a whole community find their voice.

Kathy Mason, Coordinated Care Partnership Grant, Freeman Health System

12:00 - 1:00 pm

Lunch

Adam Crumbliss, Chief Division Director, Missouri Department of Health & Senior Services

1:00 - 2:00 pm

HELLO...Hello...hello! I Hear an Echo

The purpose of this presentation is to offer insight to the CHW ECHO for those who have never participated in the ECHO. This ECHO offers opportunities to network collaborate and build confidence in skill sets. The presentation will contain data showing the effectiveness of all the ECHO programs, but specific time will be spent discussing the CHW ECHO. Many CHWs, especially in rural areas, feel like they are out there on their own with very little support. Attending the CHW ECHO via Zoom twice monthly offers an opportunity to learn from peers and from the panel how to better meet the needs of their clients/patients. This presentation is not only for CHWs but supervisors, case managers and all other attendees having direct contact with CHWs

Payree Short, Ozarks Technical Community College; Amy Summers, Northeast Missouri Health Council; Rachel Mutrux, Missouri Telehealth Network

2:00 - 2:10 pm

Break

2:10 - 2:55 pm

CHW Supervisory Training

The supervisory training program has been designed to address the needs of new and experience leaders who supervise CHWs.

Jonathon Morris, Mid-America Regional Council

2:55 - 3:10 pm

Break

3:10 - 4:00 pm

CHWs: Advocate, Educate & Empower Healthier Families

The Bootheel Health Alliance (BHA) is a comprehensive community-based program that is dedicated to promoting healthy lifestyles. So what is a healthy lifestyle? A healthy lifestyle can be defined as a way of living that lowers the risk of being seriously ill or dying early. One of the goals of the BHA is to decrease risk factors for diabetes and obesity. Both of which can have an impact on an individual becoming seriously ill or dying early. BHA provides education on realistic ways to incorporate healthier choices for the whole family to our community. CHWs are an essential part of delivering this education. As trusted members of the community they are able to provide education in places a healthcare provider may not have access. CHWs also create fun ways to distribute facts about diabetes to our community. Through education and training provided by BHA, CHWs aim to improve health outcomes for the whole family.

Rhonda Diebold, Missouri Bootheel Regional Consortium, Inc.; Terrico Johnson, Missouri Bootheel Regional Consortium, Inc.

4:00 pm

Final Remarks

Conference Information



HOTEL

ACCOMMODATIONS

The Lodge of Four Seasons is the site for the 2021 Annual Conference. A room rate of \$96 for all attendees, single or double, occupancy is available until February 16, 2021 by calling 888-265-5500.

Booking Engine 4.0 URL

[https://
reservations.travelclick.com/17
336?groupID=3153110](https://reservations.travelclick.com/17336?groupID=3153110)

**The Lodge of Four Seasons
315 Four Seasons Drive
Lake Ozark, MO 65049**

CONFERENCE

CANCELLATION POLICY

Conference cancellations can be made anytime on or before March 1, 2021 but will be charged a \$25 processing fee.

**No Refunds will be given after
March 1, 2021.**

CONTINUING EDUCATION

11.0 hours of Continuing Education for Social Workers and Community Health Workers.

EXHIBITS

Exhibiting at the Conference is a great way to target hundreds of professionals interested in your products and services. The exhibit hall will be open throughout the show and several breaks are scheduled with the exhibitors. Booth space is \$350 for a for-profit and \$250 for a non-profit groups, and can be reserved by calling CHWAM at 573-634-2914.

There are also several sponsorship opportunities throughout the Conference. Call CHWAM for more information on sponsorships.

**Deadline for this application
is March 1, 2021.**

SPONSORS

Platinum Sponsor - \$3,000
Gold Sponsor - \$1,500
Silver Sponsor - \$1,000
Bronze Speaker - \$500
Exhibit Only - \$250

CONFERENCE ATTIRE

The dress for the conference is business casual. Men's business casual: jacket optional, pants (khakis) with a collared shirt or golf shirt. Women's business casual: slacks, skirts, dress shorts or Capri's with jacket. Meeting rooms tend to be cool, bring a jacket or sweater to ensure comfort.

REGISTRATION DEADLINE

In order to receive pre-registration rates your registration form must be received at the CHWAM office by March 1, 2021.

Mail form with payment to **CHWAM, 722 E. Capitol Ave., Jefferson City, MO 65101** or fax the registration form to 573-635-7823. If you have questions contact CHWAM directly at 573-634-2914.

Registration Form

Please Print

Name _____

Agency _____

Address _____

City, State _____ Zip _____

Phone _____ Email _____

Two day registration includes reception, breakfast and lunch Wednesday, breaks and conference materials.

I am/My Agency is Currently a Member of CHWAM

	Before 3/1	After 3/1
<input type="checkbox"/> Member - Two Days (3/16-17)	\$30	\$50
<input type="checkbox"/> Member - Tuesday	\$20	\$40
<input type="checkbox"/> Member - Wednesday	\$20	\$40
<input type="checkbox"/> Non-Member - Two Days (3/16-17)	\$60	\$100
<input type="checkbox"/> Non-Member - Tuesday	\$40	\$80
<input type="checkbox"/> Non-Member - Wednesday	\$40	\$80
Total \$ _____		

Breakout Sessions

(check only one for each breakout)

Tuesday - Breakout Session

- The Role of CHW
- The Missing LINC

Tuesday - Breakout Session

- Change How we Work
- CHW in Pharmacy

Wednesday - Breakout Session

- ParentLink
- When Money is a Barrier
- A Doula for Everyone

Wednesday - Breakout Session

- Building Public Health System
- CHW as Interpreters
- Rural Community Resilience

Wednesday - Breakout Session

- Framework for Effective Advocacy
- Alzheimer's Disease
- How I am Helping Build Resilience

PAYMENT OPTIONS

MasterCard/Visa/Discover/American Express Check Invoice my Agency

Credit Card # _____

Exp. Date _____ V-Code _____

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Jefferson City, MO 65109

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