Collecting, Analyzing, and Using Data from Outreach Workers and Promotores(as) de Salud for Effective and Responsive Community Health Needs Assessments

October 31, 2016
Midwest Stream Forum for Agricultural Worker Health
San Antonio, TX
Facilitators

Rebecca Epstein
Special Projects Director
MHP Salud

Kristen Stoimenoff
Deputy Director
Health Outreach Partners

Diana Lieu
Project Manager
Health Outreach Partners
WE SUPPORT HEALTH OUTREACH PROGRAMS by providing training, consultation, and timely resources.

OUR MISSION IS TO BUILD STRONG, EFFECTIVE, AND SUSTAINABLE HEALTH OUTREACH MODELS by partnering with local community-based organizations across the country in order to improve the quality of life of low-income, vulnerable and underserved populations.

WE SERVE Community Health Centers, Primary Care Associations, and Safety-net Health Organization
WHO WE ARE: National organization focused on implementing Community Health Worker programs and helping other organizations start-up or strengthen Community Health Worker Programs. HRSA National Cooperative Agreement

MISSION: MHP Salud implements Community Health Worker programs to empower underserved Latino communities and promotes the CHW model nationally as a culturally appropriate strategy to improve health.

WHOM WE SERVE
Under-served Latino Communities
Health Centers
Health Systems
Non-profits
DINÁMICA
Learning Objectives

• Understand the benefits of including outreach workers and Promotores(as) in the community needs assessment process

• Describe the value of data collected by outreach teams in improving patient care

• Identify at least one data collection method that could be used in participants’ own communities
WHO ARE OUTREACH WORKERS & PROMOTORES(AS)?
Outreach Workers (OW)

...help to improve people’s quality of life by:

– Facilitating access to quality health care and social services
– Providing health education
– Bringing linguistically and culturally responsive health care directly to the community
– Helping people to become equal partners in their health care
– Increasing the community awareness of the presence of underserved populations
Promotores and Promotoras…. 

... are carefully chosen community members who participate in empowering trainings so that they can help promote health in their own communities.

Other names: Community Health Workers, Peer Health Educators, Lay Health Advisors, Camp Health Aides, Village Health Workers, etc.
What are some specific roles?

- Community/cultural liaison
- Home-based support
- Health promotion and health coaching
- System navigation
- Translation/Interpretation
- Outreach and community mobilization
- Case management
- Care coordination
- Participatory research
Why include OW and Promotores(as) in Needs Assessments?

• They are able to ‘translate’ information to and from the community

• They can build more buy-in and involvement from community

• They know where to find people and can meet them where they are

• Their trusting relationships can lead to ‘juicier’ data

• Professional development for the OW and/or Promotor(a)
NEEDS ASSESSMENT OVERVIEW
Community Needs Assessment

A process that enables organizations to:

- **Create a health profile** of a community or any specific subgroup
- **Identify primary risk factors** for poor health outcomes
- **Identify the barriers to care** that make accessing services challenging
- **Prioritize and develop actions** that will address the health needs of the community
Including OW and Promotores(as) in Every Step of a Needs Assessment
PLANNING
Leveraging OW and Promotores(as) Experience to Set Goals and Parameters

- OW and promotores(as) and existing outreach data can provide key information about your population
  - Share potential challenges
  - Identify collaborators
  - Define who and what to assess
  - Identify when and where to conduct the assessment

- OW and promotores(as) can support with NA advisory groups by participating as a part of the NA team and recruiting members from the community.
Outreach and Promotores(as) as the Link

• Important to include OW and promotores(as) in your Needs Assessment data collection.

• Introduce you to the community, especially for outsider health center staff

• Ask for people to share sensitive information about themselves

• Provide key information about logistics and community context for Primary Data Collection
COLLECTING & INTERPRETING DATA
Data Collection Methods

Secondary Data ➔ Identify Existing Data

Where in the community might this information already exist?

Primary Data ➔ Identify and Select Data Collection Tools

For information that does not already exist, how might I get it?
Overview of OW and Promotores(as) Data

- Demographic information
- Health status
- Needs
- Barriers to care
- Social determinants of health

Formal structure to collect and maintain outreach data is needed
Data Collection Methods for OW and Promotores(as)

• Key informant interviews
• Focus groups
• Questionnaires or surveys
Secondary Data

• Can come from:
  – program forms
  – supervision and training
  – previous evaluations
  – assessments and data collected by other organizations

• Cost and time effective!
Using OW and Promotores(as) to Collect Data

- Vet data collection methods
- Recruitment for Primary Data Collection Method Piloting
- Translation of primary data collection tools
- Trained as data collectors
- Ensure informed consent from participant
Leveraging OW and Promotores(as) Expertise in Data Interpretation

• While OW and promotores(as) do not typically do data analysis, their expertise can be very helpful to clarify and understand your data.

• Help interpret data

• Help developing themes for coding qualitative research

• Provide insight to what data to anticipate or look for
Integrating NA into Outreach Encounters

• Community Health Partnerships of Illinois (CHP of IL)

• Constantly changing patient population with different needs.

• Leveraged outreach encounters to collect data on population through a tool called the Outreach Health Risk Assessment (HRA)
Integrating NA into Outreach Encounters

• HRA was developed as a method to quickly gather patient’s health status and assesses health and social service needs
  – Summary of patient needs
  – Patient receives copy with referral information and reminders about needed documentation, such list of current medication or child immunization records
  – Documented in EHR to track and monitor progress over outreach encounters
  – Data used in planning future services

• Lessons learned:
  – Importance of trust
  – Simplicity of form
SHARING FINDINGS
Use Your Findings to Affect Change

**ACTIONS:**

- Share findings with needs assessment participants, community leaders, and other service organizations
- Make your findings available in appropriate languages
- Talk with patients, community leaders, and organizations about your program planning and action plan to meet community needs

**NATIONAL**

**COMMUNITY**

**YOUR ORGANIZATION**

**ACTIONS:**

- Present findings to all staff
- Create action plan to address findings
- Implement changes to meet patient and community needs
- Create a written report

- Distribute findings to organizations outside your community, county, and state
- Publish your findings and present them at local and national conferences
- Use findings to apply for funding to implement your action plan and expand services

Health Outreach Partners
MHP Salud
Using & Sharing the Data

• Make adjustments to existing programs and develop new programs
• Write and distribute a report to relevant stakeholders
• Present the information back to the community
• Follow-up on specific needs when possible
Case Study

Rural Health Network Development Planning Grant Program
More Needs Assessment Case Studies

http://outreach-partners.org/resources/

Needs Assessment in Action Profiles

HOP’s Innovative Outreach Practices

Search “Needs Assessment” by topic
Needs Assessment Resources

Health Outreach Partner’s Community Health Needs Assessment Toolkit

www.outreach-partners.org/2015/02/09/community-health-needs-assessment

MHP Salud’s Incorporating Promotoras de salud into Community Health Assessments

JOIN THE AG WORKER ACCESS 2020 CAMPAIGN

Approximately 20% of Ag Workers are being served in Community & Migrant Health Centers. The goal is to increase that number to 2 million people served. We can’t do it without your help!

I CARE ABOUT AMERICA’S AGRICULTURAL WORKERS
Get Involved with HOP!

Intensive Training Opportunity!

• Day-long training on Planning and Evaluating Integrated Community Health Outreach Programs

• For one agricultural worker outreach program

• Learn how to comprehensively plan your program

• Get the tools to help you succeed.

Outreach Voices

• Looking for participants at this year’s Midwest Stream Forum For Agricultural Worker Health

• Share what you love about outreach with peers

• Tell us how outreach makes a difference

Contact HOP to learn more or come see Diana or Kristen
Rebecca Epstein
repstein@mhpsalud.org

Diana Lieu
diana@outreach-partners.org

Kristen Stoimenoff
kristen@outreach-partners.org