

# How Community Health Workers Are Improving Services to Older Adults in Underserved Hispanic/Latino Communities



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# Who is MHP Salud?

MHP Salud is a national non-profit organization that has implemented CHW programs in underserved Latino communities for 39 years. We also promote the CHW professional nationally as a culturally appropriate strategy to improve health through national training and technical assistance opportunities.

MHP Salud is also an ACL funded Minority Technical Assistance Resource Center (TARC) focusing on strengthening aging services for Hispanic/Latino communities.

[www.mhpsalud.org](http://www.mhpsalud.org)



## Who is MHP Salud?

This project was supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$255,124.00 with 75 percentage funded by ACL/HHS and \$85,949.42 amount and 25 percentage funded by non-governmental source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor are an endorsement, by ACL/HHS, or the U.S. Government.

# Overview of Aging Services Program

## Minority Aging Technical Assistance Resource Center (TARC)



### Resources

- Culturally and Linguistically Appropriate material
- Blogs
- Newsletters
- Resources
- \*COVID-19 resources



### TTA

- Focus on peers/CHWs
- Monthly TA Calls
- Incoming TTA Requests
- Future opportunities



### Virtual Learning

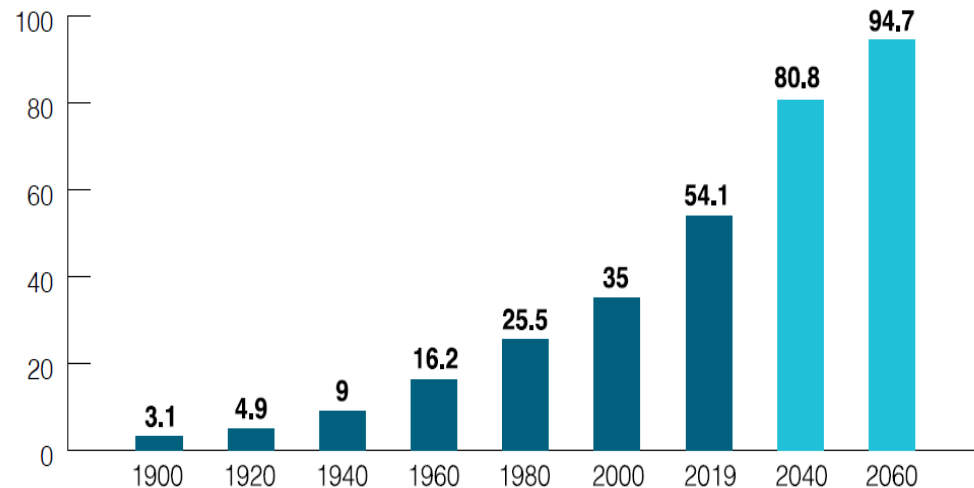
- Webinars
- Learning Collaboratives
- Pre-recorded sessions
- \*COVID-19 specific virtual learning

# U.S. Census Bureau, Population Estimates and Projections of older Americans

People age 65 and older represented 16% of the population in the year 2019 but are expected to grow to be 21.6% of the population by 2040.

The 85 and older population is projected to more than double from 6.6 million in 2019 to 14.4 million in 2040 (a 118% increase).

**Number of Persons Age 65 and Older, 1900 - 2060**  
(numbers in millions)

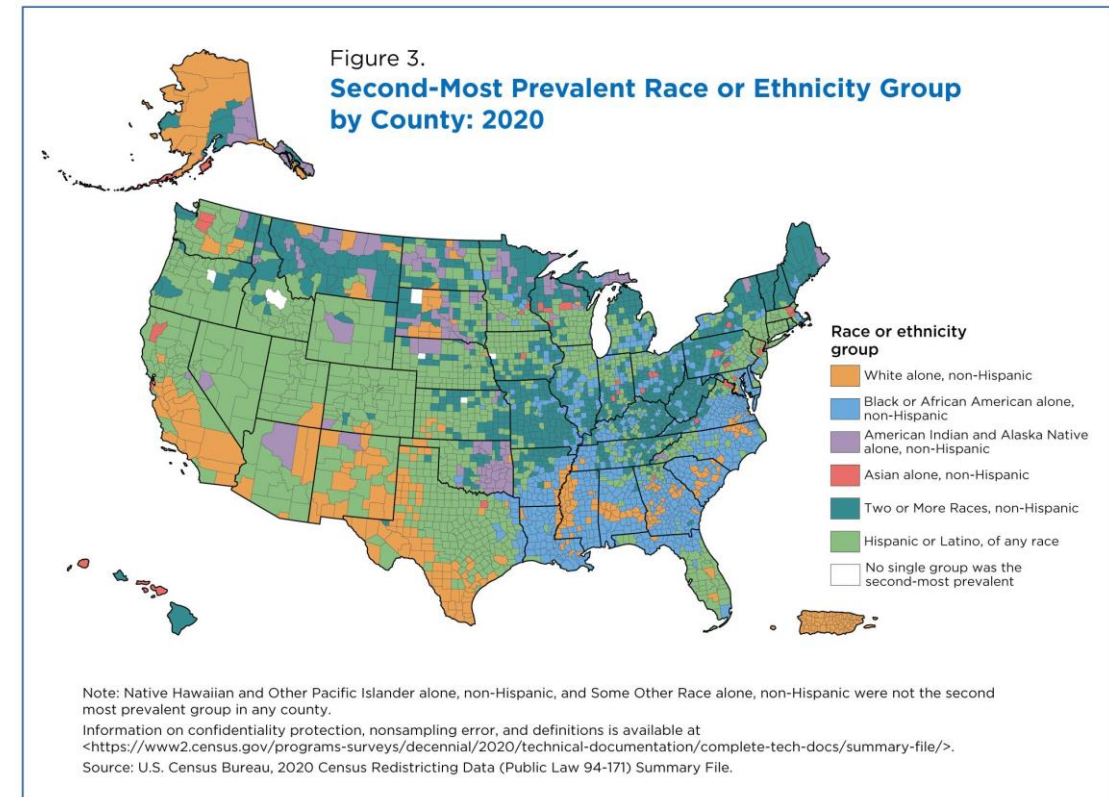


## 2020 PROFILE OF OLDER AMERICANS

- Racial and ethnic minority populations increased from 7.8 million in 2009 (20% of older Americans) to 12.9 million in 2019 (24% of older Americans) and are projected to increase to 27.7 million in 2040 (34% of older adults).
- Between 2019 and 2040, the white (not Hispanic) population age 65 and older is projected to increase by 29% compared to 115% for racial and ethnic minority populations: **Hispanic (161%), African American (not Hispanic) (80%), American Indian and Alaska Native (not Hispanic) (67%), and Asian American (not Hispanic) (102%)**

# Older Hispanic/Latinx Adults in the US

- The Hispanic/Latinx Population is **diverse!**
- 1 in 5 older adults will be Hispanic **by 2060.**<sup>1</sup>
- In 2017, 27% of Hispanics lived in **multigenerational households.**<sup>2</sup>
- In 2017, **38%** of older Hispanic Americans had one or more **disabilities.**<sup>1</sup>
- The **poverty rate** in 2017 for Hispanic Americans age 65 and over was **17.4%**, which is higher than the rate for all older Americans at 9.2%.<sup>1</sup>
- In 2018, **57% of the Hispanic American population age 65 and over had finished high school** as compared to 87% of all older persons.<sup>1</sup>
- In 2013, **47% of Latinos aged 65 and older reported they mainly speak Spanish.**<sup>2</sup>

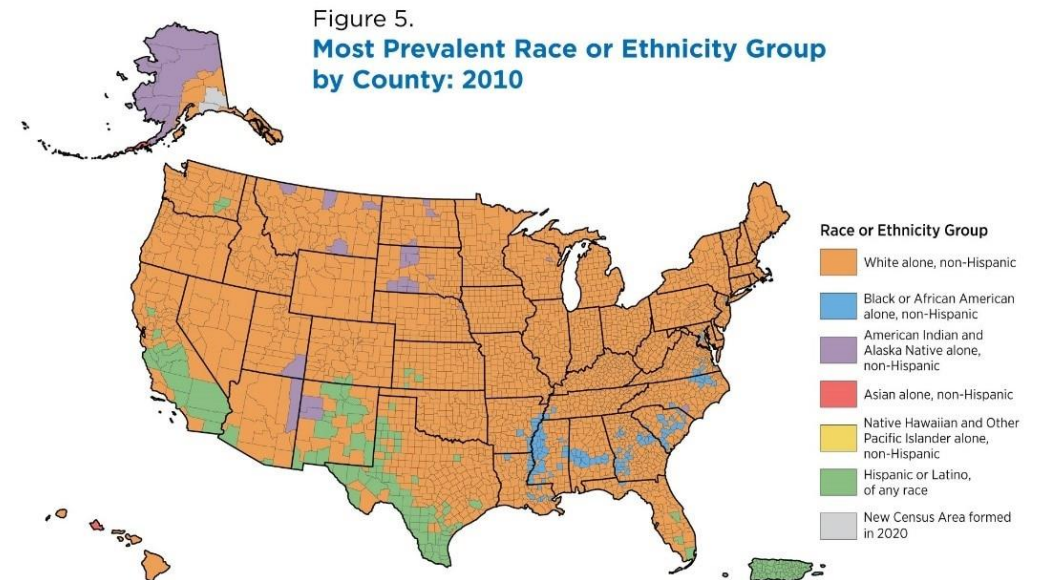


1. Profile of Hispanic Americans Age 65 and Over: 2018, Administration for Community Living, U.S. Department of Health and Human Services

2. Pew Research Center

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Note: Some Other Race alone, non-Hispanic and Two or More Races, non-Hispanic were not the most prevalent group in any county. Native Hawaiian and Other Pacific Islander, non-Hispanic was the most common group in Kalawao County, HI.  
Source: U.S. Census Bureau, 2010 Census Redistricting Data (Public Law 94-171) Summary File.

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How many of you have worked with  
Community Health Workers?

How would you define a CHW?





# The American Public Health Association has adopted the following definition of **Community Health Worker**

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A Community Health Worker is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

A Community Health Worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.



In other words...

A Community Health Worker is a trusted member of the community who empowers their peers through education and connections to health and social resources.





**Figure 1:**  
The CHWs Roles and Competencies  
Support Pyramid

## CHW Roles/Scope of Practice

1. Cultural Mediation Among Individuals, Communities, and Health and Social Service Systems
2. Providing Culturally Appropriate Health Education and Information
3. Care Coordination, Case Management, and System Navigation
4. Providing Coaching and Social Support
5. Advocating for Individuals and Communities
6. Building Individual and Community Capacity
7. Providing Direct Service
8. Implementing Individual and Community Assessments
9. Conducting Outreach
10. Participating in Evaluation and Research

## CHW Skills

1. Communication Skills
2. Interpersonal and Relationship-building Skills
3. Service Coordination and Navigation Skills
4. Capacity Building Skills
5. Advocacy Skills
6. Education and Facilitation Skills
7. Individual and Community Assessment Skills
8. Outreach Skills
9. Professional Skills and Conduct
10. Evaluation and Research Skills
11. Knowledge Base

## COMPETENCIES:

### Qualities

Connections to the community and shared life experiences are among the most critical qualities of CHWs, according to the C3 Project, which chose to endorse the qualities set forth in the National Community Health Advisory Study (1998) and other past research. Some other notable qualities of CHWs include: courageous, outgoing, honest, open, reliable, compassionate, resourceful, and determined.



**The Community  
Health Worker  
Core Consensus  
Project**

TTUHSC EL PASO

FALL 2018



**Project coordinated by Texas Tech University Health Sciences Center El Paso**

The proposed roles and competencies are intended to inform CHW education, practice, and policy.

**[www.C3project.org](http://www.C3project.org)**

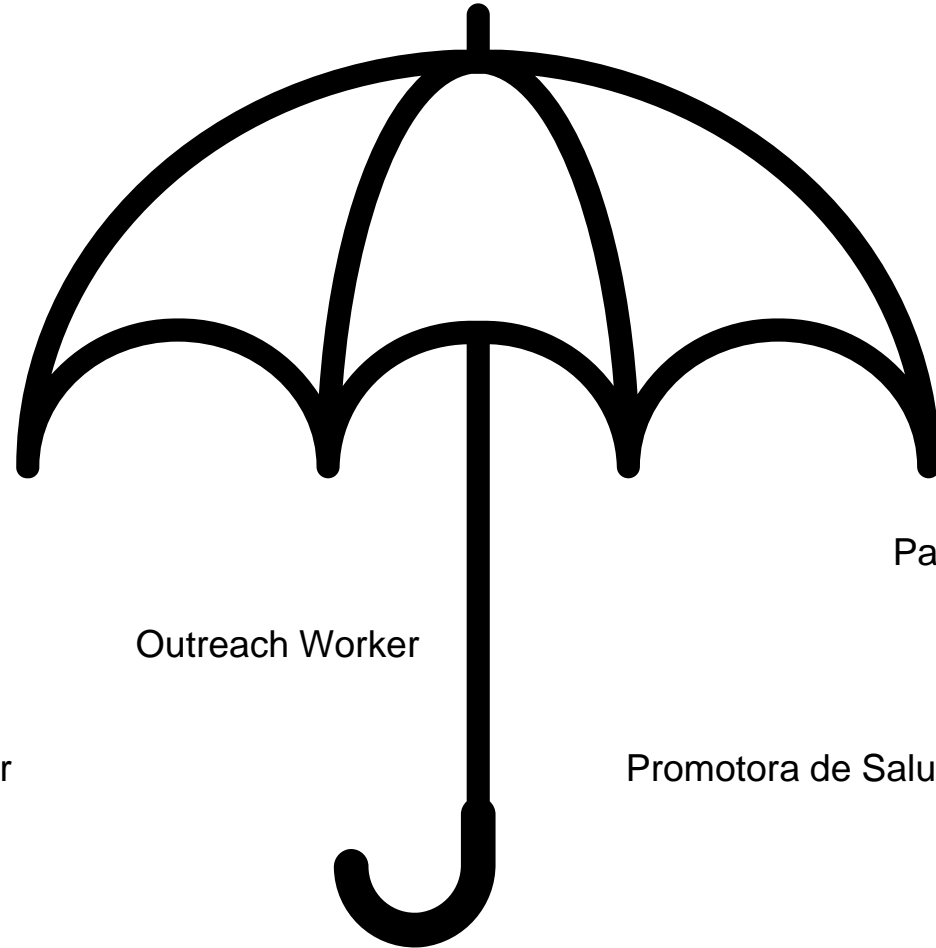
Direct correspondence to [info@c3project.org](mailto:info@c3project.org)



# Core CHW Qualities



# CHWs in Aging Services (umbrella)



Patient Navigator

Patient Liaison

Outreach Worker

Case manager

Health Educator

Promotora de Salud

Community Health Advocate

Care Coordinator

# CHW Role in Older Adult Programming

- Outreach to vulnerable populations
- Culturally appropriate education and information
- Care coordination & system's navigation (Medicare, Medicaid, Medicare savings plans)
- Build trusting relationships
- Advocacy
- Cultural mediation
- Assessments
- Evaluation and Data Collection (SDOH data)

# How can a CHW benefit AAA's?

## Benefits for the organization:

- Participate in community needs and resources **assessments** to better understand community needs.
- CHWs can **support** the AAA staff in providing supportive services.
- Help **establish trust** between the community and the organization.
- CHWs help **identify clients** that are at risk for falls, or other barriers that impact the aging in place option for older adults.

## Benefits of the Community:

- CHWs can help provide **awareness and understanding** of AAA programing.
- Address **barriers or misconceptions** that the community may have regarding the scope of service of the organization.
- Provide **1 to 1 assistance** to improve referral outcomes or identify additional barriers.
- **Support caregivers** (evidence-based caregiver support interventions).



# Example Programming: Ventura County AAA, California



Ventura County  
**Fall/**  
**PREVENTION**  
Program



**DATOS SOBRE LAS CAÍDAS:**

- Uno de cada cuatro adultos mayor (65 años o mayor) se caen cada año, pero menos de la mitad hablan con su doctor sobre la caída.
- Cada media hora un adulto mayor muere como consecuencia de una caída.
- La mayoría de las caídas ocurren en el hogar.

**ESTAMOS AQUÍ PARA AYUDARLE A MANTENERSE SEGURO EN SU HOGAR!**

**FACTORES DE RIESGO:**

- Ser mayor de 65 años de edad
- Poca fuerza y equilibrio
- Toman 5 o más medicamentos recetados
- Debilitación de la visión
- Riesgos ambientales

Para obtener más información en como lo podemos ayudar, por favor llamar **Julianna Eusanio**, Coordinadora del Programa de Prevención de Caídas al **(805) 477-7342** or enviar un correo electrónico a [fall.prevention.program@ventura.org](mailto:fall.prevention.program@ventura.org)



Opportunities for funding CHWs through sub-contracts. Required to implement evidence-based programming, have contracted local CHWs for the following:

1. Title IID (Disease Prevention and Health Promotion Program)
2. SHIP (Health insurance navigators)
3. ACL – ADPI (caregiver intervention programs)
4. Medicaid changes to come...

CHWs/Promotores de Salud are reaching Latinx residents and responding to a demographic shift in the population of older adults in Ventura County, CA.

<https://www.vcaaa.org/>



Improving the Lives of Older Adults and People with Disabilities  
Through Services, Research, and Education

**State Unit on Aging Directors Letter #01-2021**

TO: State Unit on Aging Directors

FROM: Alison Barkoff  
Acting Assistant Secretary for Aging

DATE: August 5, 2021

SUBJECT: Guidance for Developing State Plans on Aging

**Purpose**

This memorandum replaces State Unit on Aging (SUA) Directors Letter #02-2019 and serve as a guide for any new state plan taking effect on or after October 1, 2022. The guidance within this memorandum reflects changes to the Older Americans Act (OAA) as codified through the *Supporting Older Americans Act of 2020* (P.L. 116-131). This legislation reauthorized the OAA and its programs from federal fiscal year (FFY) 2020 through 2024. This guidance is also consistent with current Administration priorities as reflected in various Presidential Executive Orders and other priority-setting documents.

**Equity Topic Area**

Overview	Serving individuals with the greatest economic and social need means ensuring equity in all aspects of plan administration. The State Plan should address activities to support these goals.
Areas to Address	<p>Describe plans and include objectives and the measures (data elements and sources) that you will use to demonstrate your progress towards:</p> <ul style="list-style-type: none"> <li>○ Determining services needed and effectiveness of programs, policies and services for older individuals whose needs were the focus of all centers funded under title IV in fiscal year 2019 (Sec. 307(a)(30)(A))<sup>1</sup>;</li> <li>○ Engagement in outreach with older individuals whose needs were the focus of all centers funded under title IV in fiscal year 2019 (Sec. 307(a)(30)(C));</li> <li>○ Impacting social determinants of health of older individuals (Sec. 301(a)(1)(E));</li> <li>○ Ensuring meals can be adjusted for cultural considerations and preferences and providing medically tailored meals to the maximum extent practicable (Sec. 339(2)(A)(iii));</li> <li>○ Preparing, publishing, and disseminating educational materials dealing with the health and economic welfare of older individuals (Sec. 202(a)(7));</li> <li>○ Supporting cultural experiences, activities, and services, including in the arts (Sec. 202(a)(5));</li> <li>○ Serving older adults living with HIV/AIDS; and</li> <li>○ Supporting participant-directed/person-centered planning for older adults and their caregivers across the spectrum of LTSS, including home, community, and institutional settings.</li> </ul>

<sup>1</sup> In 2019, ACL/AoA funded via Title IV the *National Minority Aging Organizations Technical Assistance Centers* that provide culturally and linguistically appropriate information on health promotion and disease prevention for Asian-Pacific American, Native American, **Hispanic**, and African-American older individuals, and older lesbian, gay, bisexual, and transgender (LGBT) persons.

The image shows two women, identified as community health workers (CHWs), standing behind a table covered with a bright yellow cloth. They are both wearing yellow polo shirts with logos, including one for 'MIE SANA'. The woman on the left is also wearing a cap and sunglasses. The table in front of them is set up with various educational materials: a stack of brochures, a small box, a large number of orange pens, and some papers. To the left of the table, there is a display board with a blue background, a yellow star, and the text 'consumes?' and '64g', '60g'. In the background, there is a large open space with other people sitting at tables, suggesting a community event or outreach program. A sign in the background reads 'AVANTI' and 'Taste The Difference'. The setting appears to be a large, open hall or warehouse with large windows in the background.

# CHWs Assist in Enhancing Outreach to Vulnerable Populations

A vibrant, stylized illustration of a diverse group of human faces. The faces are rendered in a flat, graphic style with bold outlines and a variety of colors for skin tones, hair, and clothing. The diversity is evident in the range of ethnicities, ages, and genders represented. A semi-transparent white banner with rounded corners is overlaid across the center of the image, containing the text.

CHWs promote diversity within the workplace

# Advocate for CHW profession within AAAs

- ✓ Share the benefits with organizational leadership
- ✓ If possible, hire full-time CHWs (with benefits) to promote longevity and decrease turn over
- ✓ Include CHWs in organizational planning
- ✓ Introduce and Include CHWS in organizational activities and meetings
- ✓ Provide opportunities for CHWs to grow within the organization/Career advancement

# What can MHP Salud do for your AAA?

- We are available to answer any questions about CHWs
- Join our [training and technical assistance](#) & access [resources](#)
- Provide individual technical assistance
  - Support your organization in transition to utilizing CHWs
  - Seeking to reach more Hispanic/Latinos?
  - Looking to apply for funding to support CHW program?
  - Support your organization in planning efforts to improve service delivery using CHWs
- We provide CHW [training](#) to CHWs, supervisors, and other staff
- We can put you in contact with other CHW organizations in your community

Do you foresee any hesitancy among leadership or other staff in embracing the CHW role in Aging in Place programs?

# Questions?





# Thank you!

Shannon Patrick, Program Director

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Phone: 956-205-1159