STRATEGIES FOR RECOGNIZING AND RESPONDING TO COMMUNITY NEEDS.

SHAN TENY A. JACKSON
“A COMMUNITY IS A GROUP OF PEOPLE WHO HAVE COME TOGETHER, AND THEY WORK AND THEY LIVE TO TRY AND IMPROVE THE STANDARD OF LIVING AND QUALITY OF LIFE - AND I DON’T MEAN MONEY.”
-WILLIAM BALDWIN
COMMUNITY HEALTH WORKER APHA DEFINITION

- FRONLINE PUBLIC HEALTH WORKERS
- TRUSTED MEMBERS OF THEIR COMMUNITIES
- CLOSE UNDERSTANDING OF THE NEEDS OF HIS/HER COMMUNITY.
CHW’S ARE FRONTLINE PUBLIC HEALTH WORKERS BECAUSE:

1. CREATE AWARENESS (PREVENTION)
2. EXPAND KNOWLEDGE (EDUCATION)
3. RESPOND TO COMMUNITY NEEDS (ACTION PLAN/NEEDS ASSESSMENT)

CHW’S WORK TOWARDS IDENTIFYING SDoH & BRIDGING BARRIERS.

CHW’S CAN ACCOMPLISH THESE GOALS BY GENUINELY GETTING TO KNOW THEIR COMMUNITIES/PEOPLE.
PRACTICAL WAYS COMMUNITY HEALTH WORKERS (CHW’S) RESPOND TO COMMUNITY NEEDS.

CHW’S ARE TRUSTED MEMBERS OF THEIR COMMUNITIES BECAUSE:

1. SOCIAL CAPITAL (INVESTMENT/MAINTENANCE)
2. NETWORKING & ADVOCACY.
3. ACCESS TO RESOURCES & INFORMATION.

“MOM HAVING ISSUES WITH HER CHILD’S MEDICAID…LANGUAGE & SYSTEM NAVIGATION WERE BARRIERS. SHE FOUND SUPPORT, EMPHATY AND SOLUTIONS IN CONNECTING WITH HER LOCAL CHW.”

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PRACTICAL WAYS COMMUNITY HEALTH WORKERS (CHW’S) RESPOND TO COMMUNITY NEEDS.

CHW’S UNDERSTAND THEIR COMMUNITIES BECAUSE:

1. SHARED/LIVED EXPERIENCES.
2. CULTURAL CONNECTIONS.
3. IDENTIFY WITH THEIR COMMUNITIES.

“A DIABETIC CHW WAS ABLE TO IDENTIFY WITH THE CHALLENGES OF MANAGING AND LIVING WITH A CHRONIC DISEASE.”
Bringing it all Together

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THE MOST EFFECTIVE WAY TO IMPROVE COMMUNITY NEEDS IS GETTING INVOLVED.

“CHW’S BECOME AWARE OF COMMUNITY BARRIERS BY CONNECTING WITH AND LEARNING OF ISSUES THROUGH OUTREACH”

“FAMILIES LEARN MORE ABOUT COMMUNITY RESOURCES WHEN THEY ARE EXPOSED TO OUTREACH EVENTS/SERVICES”.

“INSTITUTIONS CAN IMPROVE ACCESS TO PRODUCTS/SERVICES WHEN THEY ACTIVELY LISTEN TO THEIR COMMUNITIES”
SYSTEM NAVIGATION IS A PIVOTAL STRATEGY FOR A COMMUNITY TO SURVIVE. (SDoH).

1. ECONOMIC PERSPECTIVE:
IF A CLIENT DOES NOT KNOW THAT HOSPITALS OFFER FINANCIAL RESOURCES (CHARITY CARE) TO ASSIST WITH MEDICAL BILLS. MEMBERS ARE OVERWELMED BY FINANCIAL BURDENS.

2. NEIGHBORHOOD PERSPECTIVE:
IF A CLIENT IS NOT FAMILIAR WITH COMMUNITY REPRESENTATION (COUNCIL MEMBERS) THEY ARE LESS LIKELY TO ADVOCATE FOR THEMSELVES OR COMMUNITIES.

3. FOOD ACCESS PERSPECTIVE:
IF A FAMILY IS NOT FAMILIAR WITH SOCIAL SERVICES (EBT/SNAP) AND ANCILIARY PROGRAMS IN SCHOOLS (FREE LUNCH) AND COMMUNITY (FOOD BANKS). FAMILIES WILL BE EXPERIENCING HUNGER AND MALNUTRITION.
LEARNING (EDUCATION) IS A CONTINUOUS PROCESS FOR ALL HUMAN BEINGS. WE ALL LEARN DIFFERENTLY (SEE IMAGE)

1. Help us improve our thought processes.
2. Increases awareness and scaffolds behavior change.
ORGANIC AND INTENTIONAL CONNECTIONS ARE NEEDED FOR THRIVING COMMUNITIES AND SOCIETIES.

“WE NEED 8 HUGS A DAY TO BE HAPPIER AND ENJOY BETTER RELATIONSHIPS”
~PAUL ZAK, NEUROECONOMIST

“WE NEED 4 HUGS A DAY FOR SURVIVAL. WE NEED 8 FOR MAINTENANCE AND 12 FOR GROWTH”
~VIRGINIA SATIR, PSYCHOTHERAPIST
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