NATIONAL ACADEMIES Sciences Engineering Medicine

Roundtable on Health Literacy
Engaging Community Health Workers/Youth Ambassadors to Improve Health Literacy: A Workshop
Additional Q&A and Resources

During the workshop, our audience members submitted many questions to the Zoom Q&A. Though our moderators were unfortunately not able to get to each question, our invited panelists have chosen to respond to a few additional questions. Please see below for the panelists' answers to additional audience questions, and to find additional resources that they have shared.
Please note that the statements, recommendations, and opinions expressed are those of individual presenters and attendees and are not necessarily endorsed or verified by the National Academies; they should not be construed as reflecting any group consensus.

Q: How did the medical community accept the youth advocates and CHW?

A: Fortunately, San Antonio and South Texas has a long history of integrating CHWs into health care and social service programs. To my knowledge there were no issues on the part of the medical community accepting CHWs as part of this work integrating health literacy into health equity programs. All our workforce training sessions via the ECHO model were fully integrated with physicians, nurses, medical assistants and CHWs, creating space for lively conversations where all voices and perspectives were valued. As for youth advocates, our medical students and physician networks have been fully supportive of this strategy and have actively participated in both the training of youth ambassadors and the amplification of messages created by our youth ambassadors. –*Jason Rosenfeld*

Q: After completing the Ambassador Training, were the students required to monitor/report their community reach or demonstrate how they put training into action?

A: In collaboration with our evaluation team at UTSA, we asked all Confianza Ambassadors, youth and adult alike, to complete a message creation and tracking sheet. This tool helped us learn what messages our ambassadors were creating, who they were sharing those messages with (type and number of people), and the channels they use (e.g. in person, flyers, social media). Our team continued to reach out to our student ambassadors over the life of the grant to learn more about the reach and impact of the student ambassadors' work. –*Jason Rosenfeld*

Q: I'm interested in hearing more about young CHWs working with older populations. Thanks.

A: I do not have any specific stories or examples of young CHWs working with older populations. However, the team of young CHWs trained by the YWCA, who formed the Bae Goals Community Health Club, served all people in their westside community, helping connect people to services and vital information via meetings and health fairs. –*Jason Rosenfeld*

A: Our program focuses on empowering youth to be advocates for their families. We teach them about living a healthy lifestyle. But then we teach about health advocacy. This includes how to prepare for a doctor's visit (have a list of medications and vitamins, create a list of all questions and any problems). We also empower them to attend visits and be the person to take notes and ask questions when their grandparent forgets. We have incorporated role play in the training. In our communities many of the older residents are intimidated by clinicians and will not ask questions making it important for someone to go to doctor's visits with them. – *Sharlene Newman*

Q: What partnerships can you envision/suggestions for these efforts with hospitals, clinics, pop health efforts, CHW and navigator programs, etc.

A: Fortunately Health Confianza has built strong collaborations with health care systems, FQHCs, leaders of pop up clinics and our local navigator program. Our youth ambassador program was directly aligned with the provision of pop-up clinics and helped us reach and encourage more people to get COVID-19 vaccines. We have also established a relationship with San Antonio Independent School District, who itself has a partnership with University Health (who runs school health clinics on various campuses). Through one of our Confianza Scholars grants, a high school public health corps was created in collaboration with UH and SAISD and we plan to integrate our youth ambassador program and Club programs with this public health corps and school-based clinics, helping to disseminate vital health information and encourage preventive health practices. – *Jason Rosenfeld*

Q: What has been your biggest challenge?

A: Timeline. The AHL grant is a two-year grant, yet building sustainable partnerships and establishing youth and CHW ambassadors takes time. It took almost five months to obtain approval from the school district to begin implementation of our ambassador and Club programs on their campuses. – *Jason Rosenfeld*

A: The biggest challenge is sustainability. The youth are engaged and enjoy learning. – *Sharlene Newman*

Q: Can you speak more about how you evaluate your programs? What are your measures of success?

A: Our ambassador programs were evaluated using a pre- and post-training survey measuring knowledge about COVID-19 and effective health messaging/health literacy, attitudes towards COVID-19 preventive behaviors, and self-efficacy developing and sharing messages with people in their community. Our Club programs were evaluated using the same pre-post methods and the survey included additional measures on perceived social support. These strategy specific methods and measures are complimented by a population-based survey designed to measure reach of our entire range of Health Confianza strategies, preventive behaviors, attitudes towards preventive behaviors, and trust in health/social service programs/services. – *Jason Rosenfeld*

Q: What are additional ways to reach adults to canvass and provide information on the importance of COVID-19 vaccination?

A: Our team has sought to reach people where they live, work, play, pray and relax. This includes working with small businesses as ambassadors (e.g. barber shops, corner marts), faith institutions, schools, community centers and other non-traditional health promotion locations. Our belief is that we must break down the four walls of our healthcare system and collaborate with CHWs and other natural leaders (e.g. ambassadors) to bring health and health messages to people where they are. – *Jason Rosenfeld*

A: We have held community events and fun health fairs that included vaccinations (including flu). We made them kid friendly which encourages parents to bring their children. Once there we have convinced many to get vaccinated. – *Sharlene Newman*

Q: Are there any health topics outside of COVID your youth are inspired to tackle or think are important too?

A: Mental wellness and health are at the top of mind with all the youth ambassadors we have worked with. – *Jason Rosenfeld*

A: Because diabetes and hypertension are big problems in our communities and many of their parents and grandparents have these chronic diseases they are interested in these topics and we have focused on nutrition/exercise and stress management. – *Sharlene Newman*

Q: How did you track all those outreach numbers you shared on that slide? And did you collect demographic info associated with any of those numbers?

A: We have an amazing Program Manager who tracks Health Confianza's reach via outreach, education, training and organizational engagement. We capture sign in sheets for all our trainings and our evaluating partners have collected demographic information from most of the individuals directly reached by our programs. – *Jason Rosenfeld*

Q: How many years does it take to complete the program?

A: Our ambassador training program is currently 5 weeks long, to complete the training. We will engage with Ambassadors for however long they would like to remain engaged with us. Our Club training program is four full days, divided into two two-day sessions. The Health Literacy curriculum that we have designed is a 10 week curriculum. Most Clubs, once formed, continue beyond the initial 10 week curriculum, starting new health curricula and engaging in collective action to address social determinants of health. – *Jason Rosenfeld*

ADDITIONAL RESOURCES SHARED IN THE CHAT

Additional information on Morehouse School of Medicine Community Health Worker online program: https://www.msm.edu/Education/PipelinePrograms/chw-online.php

- *Arletha Lizana*

Additional information on FARMSTRONG: https://msm.edu/patient-care/FAMSTRONG.php

-Neha Dixit

Youth Mental Health Literacy Project from FLX Teens Are Alright Project:
https://www.healthikids.org/flxteensarealright
https://www.commongroundhealth.org/news/articles/wash-rinse-cut-and-blood-pressure-check

-Hannah Shippee (attendee)