

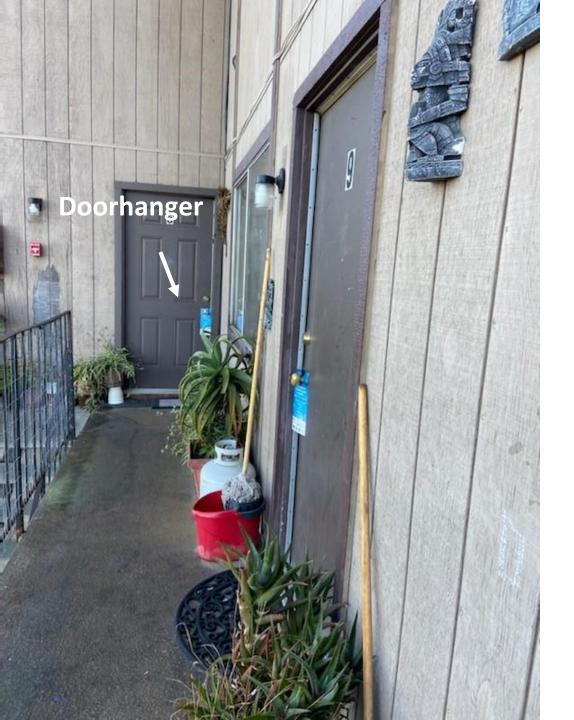
COVID-19 Community Outreach Pilot Project Update

Monterey County Board of Supervisors
January 12, 2021

COUNTY ADMINISTRATIVE OFFICE

COVID-19 Community Outreach and Education Pilot Project Timeline





Metrics Phase 1: Dec 2020-Jan 2021

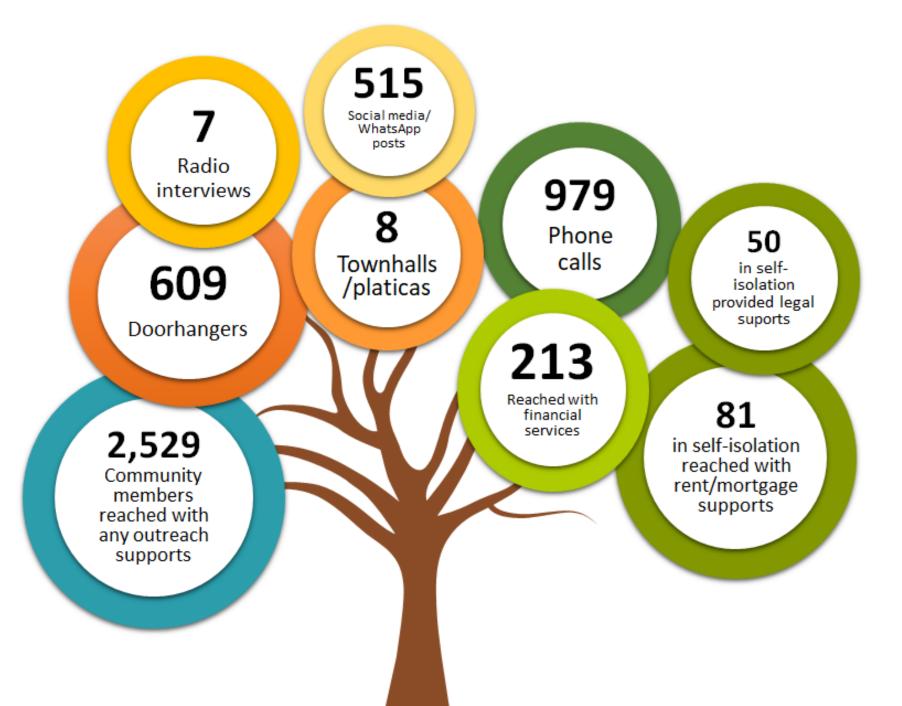
- Research best practices for CHW programs
- Collect phase 1 data for metrics

Metrics Phase 2: Jan-Feb 2021

- Collect and report on data identified in Phase 1
- Develop, train and test data collection tools and protocols (CHWs, Coordinators, Clients)

Metrics Phase 3: March 2021+

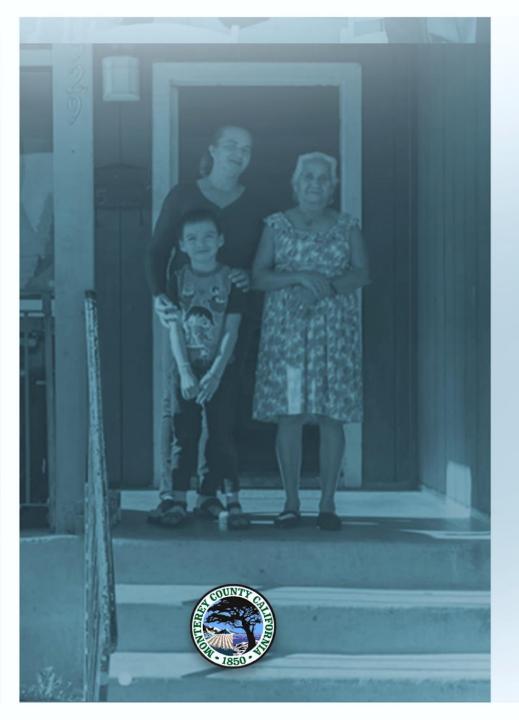
- Collect, analyze and report on data from Phase
 1&2
- Continuous improvement of data tools and reports
- Adapt tools and protocols as needed (e.g., for vaccination outreach)



Pilot Project Outreach and Supports

December 2020:

- 8 organizations
- 72.5 CHWs (58 at virtual training)
- 8.75 Coordinators
- 7 hours training
- 7 planning meetings
- Active online, phone, 3 testing sites, apartment complexes in 93905



EXPANSION

- 95 Community Health Workers who will provide community outreach and education on the prevention of the spread of COVID-19 are currently in the onboarding process to be hired and trained
- Role is to promote and assist the community with setting up appointments for testing
- Assist with navigating access to resources needed for adequate isolation and recovery
- Currently deployed to communities in the HPI Census Tracts, at testing sites, and virtual outreach and systems navigation

Community Health Worker Performance Measurement Framework

INPUTS _____

PROGRAMMATIC PROCESSES



COMMUNITY HEALTH SYSTEMS PERFORMANCE OUTPUTS



OUTCOMES

POLICIES

- CHW selection
- CHW tasks/ workload

GOVERNANCE/ STAKEHOLDERS

LOGISTICS

- Transportation
- Equipment & Supplies

FUNDING

INFORMATION MANAGEMENT SYSTEMS

SUPPORTIVE SYSTEMS

- Supervision & performance appraisal
- Data use

CHW DEVELOPMENT

- Recruitment
- Training
- Incentives

SUPPORT FROM CBOs

CHW-Level Outputs

CHW COMPETENCY

- CHW knowledge
- Service delivery
- Service quality
- Data reporting
- Absenteeism

CHW WELL-BEING

- Motivation
- Job satisfaction
- Attrition/retention

Community-Level Outputs

COMMUNITY ACCESS

- Use of services
- Knowledge of service availability
- Referral/ counter referral

COMMUNITY-CENTERED CARE

- Empowerment
- Experience of care
- Creditability/ trust of CHW

IMPROVED HEALTH OUTCOMES

Economic Evaluation

Equity, Gender, Accountability

Monterey County COVID-19 Outreach and Education Project

Proyecto de Educación y Alcance **COVID-19 del Condado de Monterey**

I'm a Community Health Worker. Ask me about resources.

Soy un trabajador de salud comunitario. Preguntame sobre recursos.







Participating organizations | Organizaciones participantes





























PROCESS METRICS

Client/CHW Level

- #/% CHWs involved
- #/% CHWs strongly agreeing able to provide education on key topics
- # various social media outreach efforts
- #/% resource education provided
- #/% reached by CHWs with testing information
- #/% needing support consenting for call-back
- #/% people needing support called back within 24-48 hours



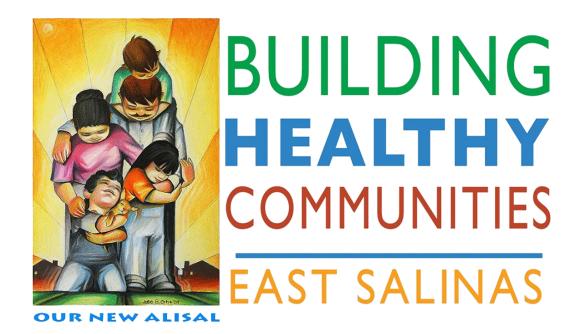
OUTCOME METRICS

Client Level

- # contacts identified by, assigned or selfreferred to CHWs
 - o % successfully contacted
 - o % successfully quarantined
- #/% needing resources connected to resources
- #/% completing referral
- Average # referrals/CHW/month

Community Level

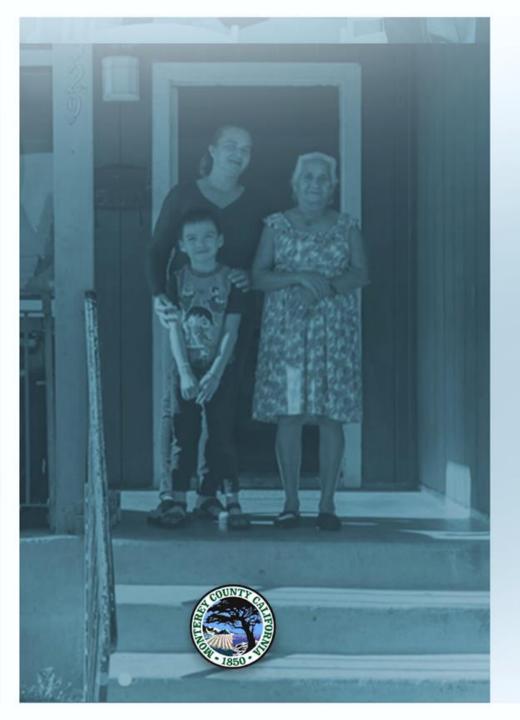
 Testing, case, and vaccination rates, over time and location (ZIP code or census tract) and by industry



COMMUNITY IMPACT

 Sofia Cuentas, CHW Coordinator Building Healthy Communities & Mujeres en Acción





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Community Outreach Pilot Project