



Utah Community Health Worker Coalition (CHWC) Strategies



Priority Area 1: State and Institutional Policy

Pursuit of sustainable financing

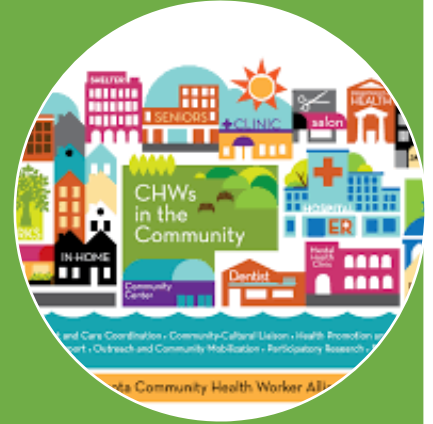
- Professional standards
- Standardized training
- CHW credentialing
- Incentives
- Data



Priority Area 2: Education and Engagement Activities

Creating awareness and value

- Engage media (opinion leaders, peer testimonials, human impact)
- Hold public meetings/presentations
- Professional recognition
- Collect organizational position statements (across sectors)
- Articulate employer needs/priorities
- Relate CHW capabilities to needs
- Highlight employer success stories



Priority Area 3: Practice/implementation models

- Recommend Best Practices for documentation and evaluation
- Develop business case/evidence
- Demonstrate practice model examples across sectors
- Provide education/assistance on successful implementation

All strategies support the CHWC mission statement, “To support, promote and advance the work of CHWs in Utah”.