



DELAWARE  
ACADEMY of  
MEDICINE



Issue 54  
August 2023

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## Community Health Workers and Health Literacy in Delaware - a great combination for everyone



As many readers of this newsletter are aware, **Community Health Workers** (CHWs) are on the rise nationally and locally and are a priority of the Academy/DPHA. CHWs have been called by numerous names over the years (health ambassadors, promotores de salud/promotora, health navigators, outreach workers, peer educators, and more) and they fill an essential role in the public health and clinical team:

- Outreach and Education,
- Coaching and Social Support,
- Care Coordination, and
- Advocacy (<https://chwadelaware.org/about-us/what-are-chws/>).

In Delaware, we are fortunate to be a part of a groundswell of effort to elevate CHWs with a common educational curriculum. Ultimately, we are working as part of a larger team of stakeholders toward State codification of the CHW profession, including CHW certification and new ways in which to fund their work, moving them from grant-funded positions to reimbursed positions in a variety of key and strategic settings.

The groundswell effort has many moving parts, including the newly formed **Community Health Workers Association of Delaware** (<https://chwadelaware.org/>), spearheaded by the Delaware Division of Public Health. Funding from **Health Resources and Services Administration** (HRSA) is also supporting Statewide educational programs and stipends for attendees of those programs. **New Castle County** programming has been funded via the **Public Health Management Corporation**, and **Kent and Sussex programs** have been funded through the **Sussex County Health Coalition** (SCHC).

Of the core competencies of CHWs, **health literacy** (and a CHW's ability to impart health literacy to the general public) is a key teachable attribute around which there is a lot of action and energy. Health literacy has been a byline of this organization for years, stemming from our previous work as the State of Delaware's medical library system, and continuing today through our programs like Delaware Mini Medical School.

As the basic training programs for CHWs have been created and rolled out by PHMC and the SCHC, we have been heartened to witness their emphasis on health literacy as a core

competency. If you are interested in becoming a CHW, links to those HRSA-funded training programs and applications for stipends are here:

- <https://chwcure.org> (PHMC Program for New Castle County)
- <https://www.delawarechw.com/> (SCHC Program for Kent and Sussex Counties)

Higher level CHW training also entails additional health literacy education as a requirement of the State of Delaware's Department of Labor's CHW apprenticeship program and Division of Public Health. As the State's affiliate of the American Public Health Association, we are 100% behind this push.

## TIMTalk

One of the most satisfying tasks that a public health professional can do is to engage in dialogue with professionals from other disciplines, and aid in an understanding of data that leads to action. So it was on July 19, when I was honored to participate as a panelist in "Delaware in 2040 – Demographic Changes and the Impacts on Infrastructure," presented by the University of Delaware's Institute for Public Administration, Delaware Department of Transportation, and Delaware Division of Planning.

I spoke about public health and healthcare infrastructure, with a significant focus on the Academy/DPHA's Delaware Health Force Initiative. I was joined by Melissa Smith, Director of Services for Aging and Adults with Physical Disabilities, and Carter Thompson, Appropriations Director from the Office of U.S. Senator Chris Coons. Headlining the presentation were Ed Ratledge, Director of the Center for Applied Demography and Survey Research, and Dan Blevins, Delaware Population Consortium Chair and principal planner with WILMAPCO.



I encourage you to click here to watch this wide ranging and informative discussion:  
[https://capture.udel.edu/media/1\\_g515njzq](https://capture.udel.edu/media/1_g515njzq)

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Timothy Gibbs, MPH  
*Executive Director,*  
*Delaware Academy of Medicine/Delaware Public Health Association*

## Message of the Month

### Recommendations to Encourage Routine Childhood Vaccinations

**Public Health  
Communications**  
COLLABORATIVE

[publichealthcollaborative.org](http://publichealthcollaborative.org)

The Public Health Communications Collaborative has released [recommendations](#) to promote routine childhood vaccinations as a crucial public health priority, especially as kids prepare to return to school this fall. In light of the spread of misinformation about vaccine safety, encouraging childhood vaccine uptake is vital. Based on [national polling data](#) on public opinion regarding routine childhood vaccinations, the Collaborative has devised customizable messaging strategies to enhance support for routine childhood vaccinations in local communities.

The key recommendations are as follows:

- Underscore the individual benefits of routine childhood vaccination.
- Craft separate messaging on COVID-19 vaccines for children and routine childhood vaccines.
- Leverage a wide range of trusted messengers in your community to communicate the importance of routine childhood vaccinations.

## Other Events

### August is National Immunization Awareness Month!

National Immunization Awareness Month (NIAM) is an annual observance held in August to highlight the importance of routine vaccination for people of all ages. Use these resources to help you discuss routine vaccinations with your patients and parents during NIAM and throughout the year.

[Check out the NIAM Toolkit Here!](#)

## Community Health Worker 2023 Summit



Click [here](#) to learn more

## Become a Member and Stay Connected!



Want to become a member?

# Join today!



[OR CLICK HERE](#)

## Additional Resources

Delaware Division of Public Health - [The DPH Bulletin](#)

Trust for America's Health: Wellness and Prevention Digest - [Subscribe](#)

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