

2021 - 2023 Strategic Plan

To view the full CHWSD Strategic Plan, visit <https://chwsd.org/strategic-plan/>

CHWSD STRATEGIC PLAN OVERVIEW

The CHWSD Strategic Plan 2021 – 2023 focuses on five (5) goal areas to support the CHWSD’s mission and the development of a CHW workforce in South Dakota. The five (5) goal areas are:

- Awareness
- Training
- Workforce Development
- Reimbursement / ROI
- Career Ladder / Lattice



WHAT IS A COMMUNITY HEALTH WORKER (CHW)?

A Community Health Worker (CHW) is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

Goal A: Awareness



Introduce, summarize, and explain the CHW profession.

Objectives

1. Increase the number of individuals who utilize and/or complete the healthcare-related CHW Planning and Assessment Toolkit to 200 by June 1, 2022 and 300 by June 1, 2023.
2. Increase the number of individuals who utilize the Community-based CHW Planning and Assessment Toolkit to 25 by June 1, 2022 and 100 by June 1, 2023.
3. Host a CHWSD conference for CHWs and CHW allies in May 2022 and May 2023.
4. Increase the number of CHWs and CHW allies who subscribe to CHWSD communications from 30 in 2020 to 200 by June 1, 2021, 400 by June 1, 2022 and 600 by June 1, 2023.
5. Create a CHWSD website by 2020.
6. Host 4 – 6 webinars to increase awareness of CHW services by June 1, 2023.
7. Transition 4 CHWSD Advisory Board positions to active CHWs by June 1, 2022 and an additional 4 CHWSD Advisory Board positions to active CHWs by June 1, 2023.

Goal B: Training



Promote current CHW training programs, and assist organizations in developing additional training programs.

Objectives

1. Increase the number of certificate-level trained CHWs from 85 in 2020 to 150 by June 1, 2022 and 300 by June 1, 2023.
2. Increase the number of organizations offering certificate-level CHW training from 2 in 2020 to 3 by June 1, 2022 and 4 by June 1, 2023.
3. Train at least 200 certificate-level CHWs to offer additional evidence-based programs (National DPP, Better Choices, Better Health SD, etc.) by June 1, 2023.
4. Establish and maintain a library of CHW and chronic disease resources and promote use among partners and stakeholders by June 1, 2022.

VISION

A well-established, statewide network of CHW professionals who provide a wide range of services for South Dakotans.

MISSION

To promote, support, and sustain the CHW profession in South Dakota.

Goal C: Workforce Development



Promote the CHW position and scope of work, and integrate CHWs into the community as well as medical and social services organizations.

Objectives

1. By June 1, 2022, assist at least 50 health care-focused sites in implementing a CHW program. By June 1, 2023, assist an additional 100 health care-related sites in implementing a CHW program.
2. By June 1, 2022, assist at least 5 community-based sites in piloting a CHW program. By June 1, 2023, assist an additional 30 community-based sites in implementing a CHW program.
3. Collaborate with and support CHR programs in South Dakota to continue to develop the workforce, promote utilization of existing services, and identify their evidence-based best practices.
4. By June 1, 2023, increase the number of CHWs subscribed in the CHWSD CHW Directory to 250 CHWs.

LEARN MORE

- To view the full CHWSD 2021 - 2023 Strategic Plan, visit www.chwsd.org/strategicplan.
- To learn more about the CHWSD and CHWs in South Dakota, visit www.chwsd.org.

Goal D: Reimbursement / ROI



Educate organizations regarding CHW reimbursement and work collaboratively with payers to cover CHW services.

Objectives

1. Work to increase the number of organizations utilizing CHW reimbursement from 3 in 2021 to 55 by 2022 and 200 by 2023.
2. Assist 2 private payers in covering at least 1 CHW service by 2023.
3. By 2023, develop a toolkit to assist healthcare-related and community-based CHW programs to calculate return on investment (ROI) for their CHW program.
4. By 2023, develop a toolkit to assist health care-related and community-based CHW programs to evaluate and report patient/client successes, outcomes, and workflow improvements as it influences the benefit-to-cost ratio and ROI of the program.



Community Health Worker Collaborative of South Dakota

Goal E: Career Ladder / Lattice



Promote cross-training of health care professionals to also train as a CHW. Ensure CHWs have the skills and tools needed to advance their career as a CHW.

Objectives

1. By 2023, assist at least 50 individuals already working in a health-related field (e.g., CNAs, EMTs) in cross-training as a CHW.
2. By 2023, implement a pilot program with at least 40 sites to develop a CHW program that includes cross-trained CHWs.
3. By 2023, establish/adapt/promote at least 3 CHW-specific trainings regarding chronic diseases (diabetes, heart disease and stroke, etc.).