



Jill Guernsey de Zapien has been involved in community based public health interventions, policies and research in Arizona and throughout the Southwest and Mexico for more than thirty-five years. Her research interests focus on underserved populations in the Southwest and northern Mexico, working directly with communities to develop strategies for prevention interventions and the elimination of health disparities. She is particularly interested in research that links the community health worker model with prevention strategies and systems change at the community level throughout the border region as well as community based participatory research approaches, and binational collaborations that work to improve the quality of life for farmworkers in the United States and Mexico. Ms. de Zapien served as the Associate Dean for Community Programs at the University of Arizona College of Public Health from its initiation in 2000 until she retired in 2017. She is presently assisting the College as the Director of Border, Transborder and Binational Public Health Collaborations with an appointment in the Health Promotion Sciences Department. Ms. de Zapien holds a BA in Sociology and Anthropology from Antioch College in Yellow Springs, Ohio.



Mae-Gilene Begay, M.S.W., directs the Navajo Nation's Community Health Representative / Outreach Program, which is the largest CHR Program in the US with a CHR workforce of more 100, and is the past chair of the American Public Health Association's Community Health Worker Section. She collaborates with universities and agencies to address health issues impacting the Navajo Nation, such as in the Birth Cohort Study and the Gold King Mine Spill Diné Exposure Study.



Floribella Redondo-Martinez as a first-generation Latina immigrant, and migratory agricultural laborer (farmworker) for more than 20 years, and Promotora de Salud (Community Health Worker) for 30 years, Ms.Redondo-Martinez shares similar professional and lived experience of the CHW workforce around our nation and globally. She has a broad background in public health research and practice, and specialize in the impact of Community Health Worker (CHW) interventions to address access to care, health equity, advocacy, workforce occupational health and safety, chronic disease (cardiovascular, diabetes, cancer and asthma) and psychosocial stress through CHW lead social support groups and interventions. Over the last 20 years, Ms. Redondo-Martinez has served as a community research partner to multiple community based participatory intervention research (CBPR) projects utilizing the CHW workforce to improve the health and psychosocial wellbeing of low wage earners, marginalized communities, and specifically migrant farmworkers living in the US-Mexico border region. More recently, she had the opportunity to develop and implement a plan to respond to the mental health wellbeing needs of the CHW workforce and communities across Arizona and beyond during the COVID-19 pandemic. As a nationally recognized expert on the CHW Workforce and Flor has also have served in several national, state and local leadership roles aimed at advancing the standardization of CHW recruitment, training, supervision and integration of this workforce to meet the needs of vulnerable populations. Currently, she serves as the CEO of the Arizona Community Health Worker Association and CHW Training Center (AzCHOW). In this capacity, she leads collaborative efforts with key stakeholders state-wide to develop pathways for CHW workforce development, including the recent passing of the Arizona House Bill 2425 which paves the way for scaled, standardized CHW workforce training and voluntary certification. Ms. Redondo-Martinez holds expertise in the developing, adapting and implementing CHW training both in specific health promotion intervention curricula as well in core competencies of the profession.

The Power and Promise of CHW Voluntary Certification in Arizona:

Fully Integrating and Financing the CHW/CHR/Promotora Workforce

May 16, 2022



Participants will explore how:

- **CHW legislation will impact financing and sustainability**
- **Health centers integrate and finance CHWs within teams**
- **CHWs address social determinants of health and meet key healthcare accreditation milestones**

Thanks to our sponsors!

This workshop is funded by the Arizona Biomedical Research Centre, in collaboration with NAU's Center for Health Equity Research, Arizona Community Health



10:30am: Welcome and Overview



Samantha Sabo DrPH, MPH (she/her/hers) is an Associate Professor of Public Health and a senior researcher with the Center for Health Equity Research at Northern Arizona University. She earned her master and doctorate in public health from the University of Arizona, Zuckerman College of Public Health. From 2004-2017, she served as the Director of Transborder Initiatives (2004-2013) and as Assistant Professor (2013-2017) at the University of Arizona. She joined the faculty at the Northern Arizona University, Department of Health Sciences in 2017. Dr. Sabo is a community engaged, multi-disciplinary trained public health professional with nearly 20-years of mixed method, intervention research and policy experience in rural, multicultural and multilingual contexts of the Great Plains, US Southwest, and the US-Mexico borderlands. She currently serves as co-lead to the Community Engagement Core for the Southwest Health Equity Research Collaborative funded through the Research Centers in Minority Institutions (NIMHD) program, MPI to the NIH Community-Engagement Research Alliance (CEAL) Against COVID-19 in Disproportionately Affected Communities, and co-leads several community health worker workforce initiatives focused on maternal and child health and chronic disease prevention. Recently, Dr. Sabo received funding in partnership with eight Tribal CHW Programs, on the historic CDC Community Health Workers for COVID Response and Resilient Communities program.

10:35am: Power & Promise of Voluntary CHW Certification Presentation and Panel



Kim Russell is of the Bitter Water People, born for the Tangle People. Her maternal grandfathers are of the Coyote Pass Clan and her paternal grandfathers are of the Bitter Water People. Ms. Russell is from Chinle, Arizona and a citizen of the Navajo Nation. Ms. Russell is the Director of the Arizona Advisory Council on Indian Health Care, an independent state agency whose mission is to advocate for increasing access to high quality health care programs for all American Indians in Arizona. Kim has worked with Tribes, Tribal Organizations, the Indian Health Service, and Urban Indian Health Programs to advance their health agendas and priorities her entire career. Ms. Russell received her Bachelor of Science degree in Biology and a Master's of Health Administration. Kim enjoys spending time with family and her puppy nephews and puppy niece and traveling.



1:25pm: Equality Health: Innovative CHW Program Serving Urban Communities

Nora Lozano is the Community Health Worker Manager for Equality Health, she currently serves on the BOD for the Arizona Community Health Worker Association and as a member of the Community Advisory Board (CAB) of the Southwest Interdisciplinary Research Center (SIRC) at ASU. At Equality Health, she and her team of CHWs are part of an interdisciplinary Care Management team that approaches patient care in a wholistic manner, addressing the mind, body, and spirit, while taking into consideration social and cultural differences and preferences. Prior to her current role, Nora worked many years with grassroot Promotoras de Salud in the prevention field focusing on youth substance use and abuse prevention, opioid overdose prevention, and mental health stigma reduction through education and awareness, as well increasing parental capacity within the underserved communities around Maricopa County. Nora is passionate about the CHW Model and the great impact it makes towards health equity. Working with Promotoras and CHWs has given Nora the opportunity to understand not only how social cultural factors influence the access to health and social services and the challenges and needs, but also to learn about the resiliency, gifts and strengths of the individuals and communities she serves.

1:45pm: Canyonlands Health Center: Newly established CHW Program Serving Rural and Tribal Communities



Jodi Tate came to Canyonlands in 2021, when she was brought on to pilot the new Community Health Worker Program, developing the groundwork for a program that continues to grow and serve many rural communities in Arizona. She now serves as the Population Health Director, where she builds and coordinates programs to serve at-risk populations. She brings to Canyonlands more than 12 years of experience as a successful business owner. She loves working with youth, and her experience includes more than 4 years as the volunteer/leader of her church's youth group. She finds fulfillment in using her background and experience in serving rural communities.

2:05pm: White Mountain Apache Community Health Representative (CHR) Program: Long Standing CHR Program Serving American Indian Communities



JT Nashio is the CHR Program Director for the White Mountain Apache Tribe and has been with the program for 11 years. She started as a CNA doing patient care, case management duties, then worked her way up to being the CNA team Lead and now the Program Director. She has a passion to help and serve her people as well as encourage fitness and living a healthy life.

2:25pm: Moderated Panel Discussion

**1:05pm: Mariposa Community Health Center: Long Standing CHW Program
Serving Rural and Border Communities**



Patty B. Molina, BS, is the Senior Director of Community Health Services at Mariposa Community Health Center in Nogales, Arizona, known to the community as Platicamos Salud (We Talk Health). Platicamos Salud, founded in 1991, has a well-established Community Health Worker delivery model and implement a spectrum of health promotion and disease prevention programs based on model programs and best practices adapted to the Spanish-speaking, Mexican American and Mexican immigrant community. Ms. Molina has developed and managed federal, state and foundation funded community-based programs at the US-Mexico border. She has implemented numerous health education programs on breast cancer, diabetes, physical activity and nutrition, HIV/AIDS, tobacco use prevention, asthma, environmental health, and maternal and child health. She has designed education and training materials on public and preventative health issues, established numerous community-based projects, facilitated the development of project organizational structure and leadership, and facilitated group processes among community members to identify needs, gaps in service, existing resources, and response strategies. Ms. Molina has also served as the lead in various research projects at Mariposa Community Health Center. In the late 90s, she implemented substance abuse prevention workshops for adults and youth in the community that allowed her to implement substance abuse prevention programs in three Arizona border areas. She is a graduate of the University of Phoenix and received her Bachelor of Science degree in Business Administration in 1995. Ms. Molina completed the Rocky Mountain Maternal and Child Health Certificate Program at the University of Arizona in 2008 and the Nutrition and Public Health Course for Community Practitioners in 2006 at the University of North Carolina at Chapel Hill School of Public Health. Native to the Nogales area, she is married to her husband Ramiro for 26 years and they've raised three daughters.



Miriam Morales is the Manager of the Care Coordination Department at Mariposa Community Health Center (MCHC). She holds a Master of Public Health Degree with an emphasis on Health Administration from the University of Arizona, Mel & Enid Zuckerman College of Public Health, a Bachelor of Health Administration with an Emphasis on Health Information Systems, and a Medical Assistant Certificate. She has over 20 years of experience as a healthcare professional. She was awarded employee of the year in 2011 as a Health Aide for Calabasas Middle School. She is fluent in both English and Spanish. Miriam manages the Cross-Functional Care Coordinators and a Nutritionist. She developed a Patient-Centered Model, integrating Community Health Workers (CHW) to improve patient outcomes and meet quality measures as required by value-based contracts. She works collaboratively with other departments within MCHC and agencies across Santa Cruz County. Her mission: to educate on this successful Community Health Worker model she created for other health care professionals to mirror. Miriam enjoys traveling and spending time outdoor with her 3 children, her parents and significant other.

10:40am: Arizona Department of Health Services Plans & Perspectives



Carin Watts serves as the Health Disparities Program Manager for the Arizona Department of Health Services (ADHS). She plays an integral role in the Office of Chronic Disease by serving as a subject matter expert and program manager for Arizona's Community Health Worker (CHW) initiative, working to develop a statewide infrastructure to promote advancement and sustainability of the Arizona CHW workforce. Carin began her public health career as a CHW, connecting individuals to programs that offer free cancer screenings and diagnostic services for California's rural and underserved populations. She has spent her undergraduate and graduate career studying public health with a focus on public health policy and community capacity building.

**11:00am: Indian Health Service Community Health Representative Program
Plans & Perspectives**



Michelle Archuleta serves as a public health advisor with the Division of Clinical and Community Services in the Indian Health Service. She is currently the National Consultant for the Community Health Representative Program. Michelle has an extensive background in community health spanning 20 years across IHS at the regional and national levels. Prior to her work in public health/ community health, Michelle worked in the field of sport, recreation and physical education at the collegiate level. Michelle is a Mima, and an enrolled member of the Lone Pine Paiute-Shoshone Tribe. She has studied leadership and change at Antioch University.



CDR Loretta Haven, RN, BSN, MPH is a New Mexican Native (Navajo) originally from Toh-la-kai, NM. Her clans are Big Water born for Bitter Water, both her maternal and paternal clans are the Salt Clan. CDR. Haven joined the Office of Health Programs as the CHR/PHN Consultant in October 2018. Previously she was the DPHN at Phoenix Indian Medical Center since August 2013. Prior to this she was at Ft. Defiance Hospital (Tse'hootsooi Medical Center) where she had been a Public Health Nurse (PHN) for 7 years, as well being at Acoma-Canoncito-Laguna (ACL) as a PHN for 3 years. CDR Haven earned a BSN from University of New Mexico and a MPH from New Mexico State University. She was commissioned into the United States Commissioned Corps in December 2009.

11:20am: Arizona Health Care Cost Containment System (AHCCCS) Plans & Perspectives



Leslie Short holds a Master of Public Health, with an emphasis in Community Public Health, from New York University. She has fifteen years of experience working in the public health sector, implementing health care initiatives for diverse and underserved populations from New York City to rural and border communities in Arizona. Leslie has always been passionate about public health and creating and promoting innovative strategies to build healthier communities. She currently serves as the Integrated Services Administrator in the Division of Fee-for-Service Management at Arizona Health Care Cost Containment System (AHCCCS), working to create and support care coordination opportunities within the tribal health care delivery system for the American Indian population in Arizona.



Alex Demyan serves the Arizona Health Care Cost Containment System (AHCCCS) as Deputy Assistant Director of the Division of Community Advocacy and Intergovernmental Relations (DCAIR). In this role, Alex helps oversee the agency's two advocacy departments, the Office of Individual and Family Affairs (OIFA) and the Office of Human Rights (OHR), as well as the agency's federal relations unit. Alex brings experience in the behavioral health field, and in the public policy realm. During that time, he has become a leader in Medicaid public health policy for a variety of populations. With colleagues, he has led the agency through attaining a variety of federal authorities in response to the COVID-19 pandemic, helped shape AHCCCS' recent 1115 renewal and amendment, led stakeholder engagement for major agency initiatives, and assisted in health policy development that has a direct impact on members. Alex is a graduate of both Northern Arizona University and Arizona State University.



Amanda Bahe (she/her/hers) is Diné and is of the Near the Mountain People and born for the Zuni-Red Running into the Water People. Currently, she serves as the Tribal Liaison for the Arizona Health Care Cost Containment System (AHCCCS), which is Arizona's Medicaid program. In addition to her personal experience of living on tribal lands, she has an innate understanding of the familial nature of tribal communities. Her broad experience in Medicaid includes knowledge regarding the unique tribal health care delivery system and policies affecting access to health care for tribal members. She has historical work experience with First Things First (the state's early childhood development and health board), advocating for positive programmatic changes on behalf of families from tribal communities. Previous to her work with the State, Amanda worked at the University of Arizona where she produced literature and analyzed data to help drive systems and program changes benefiting marginalized and oppressed communities. As AHCCCS' current liaison for the 22 tribal nations throughout the state, Amanda's role is rooted in her advocacy for positive health outcomes for individuals of all backgrounds. She is committed to ensuring issues regarding inequities in health are addressed for all underrepresented Medicaid populations.

11:20am: Arizona Health Care Cost Containment System (AHCCCS) Plans & Perspectives

Jay Dunkleberger has been a public servant for nearly 30 years, working as a performance auditor, compliance officer and most recently the Network Administrator for the Arizona Health Care Cost Containment System. As a the Network Administrator, he oversees the compliance of AHCCCS' contracted health plans with state and federal network compliance. His duties also involve reviewing proposals for new AHCCCS provider types such as CHWs.

11:40am: Moderated Panel Discussion

12:15pm: Mediterranean Buffett Lunch - Zoom Participants return at 1:00pm

1:00pm: Workforce Integration and Sustainability: Innovations in Health Care



Maia Ingram, MPH, is Director of Participatory Research and Practice and Co-Director of the Arizona Prevention Research Center at the University of Arizona College of Public Health. The AzPRC is a CDC-funded center with an overall aim in collaborating with community members on intervention research on relevant and pressing community issues. For over 20 years, Ms. Ingram has partnered with community health workers in health centers and grassroots agencies in rural, urban and US-Mexico border communities to develop and evaluate CHW programs addressing health promotion, chronic disease management, mental health, hearing loss, and environmental health. Ms. Ingram teaches graduate courses on participatory action research and public health advocacy at the College. Ms. Ingram is currently an investigator on two NIH-funded interventions that utilize the community health worker (CHW) model to address health disparities in chronic disease care. She is also currently involved in a CDC-funded effort to develop and evaluate the role of CHWs in a community-clinical care model between local health departments and federally qualified health centers. Ms. Ingram has also worked extensively to develop and evaluate interventions targeting systems and policy change related to the social determinants of health and recently concluded a CDC-funded CPBR project to explore how CHWs can engage in community members in advocating for healthy communities.