



## Community Health Workers and Promotores Resources Guide

*This guide is maintained and updated by the Health Improvement Partnership of Santa Cruz County on behalf of the Monterey Bay Community Health Workers Collaborative. For questions or to suggest a resource to add, please contact Maria Estela Jerezano at [mjerezano@hipscc.org](mailto:mjerezano@hipscc.org).*

<b>Introduction</b>	<b>1</b>
<b>Guide Purpose</b>	<b>2</b>
<b>Job Classification Resources</b>	<b>2</b>
<b>Employer Job Classifications</b>	<b>3</b>
<b>Health Resources and Services Administration (HRSA) Health Workforce Connector</b>	<b>3</b>
<b>Communities of Practice</b>	<b>4</b>
<b>Funding Options</b>	<b>4</b>
<b>Training Options</b>	<b>4</b>
<b>Reports</b>	<b>5</b>
<b>Resources</b>	<b>6</b>
<b>Webinars &amp; Podcasts</b>	<b>7</b>
<b>Appendices</b>	<b>9</b>
<b>Appendix A: Health Improvement Partnership of Santa Cruz County - Community Health Worker Skills</b>	<b>9</b>
<b>Appendix B: Region V Public Health Training Center - Community Health Worker Job Description</b>	<b>12</b>
<b>Appendix C: Region V Public Health Training Center - Community Health Worker Job Posting</b>	<b>20</b>

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### **Introduction**

Convened by the Health Improvement Partnership of Santa Cruz County, the Monterey Bay Community Health Workers Collaborative's members work to align messages and guidance on developing community health workers and promotores workforce in Santa Cruz and Monterey Counties.

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## Community Health Workers and Promotores Resources Guide

- [National Estimates for Community Health Workers](#)
- [Industry Profile for Community Health Workers](#)
- [Geographic Profile for Community Health Workers](#)

### **Employer Job Classifications**

- ➔ Central California Alliance for Health:
  - [CHW Credentialing Application](#)
- ➔ Cradle 2 Career Santa Cruz County:
  - [C2C Community Organizer](#)
  - [C2C Lead Community Organizer \(Promotora Program\)](#)
  - [C2C Promotoras Roles & Responsibilities](#)
- ➔ The County of Monterey Class Specifications:
  - Behavioral Health Aide
  - Community Service Aides II and III
  - Health Education Assistant
- ➔ The County of Santa Cruz:
  - [Community Health Worker I and II](#)
  - [Community Mental Health Aide](#)

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### **Health Resources and Services Administration (HRSA) Health Workforce Connector**

To streamline the recruitment process for CHW/P across the region, the recommendation is for employers to utilize a centralized online platform for posting CHW/P positions. The Health Resources and Services Administration (HRSA) created a Health Workforce Connector resource to connect skilled health professionals to communities in need. The site provides opportunities to search thousands of employment and training opportunities in underserved communities across the nation.

- ➔ [Health Workforce Connector](#)

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### **Communities of Practice**

- ➔ [California Association of Community Health Workers \(CACHW\)](#)





## Community Health Workers and Promotores Resources Guide

for COVID Response and Resilience

- El Sol: [CHW Training Center](#)
  - envisionCHWS: [Community Health Worker \(CHW\) Training and Technical Assistance Center](#)
  - [Futuro Health](#): Community Health Worker Behavioral Health
  - The University of Hawaii Kapi'olani Community College: [Community Health Worker](#)
  - San Diego State University Institute for Public Health: [Online Courses](#)
  - Talance, Inc. Services: [Community Health Worker Training](#)
  - The Health Alliance for Violence Intervention: [Violence Prevention Professional Training](#)
  - Urban Peace Institute: [Urban Peace Academy](#)
  - Visión Y Compromiso: [The Promotores Institute](#)
- 

### Reports

- ➔ California Health Care Foundation (CHCF):
  - [Understanding California's Community Health Worker/Promotor Workforce: A Survey of CHW/Ps \(November 2022\)](#)
  - [Understanding California's Community Health Worker/Promotor Workforce: CHW/P Training Program \(February 2023\)](#)
  - [Understanding California's Community Health Worker/Promotor Workforce: CHW/P Health Care Employers \(March 2023\)](#)
  - [CalAIM Experiences: The Community-Connected Workforce \(April 2025\)](#)
  - [Community Health Workers, Promotores, and Representatives Lead Frontline Efforts When Crises Arise \(August 2025\)](#)
- ➔ California Pan-Ethnic Health Network:
  - [Building Bridges Across Antiracist Workforces: Lessons Learned from Community Health Workers, Promotoras, Representatives, Doulas, Peer Support Specialists, and Navigators \(June 2023\)](#)
- ➔ Center for Health Care Strategies (CHCS): [Integrating Community Health Workers into Complex Care Teams: Key Considerations \(May 2017\)](#)
- ➔ Monterey County Health Department:
  - [CHW Assessment Report \(2016\)](#)
  - [CHW Comprehensive Report \(2017\)](#)
- ➔ National Association of Community Health Workers (NACHW):



## Community Health Workers and Promotores Resources Guide

- [CHW Sustainable Financing Report \(2023\)](#)
  - [Insights on CHW Network Partnership, Capacity and Support Needs for Sustainability Data Report \(2023\)](#)
  - ➔ [National Coordinating Center for Public Health Training \(NNPHI\): Recommendations on the Role and Future Directions of Community Health Workers in the Public Health Workforce \(May 2021\)](#)
- 

### Resources

- ➔ Additional Trainings
  - Centers for Disease and Control Prevention (CDC): [Community Health Worker Resources](#)
  - [CHW Strength - Workforce](#)
  - National Harm Reduction Coalition: [Online Training Institute](#)
  - MHP Salud: [Resources and Reference Materials on CHWs and Clinical Care Teams](#)
- ➔ Advocacy
  - [Association of Asian Pacific Community Health Organizations](#)
  - [Watsonville Law Center: Legal Services for the Central Coast](#)
- ➔ Competencies
  - American Diabetes Association: [Resources for Community Health Workers](#)
  - CHW Core Consensus Project:
    - [Community Health Worker Assessment Tool](#)
    - [Roles & Competencies](#)
  - El Sol's CHW/P Training Center Approach: [Preserving A Transformative Community Health Worker/ Promotor Workforce](#)
  - National Association of Community Health Workers (NACHW): [The Six Pillars of Community Health Workers](#)
  - YouTube: [What do CHWs do? The C3 Roles and Competencies Explained](#)
- ➔ Connection
  - El Sol: [CHW Learning Hub](#)
  - National Association of Community Health Workers (NACHW): [CHW Connector](#)
- ➔ Health Equity
  - Center for Disease Control and Prevention (CDC):
    - [Health Equity Guiding Principles for Inclusive Communication \(flyer\)](#)
- ➔ Medi-Cal







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- El Sol: [The Importance of Dedicated, Sustainable Community Health Worker Pathways](#)
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### Webinars & Podcasts

- American Diabetes Association:
  - [Community Health Workers Training: Diabetes 101](#)
  - [Preventing Diabetes Complications: From Head to Toe](#)
- California Health Care Foundation:
  - [Advancing CA's Community Health Worker and Promotor Workforce](#)
  - [Briefing: California's Community Health Worker/Promotor/Representative Workforce](#)
- California Department of Health Care Services, California Health Care Foundation, and Community Health Synergy
  - [CHW Benefit Webinar: Standing Recommendation in Action](#)
- Community Health Worker, Promotor, & Community Health Representative Amplifying Impact Initiative
  - [CaAIM Renewal Explained](#)
- Health Improvement Partnership of Santa Cruz County:
  - [Redesigning Healthcare Delivery with Community Health Workers](#)
- Mental Health America:
  - [Webinar: Scope of Work, Skills, And Roles of Community Health Workers](#)
- National Association of Community Health Workers (NACHW):
  - [Six Pillars of Community Health Work](#)
- Region V Public Health Training Center Ideas for Practice Podcast:
  - [Community Health Workers' Role in DEI](#)
  - Community Health Workers (CHWs) in Public Health:
    - [PART 1 - Role of CHWs in Public Health & Community Engagement](#)
    - [PART 2 - Historical Impact & Future Directions](#)
    - [PART 3 - Resilience Strategies for CHWs](#)
- Unity Conference
  - 2025 - [Keynote: How CHWs can move the needle on vaccine hesitancy](#)





## Community Health Workers and Promotores Resources Guide

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### Appendices

#### Appendix A: Health Improvement Partnership of Santa Cruz County - Community Health Worker Skills

### **Community Health Worker Skills**

*Drafted by Health Improvement Partnership of Santa Cruz County*

Community health workers provide a wide range of services, including health outreach and education, client-centered counseling and case management, and client and community-based advocacy. Community health workers work to reduce unequal rates of illness and death between different communities and to promote health equity or justice, prioritizing communities with the greatest health risks.

Outcomes from Certification Coursework:

1. Identify basic health needs and evaluate health and human service resources within the community.
2. Demonstrate CHW professional skills and job readiness in the core competencies identified by the CHW Consensus Project (C3) and the needs of the local community.

[Source: Cabrillo College, CHW Certification Information](#)

**The Community Health Worker Core Consensus (C3) Project:  
2016 Recommendations on CHW Roles, Skills, and Qualities**



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One of the most important roles of CHW/Ps is to increase patient confidence in the services or program to support their well-being. Because many people may have experienced repeated traumatic experiences, including discriminatory behavior from service providers, they may be afraid of going to the doctor or seeking out support. CHW/Ps engage with patients in a nonjudgmental and culturally responsive manner that builds trust.

### **Core CHW Roles**

1. Cultural Mediation among Individuals, Communities, and Health and Social Service Systems
2. Providing Culturally Appropriate Health Education and Information
3. Care Coordination, Case Management, and System Navigation
4. Providing Coaching and Social Support
5. Advocating for Individuals and Communities
6. Building Individual and Community Capacity
7. Providing Direct Service
8. Implementing Individual and Community Assessments
9. Conducting Outreach
10. Participating in Evaluation and Research

### **Core CHW Skills**

1. Communication
2. Interpersonal and relationship-building
3. Service coordination and navigation
4. Capacity building
5. Advocacy
6. Education and facilitation
7. Individual and community assessment
8. Outreach
9. Professional conduct
10. Evaluation and research
11. Knowledge base

CHW/P programs should develop clear protocols and job aids; examples include:

- A needs assessment
- Individual care plans
- Risk screening protocols including for health-related social needs



## Community Health Workers and Promotores Resources Guide

- Tracking tools to document intervention and support patient monitoring
- Interdisciplinary team meetings
- Data-collection tools to track outcomes
- Electronic health record authorization

Source:

<https://archive.cdc.gov/#/details?url=https://www.cdc.gov/dhdsp/pubs/toolkits/chw-toolkit.htm>

References: <https://www.chcf.org/wp-content/uploads/2021/09/AdvancingCAsCHWPWorkforceInMediCal.pdf>;  
[Cabrillo College CHW Certification information](#);

<https://www.chcf.org/wp-content/uploads/2021/09/AdvancingCAsCHWPWorkforceInMediCal.pdf>;

<https://www.cdc.gov/dhdsp/pubs/toolkits/chw-toolkit.htm>

<https://www.chcf.org/resource-center/advancing-californias-community-health-worker-promotor-workforce-medi-cal/>



## Community Health Workers and Promotores Resources Guide

### Appendix B: [Region V Public Health Training Center](#) - Community Health Worker Job Description



#### Public Health Model Job Description

# COMMUNITY HEALTH WORKER

**Alternate Titles:** Promotores De Salud; Coach; Lay Health Advisor; Community Health Representative; Peer Mentor; Peer Navigator



## Community Health Workers and Promotores Resources Guide

**Title:** Community Health Worker

**Alternate Title:** Promotores De Salud; Coach; Lay Health Advisor; Community Health Representative; Peer Mentor; Peer Navigator

### Summary:

The XYZ County Health Department's mission is to build a healthier XYZ County so everyone in XYZ County can live their healthiest life. XYZ County Health Department is offering an outstanding opportunity as a Community Health Worker. Come join our dedicated and mission-driven team and you will enjoy excellent benefits and work/life programs, a superior retirement package, and the chance to see how your work directly improves the health of your community. The XYZ County Health Department has achieved Public Health Accreditation Board (PHAB) accreditation, distinguishing us as a top health department, and prides itself on providing a diverse and inclusive work environment with opportunities to grow and develop professionally. Be part of a team that **(ADD MISSION HERE: gives every child a great start in life with good nutrition, serving 500 families each year).** *Program description example:* Join the longest running, most experienced program for African American mothers and babies, formerly called High Hopes. With over 15 years of experience in \_\_\_\_\_ County, this program is exceptional in its impact on the lives of Black moms and babies. Utilizes an evidence-based approach and curriculum with proven positive results. Mothers who gave birth while enrolled in our program were ten times less likely to have a premature or low birth weight baby.)

### Location:

City, State; hybrid options available

### Definition:

Community Health Workers (CHWs) come from the communities they serve and aid in building trusting relationships with community members. This trusting relationship allows CHWs to be effective links between their communities and health services. The Community Health Worker will provide education, perform assessments, and coordinate services through home visiting and care coordination for (POPULATION; for example: African American, high-risk, low-income un/underinsured pregnant women) in \_\_\_\_ County.

### Duties:

Under the general direction of the \_\_\_\_\_ Program supervisor, the Community Health Worker will perform the following duties:

- **Client relationships:** The CHW builds trusting relationships with families through general support and encouragement, enabling the CHW to serve as liaison/link between health/social services and the community, while removing barriers that prevent community members from accessing certain health and social services. Provides culturally and linguistically appropriate services to assigned clients. Conduct intake interviews with patients, including enrolling and/or referring clients into \_\_\_\_ County Health Department's programs.
- **Home Visits:** CHW makes regular home visits to community members to support their health and well-being.
  - *Maternal/Child Health Example:* Makes regular home visits prenatally and through baby's first year. A Community Health Worker visits the family each week and uses

**Citation:** Krasna, H. (2022). Public Health Job Descriptions. Region V Public Health Training Center & Center for Public Health Systems. Available at <https://www.rvphtrc.org/public-health-job-descriptions-rcsr-guide/>



## Community Health Workers and Promotores Resources Guide

the Growing Great Kids (GGK) curriculum to teach important skills that build a healthy home.

- **Mental Health Example:** The CHW fulfills a unique role in the support and recovery from mental illness and substance abuse disorders. A CHW is a person in recovery from a mental illness and/or substance abuse disorder, who has been training to work with others on his/her road to recovery. The CHW works in collaboration with the clients we serve as well as clinical staff in the best interests of the individual's recovery process. The CHW will navigate community residents through the health and social service system. The CHW will follow community reentrants for 6 months during the most vulnerable months of transition back to the community.
- **Case Management:** Works together with residents to develop a wellness plan. Coaches and supports community residents to set and accomplish wellness goals. Facilitates appointments to health and social service organizations. Follows up on appointments or other instructions from health homes and community providers by call, text, or home visit. Works to ensure the resident attends and has access to scheduled appointments. Participates in client case conferences and works with Public Health Nurses regarding caseload weekly.
- **Health Education:** Identifies and reinforces risk reduction behaviors. Provides appropriate education utilizing a state defined curriculum. Performs risk assessment, informal counseling, social support, and advocacy; increases health knowledge and education.
- **Referrals to Resources:** Collaborates with other agencies in making appropriate referrals.
  - **Mental Health Example:** Serves as a bridge to help community reentrants and other clients connect to community health/social supports. Works in coordination with the community reentrant and other interested parties to complete wellness planning, navigate to care/resources, promote health and wellness, facilitate continuity of care, advocate and coach, support individuals to set goals. Implements effective strategies for linking non-violent, high risk, high need residents to primary care/medical homes; increases access to appropriate venues of health care and community-based services; assists individuals in improving health status; and promotes behavior change through education and outreach. Notifies clinical team and supervisor regarding changes in behavior, nutrition, exercise, substance abuse, medication compliance, and other issues as related to the care plan for the patient.
- **Direct Service/Advocacy:** Helps coordinate patient transportation and accompaniment as needed, to scheduled appointments. Advocates for the needs of individuals by assisting them in effectively communicating with healthcare or social service providers. Interprets, translates, or provides cultural mediation related to health services or information for community members. Acts as a patient advocate and liaison between patient/family and community service agencies.
- **Community Outreach:** Participates in community public education activities and outreach to raise awareness. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. Distributes flyers, brochures, or other informational or educational documents to inform members of an intended community. Teaches classes or otherwise disseminates medical or dental health information to school groups, community groups, or families or individuals, in a manner consistent with cultural norms.
- **Documentation:** Provides ongoing follow up and outreach; completes regular data entry. Assists clients in completing all required forms, agreements, case notes, etc.; supplies them to client when appropriate; keeps proper documentation organized in a system. Maintains





## Community Health Workers and Promotores Resources Guide

confidentiality and uses only the minimum amount of protected health information (PHI) necessary to accomplish job related responsibilities. Collects data to help identify community health needs and in turn, uses that data to conduct outreach for XYZ County Health Department to implement programs in the community that promote, maintain, and improve individual and community health.

### Qualifications/Requirements:

- **Minimum Qualifications:** Must be passionate about (PROGRAM AREA, e.g., babies, empowering mothers and decreasing infant mortality). High school diploma or GED. Must have completed a formal Community Health Worker training program or be willing to do so (fully-funded training will be provided). Skilled in using technology and computers. Strong interpersonal and communication skills and the ability to work effectively with a diverse community. Cultural competency/cultural sensitivity and relationship-building skills required. Advocacy skills. Strong listening skills, ability to remain open-minded, unbiased. Friendly, caring personality; willing to support others. Solid critical thinking skills, creativity, and resourcefulness. Experience with the intended community; knowledge of program subject area preferred. Passion for helping the community. Lived experience with specific health issues a plus. Applicant must have knowledge of community resources, (program specific knowledge, for example infant mortality reduction concepts), and health disparities. Experience in a health field such as, but not limited to, working with children in day care, medical office, or school setting that provides a medical or community support service.
- **Knowledge:** Understands people's needs and overcomes obstacles in serving them. Lived experience with specific health issues a plus.
  - *Mental Health Example:* Demonstrated recovery from mental illness, substance use disorder, or both. Willing to self-disclose about personal recovery journey. Certified Peer Recovery Support Specialist (PRSS) preferred.
- **Skills:** Proficiency with computers including Microsoft Office (Word, Excel, PowerPoint). Excellent writing, communication, interpersonal, and public relations skills. Exceptional attention to detail. Skills in Motivational Interviewing. Minimizes errors and maintains high quality by checking or monitoring data and work in a timely manner, and by developing and maintaining systems for organizing work and information. \_\_\_\_ County resident or knowledge about County resources preferred. Actively explores ways to improve quality of output. Bilingual or multilingual (Spanish or French) a plus.
  - *Maternal/Child Health Example:* Experience working with high-risk Black mothers helpful.
- **Abilities:** Ability to coordinate numerous demands simultaneously to successful completion. Ability and willingness to communicate with persons of diverse backgrounds both verbally and in writing using tact and diplomacy. Ability to work with a diverse team in a multi-disciplinary setting. Ability to establish effective working relationships with persons of varied backgrounds. Ability to maintain confidentiality. Ability to be self-motivated to plan, organize, and complete work accurately and on time with little direct supervision. Ability and willingness to follow safe working practices and procedures. Has a genuine desire to help others, especially those in need. Derives satisfaction from serving others. Treats all people with respect; seeks and considers diverse perspectives and ideas; provides a supportive work environment for a multicultural workforce; shows sensitivity to individual differences; treats others fairly without regard to race, sex, color, religion, sexual orientation, or gender identity; engages in personal reflection and development to address unconscious bias;





## Community Health Workers and Promotores Resources Guide

demonstrates no tolerance for microaggressions; recognizes differences as opportunities to learn and gain by working together.

- **Licenses/Certifications:** Certificate to practice as a Community Health Worker issued by the \_\_\_ Board of Nursing (preferred). Certificate required within 12 weeks of hire; fully funded training and certification will be provided if needed. Valid \_\_\_ driver's license, current certificate of vehicle insurance, and access to reliable transportation to all assigned work locations. Digital Literacy Training, Health Literacy & Numeracy Training, Information Literacy Training, Mental Health First Aid & Adverse Childhood Experiences (ACEs), if not included in CHW certification
- **Physical Requirements:** This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets. Employee frequently moves equipment and supplies weighing up to 35 pounds. May be required to receive vaccinations as a member of the first-responder team. Travel to off-site locations to perform job duties as needed; occasionally this may require employee to work on evenings or weekends. May require access to an operating vehicle for use when field duties are required.

### Salary and Benefits:

Our benefits make XYZ County Health Department an exceptional place to work. We offer:

- Comprehensive benefits package, including: 20 vacation days per year and 10 paid holidays; medical, dental, and vision coverage; disability insurance; life insurance; transit/parking benefits.
- Training, development, and promotional opportunities
- Flexible work hours or telework options; 35-hour work week with occasional weekend assignments. Full time, usual hours 8:00 a.m. – 4:00 p.m., M–F, with lunch breaks. May be required to work occasional evenings and weekends
- Paid overtime
- A guaranteed pension plan, via \_\_\_ Retirement System
- Opportunities for Public Service Loan Forgiveness Program for eligible workers
- Commitment to diversity, inclusion, equity, and welcoming environment. Affirmative action commitment.
- CHW will receive fully funded trainings and certifications throughout their orientation process, including car seat technician certification and Community Health Worker certification

### Application Instructions:

- Apply via \_\_\_
- XYZ County Health Department is committed to the full inclusion of all qualified individuals. In keeping with our commitment, XYZ County Health Department will take the steps to ensure that people with disabilities are provided reasonable accommodations. Accordingly, if reasonable accommodation is required to fully participate in the job application or interview process, to perform the essential functions of the position, and/or to receive all other benefits and privileges of employment, please contact \_\_\_.



## Community Health Workers and Promotores Resources Guide

### SUPPLEMENTAL/ADDITIONAL DOCUMENTATION:

#### NBPHE JOB TASK ANALYSIS

*Scale: 0 Never performed; 1 Not very important; 2 Important; 3 Very important; 4 Essential; included tasks at 2.5 or higher (important/very important). The following tasks were rated as 2.5 or higher by CHWs (N=26)*

- Task 1: Collect valid and reliable quantitative or qualitative data.
- Task 2: Use information technology for data collection, storage, and retrieval.
- Task 5: Interpret quantitative or qualitative data following current scientific standards.
- Task 6: Interpret results of statistical analyses found in public health studies and reports
- Task 7: Apply descriptive techniques commonly used to summarize public data.
- Task 9: Identify key sources of data for epidemiologic or other public health investigation purposes.
- Task 14: Synthesize information from multiple data systems or other sources.
- Task 17: Identify the limitations of research results, data sources, or existing practices and programs.
- Task 19: Illustrate how gender, race, ethnicity, and other evolving demographics affect the health of a population.
- Task 20: Describe a health problem in terms of magnitude, person, time, and place.
- Task 51: Develop a mission, goals, values, and shared vision for an organization or the community in conjunction with key stakeholders.
- Task 60: Implement strategies to support and improve team performance.
- Task 61: Apply team building skills.
- Task 62: Apply negotiation skills.
- Task 134: Identify opportunities to partner with health and public health professionals across sectors and related disciplines.
- Task 135: Identify key stakeholders.
- Task 136: Access the knowledge, skills, and abilities of health professionals to ensure that policies, programs, and resources improve the public's health.
- Task 137: Use knowledge of the role of public health and the roles of other health professions to appropriately address the health needs of individuals and populations.
- Task 139: Develop collaborative and partnership agreements with various stakeholders on specific projects.
- Task 171: Communicate with other health professionals in a responsive and responsible manner that supports a team approach to maintaining health of individuals and populations.
- Task 181: Ensure the application of ethical principles in the collection, maintenance, use, and dissemination of data and information.
- Task 182: Identify regulations regarding privacy, security, confidentiality (e.g., personal health information, etc.).
- Task 183: Identify the laws and regulations that govern the scope of one's legal authority.
- Task 186: Apply basic principles of ethical analysis to issues of public health research, practice, and policy.
- Task 187: Manage potential conflicts of interest encountered by practitioners, researchers, and organizations.



## Community Health Workers and Promotores Resources Guide

### PUBLIC HEALTH CORE COMPETENCIES, LEVEL 1 (LIST)

Job Specific Competencies Descriptions of each competency can be found at:

[http://www.phf.org/programs/corecompetencies/Pages/Core\\_Public\\_Health\\_Competencies\\_Tools.aspx](http://www.phf.org/programs/corecompetencies/Pages/Core_Public_Health_Competencies_Tools.aspx)

### SOURCES

- Burning Glass Technologies data analysis of large-scale job postings
- Seltzer, B., & Krasna, H. (2021). *101+ Careers in Public Health, Third Edition*. Springer Publishing Company.
- Core Competencies for Public Health Professionals:  
[http://www.phf.org/resourcestools/Pages/Core\\_Public\\_Health\\_Competencies.aspx](http://www.phf.org/resourcestools/Pages/Core_Public_Health_Competencies.aspx)
- NBPHE Job Task Analysis survey responses (2014) coded by job title
- O\*Net Online: Community Health Worker, <https://www.onetonline.org/link/summary/21-1094.00>
- National Association of Community Health Workers: <https://nachw.org/>
  - National Association of CHW Promising Practices Study:  
[https://nachw.org/chw\\_resources/promising-practices-for-rural-community-health-worker-programs/](https://nachw.org/chw_resources/promising-practices-for-rural-community-health-worker-programs/)
- CDC National Center for Chronic Disease Prevention and Health Promotion CHW Gateway  
<https://www.cdc.gov/chronicdisease/center/community-health-worker-resources.html>
- CHW Training: <https://chwtraining.org/chw-core-competencies-explained/> and  
<https://chwtraining.org/how-to-write-a-job-description-for-the-best-chw-applicants/>
- Rural Health Information Hub, CHW Toolkit:  
<https://www.ruralhealthinfo.org/toolkits/community-health-workers/4/training/certification> and  
<https://www.ruralhealthinfo.org/toolkits/community-health-workers/4/recruiting-hiring-employment-considerations>
- National Academy for State Health Policy: <https://www.nashp.org/state-community-health-worker-models/>
- APHA Policy statement: <https://www.apha.org/policies-and-advocacy/public-health-policy-statements/policy-database/2015/01/28/14/15/support-for-community-health-worker-leadership%C2%A0>
- Stanislaus County, CA CHW Job Task Analysis:  
<https://www.stancounty.com/riskmgmt/docs/dm-forms/jta/hsa-community-health-worker-1-2-3.pdf>
- CHW Core Consensus Project: <https://www.c3project.org/>
- Articles:
  - <https://www1.nyc.gov/assets/doh/downloads/pdf/peer/action-planning-and-implementation-guide.pdf>
  - National Healthcare for the Homeless Council  
<https://nhchc.org/research/publications/chws/roles-and-responsibilities-of-chws/>
  - HRSA CHW Survey, 2007 Health Resources and Services Administration: Bureau of Health Professionals. (March 2007). *Community Health Worker National Workforce Study*.







## Community Health Workers and Promotores Resources Guide

### Appendix C: [Region V Public Health Training Center](#) - Community Health Worker Job Posting



#### Public Health Model Job Posting

# COMMUNITY HEALTH WORKER

**Alternate Titles:** Promotores De Salud; Coach; Lay Health Advisor; Community Health Representative; Peer Mentor; Peer Navigator

**Citation:** Krasna, H. (2022). Public Health Job Descriptions. Region V Public Health Training Center & Center for Public Health Systems. Available at <https://www.rvphtc.org/public-health-job-descriptions-user-guide/>.

Page 1 of 3



## Community Health Workers and Promotores Resources Guide

**Title:** Community Health Worker

**Location:** (City, State; Remote or hybrid options)

(Add Salary Range)

### Make a True Impact by Working with People Most Impacted

In this rewarding role within the XYZ County Health Department, you will build trusting relationships within your community by removing barriers to health and social services. In your day-to-day role, your responsibilities will include:

- **Off-site visits:** making regular home and off-site visits to support residents' health and well-being
- **Case management:** working together to develop a wellness plan and providing coaching to accomplish targets
- **Health education:** Identifying and reinforcing risk reduction behaviors
- **Referrals to resources:** Collaborating with other agencies in making appropriate referrals
- **Direct Service/Advocacy:** Helping to coordinate patient transportation and accompaniment as needed, advocating for the needs of individuals by assisting them in effectively communicating with healthcare or social service providers, acting as a liaison between patient/family and community service agencies.

This position requires a high school diploma or GED. In addition, you must have completed or be willing to complete a formal Community Health Worker training program to obtain a certificate to practice as a Community Health Worker issued by the [redacted] Board of Nursing; the certificate is required within 12 weeks of hire, and training is part of the onboarding process.

You must possess excellent interpersonal, communication, and computer skills, along with the ability to work effectively with a diverse community. Cultural competency/cultural sensitivity and relationship-building skills required. Bilingual or multilingual (Spanish or French) a plus. Candidates must have a valid driver's license and provide their own vehicle and proof of insurance, or otherwise demonstrate access to reliable transportation to and from all assigned work locations.

Become the trusted bridge between your communities and our health services and enjoy excellent benefits and work/life programs, a superior retirement package, and the professional satisfaction of seeing the positive impact of your efforts each day.

Your benefits will include:

- Comprehensive benefits package, including: 20 vacation days per year and 10 paid holidays; medical, dental, and vision coverage; disability insurance; life insurance; transit/parking benefits.
- Training, development, and promotional opportunities
- Flexible work hours or telework options; 35-hour work week with occasional weekend assignments. Full time, usual hours 8:00 a.m.–4:00 p.m., M–F, including lunch break.
- Paid overtime
- A guaranteed pension plan, via [redacted] Retirement System

**Citation:** Krasna, H. (2022). Public Health Job Descriptions. Region V Public Health Training Center & Center for Public Health Systems. Available at <https://www.cphhc.org/public-health-job-descriptions-user-guide/>.

Page 2 of 3

## Community Health Workers and Promotores Resources Guide