We’re thrilled that you’ve joined us here during this historic time in the Community Health Center (CHC) world. The CHC movement has witnessed remarkable strides in the last 50+ years, and we look forward to the next 50. This year’s Western Forum emphasizes the intersection of primary care and the social determinants of health at the heart of our conference theme: health access, equity, and justice.

We applaud the actions taken in recent years by the federal government, as well as many state governments, to make health care more accessible and affordable. That said, we recognize that much more needs to be done for chronically underserved populations and communities, particularly those involving migrant workers. At this year’s Western Forum, we’ve continued the widened scope initiated several years ago, with a focus on building and sustaining those business models that integrate the social determinants of health, innovative workforce strategies involving team-based care and Community Health Workers (CHWs), and effective outreach to vulnerable populations. The mix of topics, session presenters, and keynoter speakers at this Forum is more compelling than ever before.

Progress begins with intention, which is why we’re so thrilled that you’ve dedicated the time and effort to join us. We hope this year’s Western Forum will renew your commitment and passion to serve underserved populations as you network with fellow health advocates and learn from the array of knowledgeable presenters and colleagues. Enjoy your time here and thanks again for all you do to advance health access, equity, and justice for all!

Bruce Gray
Chief Executive Officer
NWRPCA

Go Green

Reuse: We distribute reusable bags to carry conference materials. At the end of the conference, you may choose to drop off your bag at the registration desk so it can be reused/recycled.

Recycle: Please leave your recyclables in designated containers after the conference. We encourage you to drop off your nametag holder at the registration desk for reuse at the next Forum.

To access presentations and handouts from the 2016 Western Forum for Migrant and Community Health, go to:
www.nwrpca.org/wforum2016
Username: forum2016
Password: Westforum16!
We would like to express deep appreciation for the support of our Forum Sponsors:

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**ADVOCATE SPONSOR**

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PACIFIC NORTHWEST AGRICULTURAL SAFETY AND HEALTH CENTER

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This project content is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U58CS06846, “S/RPCAs,” total award $900K, with 65 percent of program funded by nongovernmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.
Keynote Speakers

Nanci Luna Jiménez

Nanci Luna Jiménez is recognized regionally, nationally, and internationally for her highly effective and insightful training, inclusive facilitation, and dynamic speaking with groups of diverse industries and cultural backgrounds. She founded Luna Jiménez Seminars & Associates in 1994 to design and deliver unique programs to encourage personal transformation toward a more just and equitable workplace and world. A Ford Foundation Fellow and a Ph.D. candidate at the University of California–Santa Cruz, she also attended the Universidad de Puerto Rico, Recinto de Río Piedras, and completed El Programa Interdiciplinario de la Mujer at the Colegio de México in Mexico City.

Roberto Dansie, Ph.D.

Maya and ancient wisdom scholar, Roberto Dansie has been internationally recognized as the most eloquent and accessible contemporary authority on cultural diversity. He founded his company, Cultural Wisdom, in 1998, offering wisdom and training for a variety of sectors including universities, hospitals, mental health organizations, disability support organizations, migrant health and education, national refugee and immigrant collaborations, and minority and multicultural organizations. He is a dynamic speaker who brings wisdom, joy, music, and inspiration to all he encounters.

HRSA UPDATE

Tonya Bowers

Acting Associate Administrator, Bureau of Primary Health Care
As head of the Bureau of Primary Health Care (BPHC), Bowers manages a nearly $5 billion budget that supports the health care safety net for many underserved people across the country. Most of these funds support nearly 9,000 health center sites. Bowers also oversees health center program capital investment funding under the Affordable Care Act, which represents the largest capital investment to health centers in the history of the program.

NACHC UPDATE

Joe Gallegos

Senior Vice President of Western Operations, National Association of Community Health Centers
Joe Gallegos joined the National Association of Community Health Centers (NACHC) as senior vice president for Western Operations in 2005. He works with state and regional primary care associations on state and federal policy on behalf of community health centers, supports grassroots advocacy that promote access to primary health care in underserved communities and provides technical assistance and consultation on health center operations.

SPEAKER DISCLOSURES:

Laura Flores, Delta Dental of Washington
Colleen Pacheco, SeaMar
Wilber Ramirez-Rodríguez, Pacific University, Virginia
Garcia Memorial Health Center Providence – Health Promoters’ Program, SALUD Services

CONTINUING EDUCATION

CONTINUING EDUCATION PROCESS
All CEU certificates will be accessible online. Conference participants will be sent an email after the conference with instructions on how to process your CEUs. You will be responsible for completing the process online and printing your certificate. This will be a faster, easier process.

CONTINUING MEDICAL EDUCATION (CME)
Application of CME credits has been filed with American Academy of Family Physicians. Determination of credits is pending. Past conferences have offered up to 13.5 credit hours.

CONTINUING NURSING EDUCATION (CNE)
CNE credits will be awarded through Migrant Clinicians Network. Migrant Clinicians Network is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

CONTINUING DENTAL EDUCATION (CDE)
This program has been approved by the PACE program provided by the Academy of General Dentistry. The formal education programs are accepted by the Academy for Fellowship, Mastership and Membership Maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry.

Each conference breakout session offers 1.5 CME, CNE, and CDE credits. Please see the registration desk for more information.
AmeriCares
AmeriCares U.S. Program is the largest nonprofit provider of medical aid to organizations serving low-income uninsured patients in the U.S. Last year, AmeriCares U.S. Program delivered $117 million in medicine, supplies, education, and training to a network of health providers serving more than five million patients in need. AmeriCares helps partner clinics increase capacity, provide comprehensive care, improve health outcomes, and reduce costs for patients.
203-658-9690
www.americares.org

Angel Flight West
Angel Flight West arranges free air transportation for people who need to travel long distances to access non-emergency health care and other essential services. Our volunteer pilots and commercial airline partners donate all flight costs. There’s never a charge for an Angel Flight West mission.
888-426-2643
www.angelflightwest.org

Bastyr University
Bastyr University is a nonprofit, private university offering graduate and undergraduate degrees, with a multidisciplinary curriculum in science-based natural medicine. Recognized globally for its rigorous curriculum and strong research, the University has a primary campus in Kenmore, Washington, and a second campus in San Diego, California. Bastyr’s international faculty teaches the natural health sciences with an emphasis on integrating mind, body, spirit, and nature. A pioneer in natural medicine since its inception, Bastyr continues to be in the forefront of developing the model for 21st-century medicine.
425-602-3000
www.bastyr.edu

Food and Drug Administration
The U. S. Food and Drug Administration is an agency within the Department of Health and Human Services. FDA is responsible for promoting and protecting the public health by assuring the safety and efficacy of human and veterinary drugs, vaccines, blood, and other biological products, medical devices and radiation-emitting products; by assuring the safety of food, cosmetics, animal feeds, and dietary supplements; and by regulating tobacco products.
949-608-4407
www.fda.gov

Foundation for Healthy Generations
We believe that people and communities thrive when all are healthy, included, and connected. Complex social issues like building healthy communities outpace the ability of any one organization to solve them. We provide strategically targeted philanthropic dollars from our investment fund along with technical expertise and convening for key community and leadership learning to invest in community-based health solutions.
206-824-2907
www.healthygen.org

Institute for Healthcare Advancement
The Institute for Healthcare Advancement (IHA) is dedicated to empowering people to better health. IHA is a not-for-profit, 501(c)(3) public benefit charity.
To fulfill our mission, we
• publish easy-to-read books, and teacher manuals.
• organize an annual continuing education health literacy conference.
• offer health literacy rewrite/redesign and original writing and graphic design service.
• evaluate your patient education materials and communications (field testing with focus groups and one-on-one interviews).
562-690-4001
www.iha4health.org
The Inline Group

The Inline Group sources primary care candidates. That is all we do. Using our “Primary Care Job Search” app, extensive database, multiple external resources, cold calling, email, and direct mail campaigns, we match candidates to opportunities. Qualified candidates then speak directly to you, the best person qualified to recruit them. You will not pay a placement fee. Start and stop on your terms. Could you spend less time, less money, and consistently reach the best candidates? Yes, you can.

866-211-3874
www.theinlinegroup.com

MHP Salud

MHP Salud implements CHW programs to empower underserved Latino communities and promotes the CHW model nationally as a culturally appropriate strategy to improve health.

800-461-8394
www.mhpsalud.org

Migrant Clinicians Network, Inc.

Migrant Clinicians Network (MCN) is a 501(c)(3) nonprofit business that creates practical solutions at the intersection of poverty, migration, and health. MCN employs a professional staff of 25 based in five offices across the U.S. that carry out its work of serving as a professional home for clinicians serving migrants. Our work is overseen by a board of directors comprised of frontline clinicians, researchers, policy makers, and academics with experience in and commitment to migrant health and serving vulnerable populations. Within that scope, MCN engages in research, develops appropriate resources, advocates for mobile populations and clinicians, engages outside partners, and runs programs that support clinical care on the frontline of migrant health.

512-327-2017
www.migrantclinician.org

National Center for Farmworker Health, Inc.

The National Center for Farmworker Health (NCFH) is a private, not-for-profit corporation located in Buda, Texas, dedicated to improving the health status of agricultural worker families by providing information services, training and technical assistance, and a variety of products to community and migrant health centers nationwide, as well as organizations, universities, researchers, and individuals involved in agricultural worker health.

512-312-2700
www.ncfh.org

National Network of Libraries of Medicine, Pacific NW Region

The National Library of Medicine (NLM), has been a center of information innovation since its founding in 1836. The world’s largest biomedical library, NLM maintains and makes available a vast print collection and produces electronic information resources on a wide range of topics that are searched billions of times each year by millions of people around the globe. It also supports and conducts research, development, and training in biomedical informatics and health information technology. In addition, the Library coordinates a 6,000-member National Network of Libraries of Medicine that promotes and provides access to health information in communities across eight regions of the U.S.

206-543-8262
https://nnlm.gov/pnr

Pacific University

The Pacific University College of Health Professions offers bachelor’s, master’s and doctoral programs, as well as advanced graduate study, in a wide range of health professions, all designed to prepare students for careers in health care practice and health-related research. Our programs are dedicated to preparing leaders in innovative health care for a diverse global community.

1-877-PAC-UNIV
www.pacificu.edu

PeaceHealth Laboratories

PeaceHealth Laboratories is a division of PeaceHealth, a not-for-profit health care system with a mission of promoting personal and community health. PeaceHealth Laboratories provides comprehensive laboratory services throughout the Pacific Northwest and specialty testing to clinicians and employers across the U.S. With 12 testing laboratories and 27 patient service centers in three states, PeaceHealth Laboratories is one of the largest laboratory systems in the region.

800-826-3616
peacehealthlabs.org

Pfizer RxPathways

For more than 25 years, Pfizer has offered a number of assistance programs to help eligible patients access their prescription medicines. Now, to answer patients’ changing needs and make our services more accessible, we’ve combined our existing programs into one program called Pfizer RxPathways. Pfizer RxPathways is a comprehensive assistance program that provides eligible patients with a range of support services, including insurance counseling, co-pay assistance, and access to medicines for free or at a savings.

800-TRY-FIRST
http://www.pfizerrxpathways.com/
UnitedHealthcare Community Plan

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with more than 850,000 physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit www.uhc.com or follow @myUHC on Twitter.

877-542-8997
UHCCommunityPlan.com/WA

University of Washington DEOHS Continuing Education Programs

The UW Department of Environmental and Occupational Health Sciences (DEOHS) Continuing Education Programs offers professional development training to practitioners in a variety of fields including occupational medicine, occupational health nursing, industrial hygiene, and workplace safety. The UW DEOHS Continuing Education Programs also offer the only OSHA-authorized training in region 10 (WA, OR, ID, and AK).

206-543-1069
www.osha.washington.edu

WA State Allied Health Center of Excellence

The Allied Health Center of Excellence (AH COE) is committed to addressing Washington State’s health care workforce needs of today and tomorrow. Acting as a broker of information and resources related to the Allied Health industry for community-based organizations, industry representatives, economic development organizations, community and technical colleges, secondary education, and two/four-year colleges and universities.

509-574-6863
www.yvcc.edu/coe

WA State Department of Labor and Industries – Hispanic Outreach Program

L&I is a diverse state agency dedicated to the safety, health, and security of Washington’s 2.5 million workers. L&I helps employers meet safety and health standards, and it inspects workplaces when alerted to hazards. As administrators of the state’s workers’ compensation system, L&I is similar to a large insurance company, providing medical and limited wage-replacement coverage to workers who suffer job-related injuries and illness.

360-902-5316
www.lni.wa.gov
### Wednesday, February 24, 2016

#### 7–8 a.m. • Registration and Continental Breakfast • Plaza Foyer

#### 8–10 a.m. • Opening Plenary with Nanci Luna Jimenez • Pavilion Ballroom

#### 10–10:30 a.m. • Break with Exhibitors • Plaza Foyer

#### 10:30 a.m.–12 p.m. • Conference Sessions

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<td>1 - Migrant Health 101: An Introduction to Migrant Health</td>
<td>2 - From Access to Care to Community Empowerment: (Re)-discovering the Role of Community Health Workers (CHWs)</td>
<td>3 - Community Health Needs Assessment: A Vehicle for Achieving Health Equity</td>
<td>4 - Leadership: A Collaborative, Creative, and Culturally Competent Framework</td>
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<tr>
<td>Alexis Guild, Farmworker Justice; Edith Hernandez, Health Outreach Partners; Hilda Ochoa Bogue, National Center for Farmworker Health</td>
<td>Nuha Elkugia, Neighborcare; Colleen Pacheco, SeaMar; Jillene Joseph, Native Wellness Institute</td>
<td>Pamela Byrnes, John Snow, Inc.</td>
<td>Mary-Jo Ybarra Vega and Priscilla Tovar, Moses Lake Community Health Center</td>
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Broadway 1 & 2 Pavilion East Broadway 3 & 4 Pavilion West

#### 12–1:30 p.m. • Lunch on your own

#### 1:30–3 p.m. • Conference Sessions

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<tr>
<th>5 - Clinical Topics in Migrant Health Care: Head to Toe Clinical Assessment</th>
<th>6 - Models for Addressing Oral Health Disparities</th>
<th>7 - Health Equity in Government: Local, State and Federal Perspectives</th>
<th>8 - Board Leadership Development: Recruiting and Retaining Agricultural Workers</th>
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</thead>
<tbody>
<tr>
<td>Barbara Hollinger, Emeritus, University of California–Davis</td>
<td>Wilbur Ramirez-Rodriguez, Pacific University; Ileana Maria Ponce-Gonzalez, Migrant Clinicians Network; Laura Flores Cantrell, Washington Dental Foundation</td>
<td>Alfonso Rodriguez-Lainz, Centers for Disease Control and Prevention; Carol Cheney, Oregon Health Authority; Judith Mowry, Portland Office of Equity and Human Rights</td>
<td>Hilda Ochoa Bogue, National Center for Farmworker Health</td>
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</tbody>
</table>

Broadway 1 & 2 Pavilion East Broadway 3 & 4 Pavilion West

#### 3–3:30 p.m. • Break with Exhibitors • Plaza Foyer

#### 3:30–5 p.m. • Conference Sessions

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<tbody>
<tr>
<td>Megan O’Brien and Caitlin Ruppel, Health Outreach Partners</td>
<td>Susan Kunz, Mariposa Community Health Center</td>
<td>Elizur Bello, Gabriel Muro, Yesenia Castro, Leticia Valle, and Maria Antonia Sanchez, The Next Door; Lorena Sprager, Providence Hood River</td>
<td>Jose Reyes, Cultural Competency Consulting, LLC</td>
</tr>
</tbody>
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Broadway 1 & 2 Pavilion East Broadway 3 & 4 Pavilion West

#### 5:30–6:30 p.m. • Poster Session/Research Reception • Skyline 1 & 2

#### 6:30–8:30 p.m. • Welcome Reception • Skyline 1 & 2

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**Share your Western Forum experience as it’s happening!**

Post about sessions you are attending on social media with the hashtag #westernforum16
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<tr>
<td>8:30–10 a.m.</td>
<td>Conference Sessions</td>
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<tr>
<td>13 - Increasing Access to Care: Verifying Agricultural Worker Status</td>
<td>Alicia Gonzales, National Center for Farmworker Health, Inc.</td>
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<tr>
<td>14 - Community-University Partnerships: Finding Solutions to Farm and Forest Worker Health and Safety</td>
<td>Butch de Castro, University of Washington–Bothell; Teresa Andrews, University of California–Davis; Carl Wilmsen, Northwest Forest Worker Center; Marcy Harrington, University of Washington, Pacific Northwest Agricultural Safety and Health Center; Victoria Adela Breckwich Vasquez, University of Washington–Bothell</td>
</tr>
<tr>
<td>15 - People on the Move: Global Migration in Context</td>
<td>Dr. Tina Castañeras, One Community Health</td>
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<tr>
<td>16 - Integrating CHWs into the Health and Social Systems of Care through Training, Certification, Model Programs and Funding</td>
<td>Kathleen Marie Spencer, Rural Assistance Center; Diana Abeyta, New Mexico Department of Health</td>
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<tr>
<td>Broadway 1 &amp; 2</td>
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<tr>
<td>10:30–12 p.m.</td>
<td>Conference Sessions</td>
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<tr>
<td>17 - A Conversation to Improve Farmworker Health Insurance Enrollment</td>
<td>Alexis Guild, Farmworker Justice; Aracely Navarro, California Primary Care Association</td>
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<tr>
<td>18 - Eliminating Health Inequities: Partnerships and Lessons from Community-Based Participatory Research to Address Childhood Asthma</td>
<td>Griselda Arias, Yakima Valley Farm Workers Clinic; Elizabeth Torres, NCEC/Radio KDNA</td>
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<tr>
<td>19 - Immigration 101 and Maximizing Immigrant Access to Health Centers</td>
<td>Roger Rosenthal, Migrant Legal Action Program</td>
</tr>
<tr>
<td>20 – Utilizing Multi-Tiered CHW Models to Enhance Program Outreach and Impact</td>
<td>Patria Alguila and Elaine Ezekiel, MHP Salud</td>
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<tr>
<td>21 - Promoting Health Care Access to Lesbian, Gay, Bisexual and Transgender (LGBT) Farmworkers</td>
<td>Adrianna Sicari, National LGBT Health Education Center; Michael Malloy, Massachusetts League of Community Health Centers; Alexis Guild, Farmworker Justice</td>
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<tr>
<td>22 - Going from Good to Extraordinary: Building Great Relationships</td>
<td>Luzman Vigil and Roma Ferriter, North County Health Services</td>
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<tr>
<td>23 - Advancing Immigrant Health Through Coalition Building</td>
<td>Aracely Navarro, California Primary Care Association; Ana Grande, Clinica Romero; Betsy Estudillo, California Immigrant Policy Center</td>
</tr>
<tr>
<td>24 - CHWs Make Cents: A Return on Investment Analysis</td>
<td>Gayle A. Lawn-Day, MHP Salud</td>
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<tr>
<td>25 - Grassroots Advocacy in Farmworker Communities: Engaging and Empowering the Farmworker Community</td>
<td>Alexandra Harris, National Association of Community Health Centers</td>
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<tr>
<td>26 - Migrant Students: Fostering Health Care Partnerships That Work for Kids and Their Families</td>
<td>Jillian Hopewell, Migrant Clinicians Network; Tammy Alexander, School Based Health Alliance</td>
</tr>
<tr>
<td>27 - Driving the Message on Immigrant Health</td>
<td>Carolina Gamero, California Immigrant Policy Center; Marisol Aviña, The California Endowment</td>
</tr>
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<td>28 - Engaging Policy and Decision-Makers to Create Change for CHWs</td>
<td>Kathy Burgoyne, Foundation for Healthy Generations; Julie Smithwick, University of South Carolina; Lakeesha Dumas, Oregon Community Health Worker Association</td>
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# Western Forum 2016

**Friday, February 26, 2016**

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## Health Care Delivery

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<td>29 - Linking Clinical Care with Community Support: Integrating CHWs into Patient Care Teams</td>
<td>Shannon Lijewski, Michigan Primary Care Association</td>
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<tr>
<td>30 - Using Effective Health Education Tools to Reach Your Patients</td>
<td>Alicia Gonzales, National Center for Farmworker Health, Inc.</td>
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<tr>
<td>31 - Parity for Farmworkers: Update on Revised Worker Protection Standards Regarding Pesticide Exposures</td>
<td>Kerry Brennan, Migrant Clinicians Network; Derrick Terada, Environmental Protection Agency; Chelly Richards, Farmworker Justice</td>
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<tr>
<td>32 - Popular Education: Training and Empowering Community Health and Education Workers</td>
<td>Monica Juarez and Ben Escalante, Community Capacitation Center</td>
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## Outreach

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<td>33 - Pfizer Rx Pathways: Facilitating Access to Pfizer Medicines for Patients in Need</td>
<td>Roy Cosme, Arcos Communications, Pfizer Representative</td>
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<tr>
<td>34 - Engaging Organizations to Provide Pesticide Education</td>
<td>Valentin Sanchez and Santiago Ventura, Oregon Law Center; Rafaela Salvador, Pineros y Campesinos Unidos del Noroeste</td>
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<tr>
<td>36 - CHWs and Promotores: Leading Systems, Policy and Environmental Change</td>
<td>Gretchen Hansen, Foundation for Healthy Generations; Martha Monroy, University of Arizona; Floribella Redondo, Arizona Community Health Worker Association; Lisa Miller, Salishan Community Health Advocates</td>
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## Policy

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- @NWRPCA | #westernforum16
- Northwest Regional Primary Care Association

**www.NWRPCA.org**
SESSION 1

Migrant Health 101 — An Introduction to Migrant Health

This workshop offers a comprehensive orientation to the migrant health program in the U.S. Whether you are new to the migrant health field or someone that needs a refresher, join us for a look into the fascinating world of the health care program for migrant and seasonal agricultural workers and their families. In this workshop, you will learn the history of agricultural migration, the structure of the migrant health program, and the people and organizations that make migrant health care possible. Learn about agricultural workers, their health care needs, and the system of care that works for them.

Learning Objectives:

1. Identify the migrant and seasonal agricultural workers (MSAW) population and the challenges of farm work in the U.S.
2. Understand the history, structure, and requirements of the federal migrant health program, and explain the system of care for MSAW.
3. Discuss the numerous resources available for health centers nationwide to access training and technical assistance.

Presenters: Alexis Guild, Farmworker Justice; Edith Hernandez, Health Outreach Partners; Hilda Ochoa Bogue, National Center for Farmworker Health

SESSION 2

From Access to Care to Community Empowerment: (Re)-discovering the Roles of CHWs

CHWs have played a key role in the U.S. health care system for over 50 years. The Migrant Health Act of 1962 and Economic Opportunity Act of 1964 mandated the use of community-based outreach workers in migrant camps and low-income neighborhoods, respectively, and in 1968 the Indian Health Service established the Community Health Representative Program. Since the passage of the Affordable Care Act, interest in the CHW model has grown significantly. But, one size does not fit all and it can be challenging to navigate the extensive library of models to find one that works for a specific clinic, population or location. This panel will feature three CHW models addressing diverse populations within three different settings. Hear about effective approaches, program structures, and neighborhood collaborations using CHWs to improve community health outcomes.

Learning Objectives:

1. Describe the different components of an effective and successful CHW program.
2. Understand the role of CHWs in public housing, urban Indian communities, and migrant health efforts.
3. Identify how CHW outreach, education, and wellness activities can increase health care access and improve population health.

Presenters: Nuha Elkugia, Neighborcare Health; Colleen Pacheco, Sea Mar CHC; Jillene Joseph, Native Wellness Institute
SESSION 3

Community Health Needs Assessment: A Vehicle for Achieving Health Equity

The Affordable Care Act (ACA) includes numerous provisions that are explicitly intended to reduce health disparities and improve the health of medically underserved populations. The most recognized of these provisions is the expansion of health insurance coverage. Lesser known provisions are those that seek to address the underlying socio-economic and environmental conditions, or social determinants of health, that perpetuate health inequities. Understanding how these conditions affect health through a comprehensive community health needs assessment (CHNA) is critical. Under the ACA, CHNAs are a requirement of public health agencies and hospital organizations. Community health centers (CHCs) are also required to conduct needs assessments as part of their funding from Health Resources and Services Administration. This session will review the principles of a CHNA and examine strategies for CHCs to collaborate with other entities in order to foster broader community health improvement strategies and strengthen collective impact.

Learning Objectives:
1. Identify provisions in the ACA that support health equity.
2. Identify CHNA principles and collaborations that can be leveraged to advance community health improvement plans.
3. Identify strategies that can facilitate the integration of a social determinants of health framework into a community health needs assessment.

Presenter: Pamela Byrnes, John Snow, Inc.

SESSION 4

Leadership: A Collaborative, Creative, and Culturally Competent Framework

Strong leadership is critical for successful operations, programs, and teamwork in the health center setting. Leaders who reflect the communities they serve, while also being innovative, can enhance the visibility and effectiveness of an organization. This interactive session will give participants the opportunity to examine their potential to be strong and effective leaders. We will explore ways the cultural and ethnic characteristics of a community influence management and supervisor roles. Participants will have an opportunity to reflect on individuals who have inspired them in their role as a leader or aspiring leader.

Learning Objectives:
1. Explore and assess your own potential as a leader, including fears and aspirations.
2. Understand how groups of diverse ethnic cultures can influence one another and how diversity can improve the workplace.
3. Learn the foundations of effective leadership and the difference between collaborative and personal leadership.

Presenters: Mary-Jo Ybarra Vega and Priscilla Tovar, Moses Lake Community Health Center
SESSION 5

Clinical Topics in Migrant Health Care: Farmworker Head to Toe Clinical Assessment

Agricultural workers are at risk for physical, chemical, and biological exposures at their worksites as well as for work-related injuries. Many workers also suffer psychological distress from traumatic border crossings, family separation, fear of deportation, and job uncertainty. Conducting a careful medical, family, social, and occupational history is an important tool to assess an individual’s unique risk factors. Thorough head to toe physical assessments based on risk factors specific to the farmworker population are necessary to provide optimal health care for agricultural workers. This presentation will cover these topics as well as present a Farmworker History and Physical Assessment Checklist. Participants will have the opportunity to provide insight and feedback on the Checklist’s usefulness for possible revision.

Learning Objectives:

1. Identify five important areas of current and past medical history to review with farmworkers.
2. Identify at least one area of increased health risk for each head to toe system discussed.
3. Understand and use the Farmworker History and Physical Assessment Checklist.

Presenter: Professor Emeritus Barbara Hollinger, UC–Davis

SESSION 6

Models for Addressing Oral Health Disparities

This session will describe models for addressing oral health disparities in communities with limited access to oral health care. The first model is Oregon’s practice for dental hygienists and the Smile Care Everywhere program. Smile Care Everywhere is conducted in collaboration with community organizations, creating sustainability within the Expanded Practice Dental Hygienist rules set by the Oregon Board of Dentistry. The second model is Washington Dental Service Foundation’s Oral Health Training for CHWs: a culturally proficient education program developed with Migrant Clinicians Network to engage CHWs to address oral health in underserved communities. This training is designed to increase general oral health knowledge and improve home habits and prevention skills, and to identify dental resources in the area within the context of social, cultural, economic, structural, and geographic factors that affect oral health. Evaluation results and findings related to health equity of refugee and immigrant populations will be discussed.

Learning Objectives:

1. Identify methods of integrating oral health messages to increase access to underserved communities through innovative models that meet local needs.
2. Understand the process for developing a CHW oral health education program.
3. Describe the most commonly reported barriers and key factors contributing to oral health disparities in accessing dental care in immigrant and refugee populations.

Presenters: Ileana Maria Ponce-Gonzalez, MD, MPH, CNC, Migrant Clinicians Network; Laura Flores Cantrell, Washington Dental Service Foundation; Wilber Ramirez-Rodriguez, Pacific University and Virginia Garcia Memorial Health Center
SESSION 7

Health Equity in Government: Federal, State, and Local Perspectives

Promoting health equity has been a core value of community health centers since the program’s inception over 50 years ago. In recent years, health equity has not only become a buzz word in the health arena but a key focus area for governmental agencies. This session will feature government viewpoints on health equity from federal, state, and local perspectives. Participants will gain a broader understanding of government efforts to promote, address, and improve health equity for their communities. Specifically, panelists will address how governmental agencies are collaborating with communities to build coalitions and programs to address health disparities and improve health equity in marginalized communities.

Learning Objectives:
1. Understand how government agencies are addressing health equity in their communities.
2. List specific initiatives around data collection, language access, and coalition building.
3. Explain how government agencies are using community wisdom for collaboration.

Presenters: Alfonso Rodriguez, Centers for Disease Control; Carol Cheney, Oregon Health Authority; Judith Mowry, Office of Equity and Human Rights

SESSION 8

Board Leadership Development: Recruiting and Retaining Agricultural Workers

CHCs must be governed by a board consisting mostly of users of services provided at the health center. Members of the board are required to reflect the demographics (i.e. age, race, and ethnicity) of the communities served by the health center. Additionally, health centers receiving federal funds to provide health services to migratory and seasonal agricultural workers (MSAWs) must comply with requirements regarding special populations (MSAWs, individuals/families experiencing homelessness, and those living in public housing). Organizations that focus on these populations often times have difficulty recruiting, training and retaining farmworkers to serve on boards. This workshop focuses on leadership development for board recruitment of MSAWs. Participants will learn the structure and main functions of CHCs, and create strategies for recruitment and retention.

Learning Objectives:
1. Identify three barriers that prevent agricultural workers from actively participating in boards of CHCs.
2. Explain at least six of the HRSA required responsibilities of CHC board members.
3. Identify at least three strategies to improve the recruitment and retention of agricultural workers as board members.

Presenter: Hilda Ochoa Bogue, National Center for Farmworker Health
SESSION 10

Mujer a Mujer: Peer Mentorship for Mothers

Mariposa Community Health Center is a Federally Qualified Health Center on the U.S.-México border in Nogales, Arizona. Mariposa supports a Family Learning Center that provides free adult education for the parents of children under the age of 10. These families are predominantly Hispanic/Latino of Mexican origin, Spanish-speaking, and largely undocumented. The purpose of the adult education component is to help parents advance their education and employment to better provide for their families. Community volunteers help teach ESL, GED, basic computing, and obtaining U.S. Citizenship, while childcare providers interact with the children of participating parents.

Learning Objectives:
1. Understand the basics of a peer mentorship program for mothers of Mexican origin.
2. Describe how mentorship success is measured.
3. Discuss how mentors and mothers can benefit from this program.

Presenter: Susan Kunz, Mariposa Community Health Center

SESSION 9

Taking Services Beyond Health Center Walls: HOP’s New Training Module Pilot on Clinical Outreach

From backpack and street medicine to mobile clinics and vans, clinical outreach is an approach that meets individuals and communities where they are and extends primary health care beyond fixed health center sites, bringing health care into settings that best fit the individual needs and context of patients and community members. It can also be an effective way for health centers to expand access to their services, increase efficiency, and strengthen the delivery of integrated care. Health Outreach Partners (HOP) will pilot a training module based on HOP’s newly developed and released Outreach Reference Manual: Clinical Outreach Chapter. Through small group activities and case studies, participants will learn about different approaches to clinical outreach and assess their own experiences. Whether you are new to clinical outreach or interested in strengthening existing services, HOP invites you to participate in this workshop session and provide feedback on this new training module’s content and activities.

Learning Objectives:
1. Describe clinical outreach and how it benefits patients and the health center.
2. Identify at least two different approaches to providing clinical outreach.
3. Understand and apply the tools and resources in HOP’s Outreach Reference Manual: Clinical Outreach Chapter.

Presenters: Megan O’Brien and Caitlin Ruppel, Health Outreach Partners

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SESSION 11
Social Determinants of Health, CHWs, and Economic Development

CHWs play a key role in addressing the social determinants of health. This workshop presents an expanded vision of the potential roles and impacts CHWs can have within their communities. CHWs will guide participants through popular education activities to build upon and share knowledge about the social determinants of health. Examples of how CHWs can drive innovative solutions to social and health disparities will be presented interactively, with a particular focus on the field of economic development.

Learning Objectives:
1. Define social determinants of health and recognize roles CHWs can play in addressing the social determinants of health.
2. Understand why CHWs are well-positioned to address the social determinants of health and determine how to successfully integrate CHWs into the health center, including CHW job creation.
3. Experience replicable popular education learning methods facilitated by CHWs.

Presenters: Elizur Bello, Gabri Muro, Yesenia Castro, Leticia Valle, and Maria Antonia Sanches, The Next Door; Lorena Sprager, Providence Hood River

SESSION 12
If You Build It, They Will Come: A Model for Sustaining Cultural Competency in Your Organization

Cultural competency is a major variable in delivering equitable services to diverse consumers and families. In the field of health and mental health, cultural competency is often viewed as a population-based process. However, emphasis on population-based cultural competency tends to focus on individual practice and can lead to overlooking the role that organizations play in building and sustaining cultural competency. This session will present results and lessons learned from a four-year cultural competency implementation project with over 30 health and mental health programs. Participants will learn the basic tenets of constructing the foundational structures to build, integrate, and sustain cultural competency within their organization(s).

Learning Objectives:
1. Define cultural competency as a skills-based process.
2. Describe the process of how to build cultural competency indicators.
3. Apply the stages and processes that lead to organizational integration of cultural competency.

Presenter: Jose Reyes, Cultural Competency Consulting, LLC

SESSION 13
Increasing Access to Care: Verifying Agricultural Worker Status

Recent changes to the interpretation of agriculture in the migrant health program have resulted in new opportunities for health centers to increase and broaden the scope of their outreach efforts to agricultural workers in their communities. This session will provide an overview of the federal definition of agriculture, including: qualifying tasks and industries, the classification of agricultural workers, and the guidance from the 2015 Uniform Data System (UDS) for accurate reporting. Session participants will have an opportunity to apply the information presented with case studies to illustrate the most common challenges in the verification process. Resources and tools will be shared to support implementing effective processes and procedures in verifying the agricultural workers’ status of patients. Learn how to actively get involved with the Ag Worker Access 2020 Campaign, which aims to increase the number of agricultural workers served by community and migrant health centers to two million by the year 2020.

Learning Objectives:
1. Describe the relationship between verification of special population status, UDS reports, program requirements, and health center funding.
2. Identify the difference between verification of agricultural status and financial screening.
3. Learn about the Ag Worker Access 2020 Campaign and how to get involved.

Presenter: Alicia Gonzales, National Center for Farmworker Health, Inc.
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SESSION 14

Community-University Partnerships: Finding Solutions to Farm and Forest Worker Health and Safety

Compared to the rest of the U.S. population, Latino immigrants are at increased risk of illness and injury due to lifestyle factors as well as hazards in the workplace. Participatory educational programs and interventions are promising ways of addressing these risks. This session will present two community-university partnerships aimed at addressing health and occupational safety issues of farmworker and forest workers. The Pasos Saludables program is a collaborative effort between the Western Center for Ag Health and Safety, UC–Davis, and Reiter Affiliated Companies. The Sí Sé Bosque project is a joint research/worker-education project of the Pacific Northwest Agricultural Safety and Health Center, UW, the Northwest Forest Worker Center, and the Labor Occupational Health Program, UC–Berkeley. Representatives of these collaborations will discuss the benefits and challenges of using participatory methods, including digital narratives, in addressing the general and occupational safety and health of at-risk populations.

Learning Objectives:
1. Describe principles of participatory adult education methods in addressing factors that affect the health and safety of farm and forest workers.
2. Utilize digital narratives as educational tools for helping workers and employers lower the risk of occupational injury and illness.
3. Understand the benefits and challenges of using participatory adult education methods to empower workers to make educated choices regarding their health and safety.

Presenters: Butch de Castro, UW–Bothell; Teresa Andrews, UC–Davis; Carl Wilmsen, Northwest Forest Worker Center; Marcy Harrington, UW, Pacific Northwest Agricultural Safety and Health Center; Victoria Adela Breckwich Vasquez, UW–Bothell

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SESSION 15

People on the Move: Global Migration in Context

Never before have people from so many places been on the move, leaving their own nations or regions. We’ve long regarded migration for agricultural labor to be a matter of “making a better life.” We’ve focused our attention on U.S. immigration policy and justice issues here once newcomers have arrived. But racism and nativism have emerged more strongly than ever as migrants and refugees from impoverished countries seek refuge in wealthier nations. What’s going on? What is the relevant history? What should we expect for the future? We will discuss global forced migration — why most people leaving their homelands today have no choice but to leave due to violence, trafficking, coercion, climate change, and natural disaster. Only by recognizing this context can we address, together, the questions of “who is my neighbor?” and rise to our moral obligations as global citizens.

Learning Objectives:
1. Identify three or more reasons for forced migration, affecting people from at least two regions of the world.
2. Describe how mass global migration might influence society’s discussions in the U.S., today and in the future.
3. Name three or more countries that are assisting global migrants and refugees, and describe how they are doing so.

Presenters: Tina Castañares, board member, One Community Health
SESSION 16

Integrating CHWs into the Health and Social Systems of Care through Training, Certification, Model Programs, and Funding

This session will discuss the design, development, and implementation of an effective CHW workforce. Discussion will focus on certification, training, model programs, funding, and other opportunities to support and sustain a CHW program. The presentation will detail how community and CHW partnerships can be formed to support CHW workforce development. In addition, participants will learn about outcomes and challenges of the policy process and the stages of CHW program development and state certification.

Learning Objectives:
1. Identify proven strategies for the design, development, and implementation of CHW programs, including certification, training, and forming partnerships.
2. Recognize successful CHW programs and training models tailored to meet the unique needs of the community.
3. Locate funding opportunities to develop, sustain, and further advance CHW programs.

Presenters: Kathleen Marie Spencer, Rural Assistance Center; Diana Abeyta, New Mexico Department of Health

SESSION 17

A Conversation to Improve Farmworker Health Insurance Enrollment

During this solutions-oriented session, participants will have the opportunity to discuss and share their ideas to improve health insurance enrollment for farmworkers and their families. The federal marketplace and state marketplaces will be discussed. Through structured dialogue in small and large groups, participants will develop a list of challenges, ideas, and innovative strategies. Participants’ ideas will be written up and shared with conference organizers, session participants, and federal officials. Participants are encouraged to bring their outreach and enrollment resources to share with others.

Learning Objectives:
1. Initiate conversations about challenges faced by health centers to enroll farmworkers and their families in health insurance.
2. Develop a list of strategies and ideas to share with federal officials, conference organizers, and session participants.
3. Share resources and tools across states to support farmworker outreach and enrollment.

Presenters: Alexis Guild, Farmworker Justice; Aracely Navarro, California Primary Care Association

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SESSION 18
Eliminating Health Inequities: Partnership and Lessons from Community-Based Participatory Research to Address Childhood Asthma

This presentation will describe the partnership between a health center, an educational community center, and a local university. Examples of partnerships, including community-based participatory research, will be discussed. Hear about the advantages and disadvantages of partnerships collaborating on a community level. Participants will learn how to remain community-focused through mission-driven work that best serves their communities.

Learning Objectives:
1. Identify potential partnerships that participants can form in their efforts beyond their community.
2. Assess the readiness of your organization to form outside research partnerships.
3. Recognize how research partnerships can improve health and impact personal growth and development.

Presenters: Griselda Arias, Yakima Valley Farm Workers Clinic; Elizabeth Torres, NCEC/Radio KDNA

SESSION 19
Immigration Policy 101 and Maximizing Immigrant Access to Health Centers

Immigrants and their families are a critically important part of the population served by migrant and community health centers. This session will focus on explaining the complex world of U.S. immigration policy step-by-step. It will review government agencies responsible for immigration regulations and explain basic concepts. This workshop will also review current immigration policy regarding the legalization process and immigration law enforcement. Participants will learn about administrative actions on immigration taken by the President. The goal will be to provide health center staff with information that will enable them to better assist immigrant patients.

Learning Objectives:
1. Understand the current status of immigration policy and proposals as they affect farmworker families.
2. Design and implement health programs/service delivery, intake, and outreach activities to maximize immigrant access and participation.
3. Explain policies and proposals to farmworkers and their families while debunking misunderstandings and protecting families from unscrupulous individuals.

Presenter: Roger Rosenthal, Migrant Legal Action Program
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SESSION 20
Utilizing Multi-Tiered CHW Models to Enhance Program Outreach and Impact

In this interactive session, MHP Salud will highlight the collaboration between staff and volunteer CHWs in two of its CHW programs in underserved Latino communities. Budgeting considerations for an integrated program model and suggestions for creative and focused supervision will be discussed. Participants will also engage in small group activities and discuss how to replicate the model in their own organizations or communities. An MHP Salud CHW will share her experiences working within this model as well as her insights and feedback.

Learning Objectives:
1. Differentiate the roles of a staff and a volunteer CHW.
2. Describe the benefits of using a combined staff and volunteer CHW model to expand health center outreach and impact on migrant seasonal agricultural farmworkers and their families.
3. Identify strategies to develop a combined CHW program model to enhance services to the community.

Presenters: Patria Alguila and Elaine Ezekiel, MHP Salud

SESSION 21
Promoting Health Care Access to Lesbian, Gay, Bisexual, and Transgender (LGBT) Farmworkers

It is a common misconception that there are few LGBT individuals within the farmworker community. As a result, their health care needs are often overlooked. This interactive workshop will address the unique challenges faced by LGBT farmworkers, in an effort to ensure that health care providers can deliver quality care to this vulnerable population. In both small and large groups, presenters and participants will discuss best practices and resources to ensure high quality care. This workshop is based on an issue brief developed by Farmworker Justice and the National LGBT Health Education Center.

Learning Objectives:
1. Understand the unique challenges and health care needs of LGBT farmworkers.
2. Use tools and resources to support LGBT farmworker patients and ensure the best quality of care.
3. Develop strategies to educate staff and engage LGBT farmworker patients during outreach and clinic visits.

Presenters: Alexis Guild, Farmworker Justice; Adrianna Sicari, National LGBT Health Education Center; Michael Malloy, Massachusetts League of Community Health Centers
SESSION 22

Going from Good to Extraordinary: Building Great Relationships

North County Health Services (NCHS) is a system of ten CHCs throughout North County, San Diego. NCHS has developed a comprehensive program called Building Great Relationships (BGR) to become the premier provider of choice. In 2012, BGR was implemented to shift the culture of the organization to improve the NCHS experience through excellent customer service. In this presentation, NCHS will discuss how organizational needs were assessed in the development of the BGR program and what strategies were used to execute the program.

Learning Objectives:
1. Assess organizational needs to improve customer service.
2. Understand the development and overview of the BGR program.
3. Describe strategies to implement and evaluate the BGR program.

Presenters: Luzman Vigil and Roma Ferriter, North County Health Services

SESSION 23

Advancing Immigrant Health through Coalition Building

The Health for All Coalition in California seeks county and statewide solutions to cover the remaining uninsured, regardless of immigration status. The Coalition is driven by a diverse group of over 80 organizations, including immigrant rights, health advocates, labor, and faith-based groups. We will discuss strategic plans and key advocacy partnerships that led to the historic expansion of full-scope Medi-Cal (California’s Medicaid program) to undocumented children. We will also discuss the Coalition’s continuing legislative and budget advocacy efforts to expand health care to undocumented adults.

Learning Objectives:
1. Understand the necessity of coalition building, creating key partnerships, and ensuring that those directly affected are at the forefront in order to advance health for all.
2. Describe the model and structure of the Health for All Coalition, including the role that health centers play mobilizing community activities.
3. List three organizations that attendees can follow-up with to strengthen their health advocacy efforts.

Presenters: Aracely Navarro, California Primary Care Association; Ana Grande, Clinica Romero; Betsy Estudillo, California Immigrant Policy Center

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SESSION 24

CHWs Make Cents: A Return on Investment Analysis

Although CHW programs are increasing, few studies have analyzed economic impact. Return on Investment (ROI) analysis, which estimates the financial return for every dollar invested, is one way to demonstrate the financial value of these programs. This session will provide an overview of shared program data on CHW finances and outcomes from participating clinics and organizations nationwide. Programs included exercise and wellness classes, health insurance enrollment assistance, and diabetes and hypertension management. This presentation will review best practices and other findings, including values for each dollar invested. Participants will hear how this methodology can be adapted for various types of programs. We will conclude with a hypothetical ROI calculation for a CHW intervention addressing low-birth weight among at-risk mothers.

Learning Objectives:
1. Identify intervention programs that may benefit from ROI analysis.
2. Correctly interpret and use ROI as a tool for program evaluation and comparison.
3. Design an ROI implementation plan for new or existing interventions.

Presenter: Gayle A. Lawn-Day, PhD, MHP Salud

SESSION 25

Grassroots Advocacy in Farmworker Communities: Engaging and Empowering the Farmworker Community

Policymakers, community leaders, elected officials, and other influencers depend on communities to convey their stories and the issues important to them to affect public policy and legislative efforts. This interactive session will include an overview of what advocacy is and why it is so crucial for health centers and their patients to become involved. Participants will learn strategies for incorporating advocacy into their health center’s operations, what to do (and not to do) in non-profit advocacy, and how to work together in groups to create an advocacy plan.

Learning Objectives:
1. Communicate the importance of the farmworker voice in shaping policy.
2. Understand the limitations of advocacy and civic engagement work in health centers.
3. Implement clear strategies to encourage a culture of advocacy among farmworker communities.

Presenter: Alexandra Harris, National Association of Community Health Centers

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SESSION 26

Migrant Students: Fostering Health Care Partnerships That Work for Kids and Their Families

Migrant students have a unique set of challenges and needs, which can be served by migrant health centers and migrant education. Too often, there is a disconnect between the systems working on behalf of these students. One strategy to help bridge these gaps is to strengthen linkages between school-based health centers (SBHCs) and other organizations serving this population.

This workshop will explore successful partnerships among SBHCs and migrant health clinicians, with an emphasis on how these partnerships can help address the challenges facing migrant students and the specialized health services they need. Learn about strategies to address challenges in bringing migrant families into care. Participants will work in small groups that will draw on their shared experiences.

Learning Objectives:
1. Discuss how community partnerships centered on migrant students can help migrant families seeking care.
2. Explore best practices in working with migrant children and adolescents that address mental and physical health issues.
3. Discuss strategies to effectively enhance strategic partnerships on behalf of migrant students and their families.

Presenters: Jillian Hopewell, Migrant Clinicians Network; Tammy Alexander, School Based Health Alliance

SESSION 27

Driving the Message on Immigrant Health

While California is considered a progressive state, the national anti-immigrant rhetoric is still present. Since the introduction of a Health for All legislative proposal, several health and immigrant advocates have used strategic communications such as #Health4All and values-based messaging to redirect the conversation on immigrant health. In this session we will discuss how key media opportunities and community stories have shifted the narrative on health care access and played an important role in recent policy victories on immigrant health.

Learning Objectives:
1. Identify effective messaging on inclusive health care.
2. Understand how cultural events, diverse voices, and social platforms play a prominent role in #Health4All communications efforts.

Presenters: Carolina Gamero, California Immigrant Policy Center; Marisol Aviña, The California Endowment

SESSION 28

Engaging Policy and Decision-Makers to Create Change for CHWs

The implementation of healthcare reform is shining a light on the CHW profession across the country. As health care providers are charged with taking more responsibility for population health and reducing health care costs, the effectiveness of CHWs in these areas has received attention from many policy makers. In order for policy makers and other decision-makers to make choices about how to integrate CHWs into the workforce based on best practice and experience, they need guidance from CHWs and CHW allies. In this session, we will explore how CHWs and allies can effectively engage with policy and decision-makers. In this interactive session, representatives from three different states will identify common issues and themes related to CHW policy and practice among states, pinpoint emerging opportunities, engage in developing effective communication and advocacy strategies and reflect on how to effectively involve CHWs in the change process.

Learning Objectives:
1. Describe an overview of state approaches to developing policies and practices that support and integrate CHWs.
2. Identify common themes and issues related to CHW policy and practice.
3. Use effective communication and advocacy strategies for working with policy and decision-makers.

Presenters: Kathy Burgoyne, Foundation for Healthy Generations; LaKeasha Dumas, Oregon Community Health Worker Association; Julie Smithwick, PASOs Programs, Arnold School of Public Health, University of South Carolina

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SESSION 29

Linking Clinical Care with Community Support: Integrating CHWs into Patient Care Teams

CHWs have a significant amount of training and expertise to add to health center care teams, particularly in addressing the challenges impacting people’s health and quality of life, including poverty, illiteracy, homelessness, and more. In 2015, health centers across the state of Michigan launched a statewide initiative to implement interdisciplinary team-based approaches that equip them to link their patients with clinical care, community-based interventions and support, using CHWs as care team members. This session will introduce the model and discuss sustainability and plans for value-based pay, as well as demonstrate the tools used to document patient risk factors and to determine services to mitigate the socioeconomic causes for poor health.

Learning Objectives:

1. Describe the model of integrating CHWs into patient care teams.
2. Introduce core assessments used to document patient risk factors and structured responses while encouraging patient-centered health care decision-making.
3. Present financial sustainability and alignment with other team-based and CHW initiatives.

Presenter: Shannon Lijewski, Michigan Primary Care Association

SESSION 30

Using Effective Health Education Tools to Reach Your Patients

Approximately one in five American adults read at the 5th grade level or below. Many health center patients have limited reading skills and face barriers such as lower levels of education and limited English language skills. Yet, most health materials are written at the 10th grade level or above. As a result, many patients struggle to understand basic health information, treatment, and follow-up instructions, and health prevention messages. In turn, this negatively impacts patient health outcomes and many other areas of health center performance.

This workshop will discuss how to communicate clear health education messages and how to identify, modify and/or develop easy-to-read health education tools with a goal of improving health prevention behaviors, patient understanding, and compliance with provider guidance.

Learning Objectives:

1. Understand the principles of effective health education.
2. Improve strategies for communicating a clear health education message.
3. Recognize how to identify, modify and/or develop effective health education tools.

Presenter: Alicia Gonzales, National Center for Farmworker Health, Inc.

SESSION 31

Parity for Farmworkers: Update on Revised Worker Protection Standards Regarding Pesticide Exposure

Farmworkers have waited over 20 years for improved pesticide protections. The U.S. Environmental Protection Agency (EPA) has recently issued stronger regulations to better protect farmworkers from pesticide exposures. This policy change will positively impact the health and safety of this population as, each year, thousands of farmworkers and their families are exposed to pesticides which are largely preventable. The Worker Protection Standard (WPS) is the primary federal regulation that provides workplace protections for farmworkers. This session will provide an overview of: 1) how farmworkers are exposed to pesticides and the risks posed; 2) changes in the WPS and how these changes will impact agricultural workers and their families; 3) strategies and barriers for implementation of the new standard; 4) the roles and responsibilities of clinicians and other stakeholders regarding worker protection.

Learning Objectives:

1. Understand the risks of pesticides and how exposures occur.
2. Identify changes in the most recent revised WPS.
3. Access resources to educate farmworkers about the WPS, prevention, diagnosis, and management of pesticide exposures.

Presenters: Derrick Terada, U.S. EPA Region 10; Kerry Brennan, Migrant Clinicians Network; Chelly Richards, Farmworker Justice
SESSION 32

Popular Education: Training and Empowering Community Health and Education Workers

The primary goal of the Community Capacitation Center (CCC) at the Multnomah County Health Dept. in Portland, Oregon, is to build capacity in communities most affected by inequities to improve health and eliminate disparities. The CCC uses popular education to build capacity in CHWs, Community Education Workers (CEWs), and other community leaders. In this interactive workshop, a CCC intern and staff member will describe and demonstrate how popular education builds capacity in CHWs and CEWs. In addition, information will be shared about how the CHW model has been adapted to address educational inequities, beginning in early childhood.

Learning Objectives:
1. Identify and apply strategies and methods of popular education in training CHWs, CEWs, and other community leaders.
2. Discuss the role of bilingual and bicultural CHWs/CEWs as intermediaries between communities, schools, and health care services.
3. Understand the value of popular education in facilitating community empowerment.

Presenters: Monica Juarez, MPH, and Ben Escalante, Community Capacitation Center

SESSION 33

Pfizer RxPathways: Facilitating Access to Pfizer Medicines for All Patients in Need

The Affordable Care Act has made health care accessible to more people than ever before. However, having access to medication that a patient requires can still be challenging. How can patients be assured that they have adequate access to the medications they need, whether they are insured or not? Join us for this session and learn about Pfizer RxPathways, Pfizer’s patient assistance program, which makes it easier for eligible patients to obtain the Pfizer medicines they may need to address their medical conditions.

Learning Objectives:
1. Identify who qualifies for Pfizer RxPathways and benefits of the program.
2. Understand patient enrollment procedures and processes.
3. Use resources and tools to assist patients in seeking prescription medications.

Presenter: Roy Cosme, Arcos Communications, Pfizer

SESSION 34

Engaging Organizations to Provide Pesticide Education

Farm and forestry workers in the Pacific Northwest are a diverse population living and working in a variety of settings. Reaching this population can be challenging given varying factors, including geography, culture, and language. Collaborations and partnerships remain important in reaching migrant and seasonal farm and forestry workers. Many workers have reported they lack occupational safety and health information, especially regarding pesticides. For farmworkers who speak indigenous languages, relevant information is especially difficult to obtain. This session will discuss a multi-disciplinary research project between indigenous communities, the Oregon Law Center, and Pineros y Campesinos Unidos del Noroeste (PCUN). Participants will learn how community educators, health centers, and community housing providers can deliver training and outreach for pesticide education to improve occupational safety and health training for farmworkers.

Learning Objectives:
1. Engage community organizations to work together to provide training to farmworkers.
2. Use effective training techniques and modules in reaching indigenous speaking farmworkers.
3. Understand why unconventional training sites can be effective for farmworkers and organizations providing the trainings.

Presenters: Valentin Sanchez and Santiago Ventura, Oregon Law Center; Rafaela Salvador, Pineros y Campesinos Unidos del Noroeste)
SESSION 35

H-2A Workers: Who, What, and Connecting Them to Health Insurance under the Affordable Care Act (ACA)

The recent rapid growth of temporary foreign agricultural workers on H-2A work visas raises important issues regarding health and access to care. During this session, participants will learn about the H-2A program and how to facilitate access to care and health insurance, based on strategies developed in North Carolina. Additionally, H-2A workers’ rights and responsibilities under the ACA will be covered. Throughout the session participants will have the opportunity to discuss, share experiences and resources, and pose questions on this important topic.

Learning Objectives:
1. Understand the H-2A program, including program growth, employer responsibilities, and H-2A workers’ protections and rights.
2. Understand H-2A workers’ rights and responsibilities under the ACA.
3. Develop strategies to educate and enroll H-2A workers in health insurance and provide tools to assist them with their efforts.

Presenters: Alexis Guild and Megan Horn Essaheb, Farmworker Justice; Mackenzie Mann, North Carolina Farmworkers Project

SESSION 36

CHWs and Promotores: Leading Systems, Policy, and Environmental Change

Promotores and CHWs are uniquely qualified to fulfill the role as change agents in their communities. As representatives of their community, they are capable of leading, influencing, and impacting change through community wisdom and leadership. This panel discusses the role of Promotores and CHWs in transforming their community through policy, systems, and environmental changes. Participants will learn about the critical role CHWs and Promotores play through leadership and collaboration to effectively create change on different levels.

Learning Objectives:
1. Identify the roles that CHWs and Promotores play in community transformation, particularly related to policy, systems and environmental change.
2. Describe the specific skill sets that make CHWs and Promotores uniquely qualified to fulfill this role.
3. Describe specific actions that organizations can undertake in order to support CHWs and Promotores working on policy, systems and environmental change efforts.

Presenters: Gretchen Hansen, Foundation for Healthy Generations; Martha Monroy, UA; Floribella Redondo, Arizona Community Health Worker Association; Lisa Miller, Salishan Community Health Advocates
Inspire the world!

As the CHC and CHW movement continue to grow, we invite you to participate in a digital campaign while you are here at the Western Forum that highlights the amazing work you do every day to provide health access and equity to underserved communities. When you are able, join us in the main lobby area to write down why you are a CHW, smile for the camera, and share with the world what inspires your work every day.

We will be posting these photos on social media using the hashtag #wearechws. Thanks for taking a moment to spread the word about CHCs and CHWs!