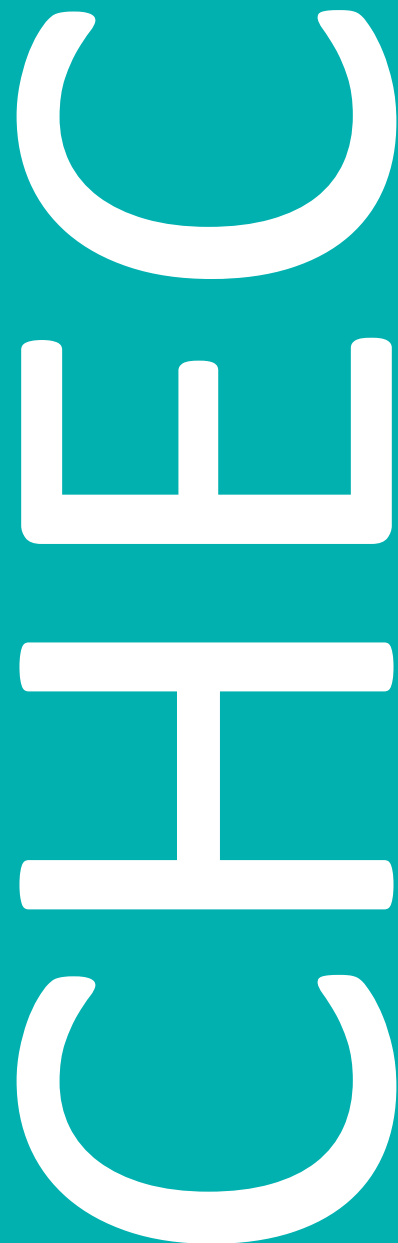


**Comprehensive  
Outreach  
Education  
Certificate Program  
& Health Modules**



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# COMPREHENSIVE OUTREACH EDUCATION CERTIFICATE PROGRAM (COEC)

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## ALL Core Trainings + 6 Health Modules = 1 Comprehensive Outreach Education Certificate

The Comprehensive Outreach Education Certificate is a two-part training program that introduces Outreach Educators to a way of understanding health problems from a public health perspective. The training encourages participants to become proficient on a variety of health issues affecting diverse communities. The trainings emphasize three skills needed to do effective outreach: interventions such as conducting educational sessions at community sites and to various cultural groups; proficiency in providing information and referrals on a range of health topics; and shaping health messages using each community's language and cultural traditions.

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- **To complete the COEC program, one must attend all CORE sessions, in addition to a choice of six health modules.**
- **Enrollment is available for public health professionals who are employed at community health centers, hospitals or other community based organizations doing some form of outreach education.**
- **No training replacements will be accepted. Participants must attend the full length of the training session to receive credit.**
- **Participants and their employers will be held to CHEC's training policies. CHEC's Policy Agreement must be read and acknowledged by both attendee and supervisor to complete the registration process.**
- **Commitment to attend training and complete all required training assignments is expected.**
- **Registration confirmation is valid only when attendee has received direct communication from a CHEC staff member verifying expectations have been met.**
- **Payment is due at the time of registration, unless other arrangements have been made with the employer.**

*This training is funded by the MassHealth Delivery System Reform Incentive Payment (DSRIP) Statewide Investment program through the Commonwealth of Massachusetts Executive Office of Health and Human Services. The grant program is administered by Commonwealth Corporation.*



With support from:

Greater Lowell Health Alliance



# CORE TRAININGS

- Open to everyone, including those not enrolled in the COEC program.

**PART I: CORE TRAININGS** aim to improve Community Health Workers' skills in areas crucial to achieving positive outcomes through outreach work in their community.

## Introduction to Outreach Education

This session introduces the practice of Outreach Education, building upon your current knowledge, ideas, and expectations. In addition, this introductory session orients you to the goals, content, and expectations of the Core Outreach Education Certificate (COEC) program.

## CHW Code of Ethics and Mandated Reporting

Through this course, CHW's will define, discuss and review the CHW Code of ethics and leave with a greater understanding of its importance. Participants will also learn basics on mandated reporting and their role in mandated reporting.

## Community Organizing

This session is designed to provide you with the community organizing tools and resources that can be used to improve community health. This session fosters an awareness of the powerful potential of community involvement in health-related issues and the critical role that you can play in effecting change.

## Health Benefits

Learn all you need to know about health insurance benefits including how the Affordable Care Act (ACA) has improved the health insurance marketplace in Massachusetts, changes related to coverage due to ACA, details of the ACA's impact on Massachusetts consumers, and key messaging strategies to talk to people about health insurance options.

## Assessment Techniques

Increase your ability to assess your clients' needs appropriately, by broadening your awareness of contextual factors that influence individual behavior. Expand your understanding of formal assessment methods and strategies to participate in community needs assessments and planning outreach programs and activities.

## Public Health

Build your understanding of public health, the public health system, and your current role within the system. See your work within its larger context, think critically about the complex nature of public health problems and causes, and consider how they might effectively contribute to aspects of public health beyond service delivery.

## Motivational Interviewing

Trying to make people change on any timetable other than their own often results in resistance or push back, and can interrupt the natural course of change. Motivational interviewing is a directive, person-centered counseling style that helps increase a person's internal motivation toward change, by helping the individual explore and resolve ambivalence (Miller and Rollnick, 2002).

## Documentation

This session reviews how critical appropriate documentation is in the role of a CHW. Understanding the basics of why documentation matters and some of the barriers that are involved. Refining documenting skills by exploring best practices by using an interactive approach.

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## Harm Reduction and Prevention

This class will explore the role of harm reduction and prevention in dealing with aspects of addiction. Emphasis will be placed on meeting clients and patients facing addiction "where they are" while working with them on developing relationships and empowerment. Current drug use trends and tips developed by drug users will be explored. Guidance with cultural competency and issues with stigmatization of drug users will be covered.

## Cross-Cultural Communication

Raise your awareness of the role culture plays in your clients' conception of health, become prepared to engage your clients in a manner that is culturally appropriate and respectful, and gain tools for delivering health education that reaches across cultures and encourages change in clients' behaviors.

## Leadership Skills

This session is designed to increase your leadership capabilities by obtaining a structured way to think about and pursue the development of leadership principles, skills, and characteristics.

## Outreach Education I & III

Building your experiences in conducting Outreach Education, Day 1 provides a forum for discussing outreach strategies and methods relevant to particular populations. On Day 2, learn to apply a framework for identifying appropriate strategies to a particular population in teams, while simultaneously building collaborative relationships with colleagues. Practice skills and provide a foundation for further discussion of successes, challenges, and development directions.

## Care Coordination & Team-Based Care

Learn more about collaborating with community resources and how improved coordination with outside sources can lead to improved patient care outcomes. Participants will also explore ways to strengthen teamwork and discuss how the expansion of support staff roles contributes to quality patient care management.

## Emergency Care/CPR/AED

What can you do in an emergency before the ambulance arrives? Get information on strokes, choking, poisoning, bleeding, seizures, etc.

# HEALTH MODULES

- Open to everyone, including those not enrolled in the COEC program.

**PART II: HEALTH MODULES** are offered on a variety of health issues affecting the communities across the state. Each module covers important public health facts and local resources.

## LGBTQIA 101

Participants should leave with a general understanding of the LGBTQ umbrella, know the difference between sex, gender, and sexual orientation, and how these identities work together to form a person's overall identity. Participants will learn skills for creating a more inviting climate for LGBTQ individuals in service provision and learn best practices for working with LGBTQ individuals and reaching out to the community.

## **NEW** Youth Development

Using the Positive Youth Development framework, participants will learn best practices in maximizing youth strengths to improve health outcomes. By exploring the three stages of adolescent development, and the importance of protective factors and resiliency of young people, participants will leave equipped with the skills to be a positive adult ally to the youth in the community.

## Mental Health

How do you identify a mental health issue, the level of risk and determine what is in the client's best interest? Discuss common signs and symptoms of mental health problems and techniques for working with clients resistant to seeking services and for handling crisis intervention.

## Sexually Transmitted Infections (STIs)

What are the differences between viral and bacterial STDs? Teach your clients about the symptoms, complications, and treatments for STDs and infectious diseases. Explore ways to make behavioral changes that will reduce your clients' risk of contracting STDs and infectious diseases.

## HIV/AIDS 101

What are the behaviors and other factors that put people at risk for HIV infection? Explore ways to educate your clients on risky behaviors, safer sex practices and other reduction strategies. Get up-to-date information about new tests and treatment options.

## Domestic Violence

How do we screen for abuse in a relationship? How do we offer help? Learn about the forms of abuse, the cycle of violence and abusers. Learn about risk assessments, safety plans, and resources.

## Substance Use

Explore your attitudes toward addiction and addicts. Develop skills for working effectively with those suffering from addiction. Learn about theories of addiction, approaches to treatment and recovery.

How can we improve the health of children and adults with asthma? Learn about this disease, how to identify the environmental triggers that cause asthma attacks, discover ways to reduce the impacts of these triggers, and improve the overall health of those living with asthma.

# CHEC POLICY AGREEMENT

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Both participants and their direct supervisors must provide acknowledgement of agreement via email to show that they fully understand and agree to comply with CHEC's training policies and procedures. CHEC reserves the right to establish and modify the training policies and fees as deemed necessary.

## REGISTRATION

- I. Priority will be given to Community Health Workers serving the Northeast Region.
- II. Registrants must meet eligibility criteria, complete registration forms, and submit training fees.
- III. Training fees are due at the time of registration and are non-refundable and non-transferable. All training in the catalogue can be taken for \$25 per training. Acceptable forms of payment include company checks (made payable Lowell Community Health Center-CHEC), and credit card. Cash and personal checks are NOT accepted.
- IV. Non-registered individuals and those with incomplete registrations will not be allowed in the trainings.
- V. Participants will be notified by phone, or e-mail, to confirm their registration and receipt of payment. Participants will be contacted by CHEC staff prior to training date. Registration confirmation will be valid only when registrants have spoken directly to CHEC staff.
- VI. Participants will be accepted on a first-come, first-served basis, following completion of registration.

## PARTICIPATION

- I. All trainings will begin on time.
- II. Participants who arrive after the training has started will be allowed to enter the training only at the discretion of CHEC staff.
- III. Participants must notify CHEC of any cancellations 72 hours (or 3 days) prior to any training. CHEC will not refund training fees under any circumstance, including cancellations.
- IV. Participants must attend training for the full duration of a session to receive credit for the day.
- V. For trainings with multiple parts, participants must attend all relevant sessions and complete all training assignments to receive full credit.
- VI. The Comprehensive Outreach Education Certificate Program (COEC) must be completed within three (3) consecutive cycles. The certificate will be awarded upon completion of **all the Core trainings & 6 health modules**.
- VII. Training not offered at CHEC will not be counted towards the completion of any training, with the exception of the Emergency Care/CPR training, in which case, Comprehensive Outreach Education Certificate Program (COEC) participants must provide a copy of a valid CPR/First Aid card.
- VIII. Cellular telephones must be turned off or put on silent mode during training. Calls should be made or answered only during breaks, except in case of emergency. Texting is not allowed during trainings. No laptops are to be used while the training is in session.
- IX. Participants are responsible for all parking fees (approximately \$1-2 an hour) and meals.

## SPECIAL ACCOMMODATIONS

- I. Any special arrangements (such as ASL interpreters) must be requested four weeks prior to any training.
- II. CHEC is handicap accessible.

## EMERGENCY CLOSING

In the event of inclement weather conditions, please call the Health Center at 978.937.9700. A weather update will be posted by 7:00 AM with information on delays, cancellations, or closings.