

Fall 2015

# Comprehensive Outreach Education Certificate Program & Health Modules



Community Health Education Center  
Lowell Community Health Center  
161 Jackson Street  
Lowell, MA 01852  
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# COMPREHENSIVE OUTREACH EDUCATION CERTIFICATE PROGRAM (COEC)

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## ALL CORE + 6 HEALTH MODULES = 1 CERTIFICATE

The Comprehensive Outreach Education Certificate Program is a two-part training program that introduces Community Health Workers and other public health professionals to a way of understanding health problems from a public health perspective. A Community Health Worker is a public health professional who promotes full and equal access to necessary health and social services by applying his or her unique understanding of the experiences, language, and culture of the communities he or she serves.

The COEC 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 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 understanding.

- To complete the certificate program, one must attend all CORE sessions, in addition to a choice of six health modules.
- Enrollment is available for Community Health Workers who are employed by community health centers or community based organizations doing at least 20 hours a week of outreach education, and other health care professionals.
- No training replacements will be accepted. Participants must attend all training dates for the full length of the training session.
- Participants and their employers will be held to CHEC's training policies. Policy Agreement must be read, and signed by both attendee and supervisor to complete the registration process.
- Commitment to attend training is expected.
- Registration confirmation is valid only when attendee has spoken directly (no messages, faxes or voice mail accepted) to a CHEC staff member, who will call, or e-mail, to verify all expectations for trainings.
- Payment is due at the time of registration, unless other arrangements have been made with the employer.

# CORE TRAININGS

- Open to everyone, including those not enrolled in the certificate 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

September 10, 2015 - 9:30 am – 4:30 pm

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.

## Community Organizing

September 15, 2015 - 9:30 am - 1:00 pm

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.

## Leadership Skills

September 17, 2015 - 9:30 am – 3:30 pm

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.

## Assessment Techniques

September 22, 2015 - 9:30 am – 1:00 pm

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

September 23, 2015 - 9:30 am - 3:30 pm

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.

## Harm Reduction and Prevention

September 29, 2015 - 9:30 am - 1:00 pm

This class will explore the role of harm reduction and prevention in dealing with all aspects of drug addiction. Emphasis will be placed on meeting a drug user "where they are," 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

October 1, 2015 - 9:30 am – 3:30 pm

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.

# CORE TRAININGS

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

## Outreach Education I & II

October 6, 2015 - 9:30 am – 4:30 pm

Building your experiences in conducting Outreach Education, this training provides a forum for discussing outreach strategies and methods relevant to particular populations. Learn to apply a framework for identifying appropriate strategies to a particular population in teams, while simultaneously building collaborative relationships with colleagues.

## Health Benefits

October 20, 2015 - 9:30 am – 1:00 pm

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.

## \*Emergency Care/CPR/AED

October 8, 2015 - 9:30 am – 3:00 pm

What can you do in an emergency before the ambulance arrives? Get information on strokes, choking, poisoning, bleeding, seizures, etc. *\*Emergency Care/CPR/AED course is only available for participants enrolled in the COEC program.*

## Motivational Interviewing

October 13, 2015- 9:30 am – 1:00 pm

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)

# HEALTH MODULES

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

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

## Reproductive Health

October 22, 2015 - 9:30 am - 12:30 pm

Learn about contraceptive methods, how they work, their side effects, and effectiveness. Understand issues involved in contraceptive counseling and education. Identify family planning services in your area.

## LGBTQ 101

October 27, 2015 - 9:30 am - 12:30 pm

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 identity, skills for creating a more inviting climate for LGBTQ individuals in service provision, tips for working with LGBTQ individuals and reaching out to the community. All participants will receive information on resources and a list of local organizations and providers.

## Chronic Disease

October 29, 2015 - 9:30 am - 12:30 pm

This module focuses on two common diseases; Diabetes and High Blood Pressure. Participants learn ways of educating community residents about these diseases, the importance of early screening and investment in their own care and treatment.

## Substance Use

November 3, 2015 - 9:30 am - 12:30 pm

Explore 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.

## Domestic Violence

November 10, 2015 - 9:30 am - 12:30 pm

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.

## HIV/AIDS 101

November 17, 2015 - 9:30 am - 12:30 pm

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 treatments.

## Mental Health

November 18, 2015 - 9:30 am - 12:30 pm

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, techniques for working with clients resistant to seeking services, and handling crisis intervention.

## Sexually Transmitted Infections (STIs)

November 19, 2015 - 9:30 am - 12:30 pm

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

# CHEC POLICY AGREEMENT

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Both participants and their direct supervisors must provide signatures of agreement 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 and other public health professionals 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. All training in the catalogue can be taken for \$220 or \$25 per training. Acceptable forms of payment include company checks, and money orders (made payable to Lowell Community Health Center-CHEC). 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 the registration process.

## 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 to receive full credit.
- VI. The Comprehensive Outreach Education Certificate Program (COEC) must be completed within three consecutive cycles. The certificate will be awarded upon completion of the **17 sessions** required.
- VII. Trainings not offered at CHEC will not be counted towards the completion of COEC, with the exception of the Emergency Care/CPR training, in which case 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 trainings. Calls should be made or answered only during breaks, except in case of emergency. No texting is allowed during trainings.
- 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.

# REGISTRATION FORM : PAGE 1 OF 2

Please complete this form fully. **Return completed registration form to CHEC by e-mail at [CHEC@lchealth.org](mailto:CHEC@lchealth.org), or by mail to Lowell Community Health Center, 161 Jackson Street, Lowell, MA 01852, Attn: CHEC.**

Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Title: \_\_\_\_\_

Population Served: \_\_\_\_\_

Mailing Address (required): \_\_\_\_\_

Office Phone (required): \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail (required): \_\_\_\_\_

Supervisor Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Do you need individual arrangements (*i.e., interpreters*)? \_\_\_\_\_

Are you a Community Health Worker? (*response required*) ☐ YES ☐ NO

In the event of a training cancellation, please select the preferred method of contact:

☐ Office Phone ☐ Cell Phone ☐ E-mail

Do you intend to complete all required courses within the COEC program? ☐ YES ☐ NO ☐ MAYBE

## BASIC REQUIREMENTS:

- Some work experience in community based work, such as in the role of a Community Health Worker, is preferred.
- Employment at a community organization and providing at least 20 hours a week of out-reach education is preferred.
- Employer and employee must read policy agreement and sign registration form prior to or upon registration.

By signing below, my supervisor and I acknowledge that we have read and agree with the Community Health Education Center's (CHEC) policies and procedures. We agree to comply with all training policies and procedures in order to participate in any CHEC training, and we understand that failure to comply may prevent present or future participation.

\_\_\_\_\_  
Participant's Printed Name

\_\_\_\_\_  
Participant's Signature

\_\_\_\_\_  
Supervisor's Printed Name

\_\_\_\_\_  
Supervisor's Signature

# REGISTRATION FORM: PAGE 2 OF 2

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## COMPREHENSIVE OUTREACH EDUCATION CERTIFICATE PROGRAM

☐ Check here to take all CORE courses. Check the boxes below to select individual courses in the series.

*\*Emergency Care/CPR/AED course is only available for participants enrolled in the COEC program*

<input type="checkbox"/> Introduction to Outreach Education	September 10, 2015	9:30 am - 4:30 pm
<input type="checkbox"/> Community Organizing	September 15, 2015	9:30 am - 1:00 pm
<input type="checkbox"/> Leadership Skills	September 17, 2015	9:30 am - 3:30 pm
<input type="checkbox"/> Assessment Techniques	September 22, 2015	9:30 am - 1:00 pm
<input type="checkbox"/> Public Health	September 23, 2015	9:30 am - 3:30 pm
<input type="checkbox"/> Harm Reduction & Prevention	September 29, 2015	9:30 am - 1:00 pm
<input type="checkbox"/> Cross-Cultural Communication	October 1, 2015	9:30 am - 3:30 pm
<input type="checkbox"/> Outreach Education I & II	October 6, 2015	9:30 am - 4:30 pm
<input type="checkbox"/> *Emergency Care/CPR/AED	October 8, 2015	9:30 am - 3:00 pm
<input type="checkbox"/> Motivational Interviewing	October 13, 2015	9:30 am - 1:00 pm
<input type="checkbox"/> Health Benefits	October 20, 2015	9:30 am - 1:00 pm

↓ For the Comprehensive Outreach Education Certificate also choose (6) of the Health Modules below.

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## HEALTH MODULES SPRING 2015 - Open to everyone.

May be taken separately, or as part of the Comprehensive Outreach Education Certificate Program.

<input type="checkbox"/> Reproductive Health	October 22, 2015	9:30 am - 12:30 pm
<input type="checkbox"/> LGBTQ 101	October 27, 2015	9:30 am - 12:30 pm
<input type="checkbox"/> Chronic Disease	October 29, 2015	9:30 am - 12:30 pm
<input type="checkbox"/> Substance Use	November 3, 2015	9:30 am - 12:30 pm
<input type="checkbox"/> Domestic Violence	November 10, 2015	9:30 am - 12:30 pm
<input type="checkbox"/> HIV/AIDS 101	November 17, 2015	9:30 am - 12:30 pm
<input type="checkbox"/> Mental Health	November 18, 2015	9:30 am - 12:30 pm
<input type="checkbox"/> Sexually Transmitted Infections	November 19, 2015	9:30 am - 12:30 pm

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	DESCRIPTION	COST	QUANTITY	TOTAL
<b>COEC ENROLLMENT</b>	Comprehensive Outreach Education Certificate (COEC) Program  All CORE courses (includes Emergency Care/CPR/AED) + any 6 Health Modules = 1 Certificate	\$220.00		
<b>NON-COEC ENROLLMENT</b>	Individual courses (both CORE and Health Modules)  Excludes Emergency Care/CPR/AED	\$25.00 each		
<b>TOTAL AMOUNT DUE</b>				<b>\$</b>

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Return registration form to CHEC by e-mail or mail. Make agency checks or money order payable to:

Lowell Community Health Center-CHEC

E-MAIL: CHEC@lchealth.org

MAIL: Lowell Community Health Center/CHEC, 161 Jackson Street, Lowell, MA 01852





## **ALSO OFFERED THROUGH CHEC:**

Bridging the Gap - Professional Medical  
Interpreter Training

Enhanced Medical Interpreting Terminology Workshops

Advanced Workshops

## **Visit us online at:**

<http://www.lchealth.org/professionals/community-health-education-center>

## **With support from:**

Commonwealth Corporation  
Lowell General Hospital Circle Health  
Greater Lowell Health Alliance  
New England Rehabilitation Hospital



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