



# Las Noticias

## CHWs Finally get Recognition! As I see it... Ida Bender, Editor

Senate Bill 58  
51st Legislature—State of  
New Mexico—  
Second Session, 2014  
Introduced by  
Mary Kay Papen  
AN ACT

RELATING TO HEALTH CARE; ENACTING THE COMMUNITY HEALTH WORKERS ACT; PROVIDING FOR DEPARTMENT OF HEALTH CERTIFICATION OF COMMUNITY HEALTH WORKERS; PROVIDING FOR RULEMAKING, FEES, CRIMINAL BACKGROUND SCREENING AND DISCIPLINE RELATING TO CERTIFIED COMMUNITY HEALTH WORKERS. BE IT EN-

ACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO ....  
And the rest, as they say, is history.  
On March 9, 2014, Governor Susana Martinez, signed "the CHW Act." A culmination of the work of many collaborators, stakeholders, CHWs, NM Department of Health Office of CHWs and the Founder and Executive Director of NMCHWA, Bette Jo (BJ) Ciesielski. BJ began the journey for CHWs, CHRs, Promotoras and Promotores in 1995. Providing recognition, advocacy, training, introducing memorials and offering stipends to attend

training, and conferences.

The work to train and certify CHWs around the state begins now, with increased interest in Community Health Workers and their field of service. Look for more information on pilots in the coming months.



Governor Susana Martinez is shown signing the bill to certify CHWs in New Mexico.

## Community Health Workers Board of Certification: Looking for members, by BJ Ciesielski, NMCHWA Executive Director

In 2015, NMCHWA will be entering its 20th year of existence. Efforts to certify and train CHWs have been on-going on many levels. Other states, beginning with Texas, have begun the process and have provided information for us to learn from. Although it has taken

nearly two decades to get to where we are today, it has been a good journey. Aiding in promoting the development of a very deserving workforce bears commitment. The NM DOH Office of CHWs is soliciting applications for the Community Health Workers Board

of Certification. The board is expected to be in place by late Fall of 2014. Interested community members should send a résumé along with a letter of interest by September 1, 2014 to: Comm.HealthWorker@state.nm.us Subject Line: CHW Board Application

## NMCHWA Newsletter

Volume 1, Issue 1

Fall 2014

### Special points of interest:

- © CHW Legislation
- © CHW Board of Certification
- © NMCHWA celebrating the beginning of 20 years
- © Nation is taking notice of CHWs in the community
- © NMCHWA SEAD Project

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[nmchwa@qwestoffice.net](mailto:nmchwa@qwestoffice.net)  
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## Passion for Fashion Resale Boutique-formerly Mano en Mano

NMCHWA opened **Mano en Mano** in 2003, run entirely by volunteers, the store uses the revenue to support the NMCHW Association. Without the store we probably would not have the association, and many CHWs in NM would be impacted. For many CHWs this is the only source for training, and networking with other CHWs.



**Passion for Fashion Resale Boutique Located at Sandra Plaza, 1605 Juan Tabo NE Suite J between Indian School and Constitution**

This store has modeled to our CHWs and community organizations that if we want to be sustainable we cannot depend on soft money, government or grant funding, but that we have to think "outside of the box" and create our own funding source.

The store illustrates that something small can have a huge impact on many, becoming a focus multiplier. This store is not only a prototype for our state, but for other CHWs Networks across the nation. Many states struggle with funding, and great work gets diminished because of lack of funding. **Passion for Fashion** is a great business and great role model as a result, CHWs keep their efforts going and continue to work strong.

New merchandize comes in weekly, CHW members receive 10% discount on their purchases. Volunteers are paid in merchandise at the rate of \$8.50 per hour. Welcome everyone!

## NMCHWA Support, Empowerment, Advocacy and Doula (SEAD) PROJECT

Through a grant from W.K. Kellogg Foundation, in collaboration with Health Connect One (HC1), NMCHWA trained doulas and peer breastfeeding counselors. The doulas participated in an 80 hour training, and the peer counselors completed a 40 hour training. Members of the childbirth community, doulas, breastfeeding advocates and trainers were presenters in our weekly classes. Our facilitators

presented data and conducted hands on and role play training. Participants were required to attend childbirth classes as homework, as well as other weekly out of class assignments. The classes were extremely popular, we had to create a waiting list in the event that future training is offered. 23 students completed the classes; 13 Community based doulas and 10 Breastfeeding

Peer counselors utilizing HC1 curriculum.

Supporting moms in the workplace can be as simple as providing break time and a clean private space to pump breast milk.

**Breastfeeding benefits not only babies, but also women, families and communities**

[www.facebook.com/SEADProject](http://www.facebook.com/SEADProject)

## SEAD PROJECT—Community Based DOULA PROGRAM At No Cost

The community based doula is a trusted community member who supports families during pregnancy, birth and the early months of parenting. Their role is to provide culturally appropriate support, serve as role models and liaisons to the health care system. The doulas often serve as a bridge between mother, her family, and the health care and/or social ser-



vices available in the community. The doula makes prenatal contact as soon in the pregnancy as possible; provide prenatal education and support through weekly visits. This includes Home Visits.

Photo at right:

A session in the doula training held by NMCHWA for the SEAD Project.

Lucha Herrera & Evita Hernandez, CHWs, pictured during a role-play.



## NMCHWA to celebrate the beginning of 20 years at 2014 Conference

On October 16-17, 2014, NMCHWA will celebrate the beginning of 20 years as an association providing cohesion for Community Health Workers around the state.

In 1995, BJ Ciesielski, under UNM/HSC started the New Mexico Community Health Worker Association. The first of its kind in the United States. It became a non-profit 501 (c) 3 in 2003 to assist CHWs by providing advocacy, training and networking opportunities.

Funded by annual dues and sales from Passion for Fashion Resale Boutique, training was offered to

all. Besides the quarterly training provided by the association, annual conferences have been held around the state and in Albuquerque. The training has included topics of interest to the CHW. Many of whom submit abstracts to present their area of expertise at the conference. These conferences have provided a much needed connection between CHWs and CHRs. Sharing stories, information, updates, reminds us all that we are not alone in our work, even if it feels like it at times! While the distances in our state are great, many CHWs and CHRs look forward to attending the

quarterly training and of course the annual conference.

CHWs and CHRs are multi-talented, Carol Carrillo-Pimentel—massage and Jean Pino -acupuncture were provided at the June 2014 training.



## NMCHWA WEB PAGE Being Updated [www.nmchwa.org](http://www.nmchwa.org)

BF Peer counselor, Robin Hayter, has taken on the task of revitalizing, revising and remodeling the NMCHWA web site.

In this electronic age, it is a must. It will help keep all CHWs up to date on membership, training, employment opportunities, information from the Department of Health Office of Community Health Workers and have the latest annual conference information.

It will offer links to other Networks around the country and resources benefitting CHWs and the people you serve. We are happy to announce the availability of PayPal to register for classes, pay membership, and register for the annual conference. It is for you, the CHW, so if you have something to share with other CHWS, let us know.

New NMCHWA webpage will be launched soon. Look for it at [www.nmchwa.org](http://www.nmchwa.org)

Also look for us on face book

[www.facebook.com/NMCHWA](http://www.facebook.com/NMCHWA)

## SEAD—BREASTFEEDING PEER COUNSELORS At No Cost

The Breastfeeding Peer Counselor is a lay health worker who will work with pregnant and post-partum women, their infants and families. The BFPC will work with pregnant and post-partum women, their infants and families. The BFPC will:

- Promote breastfeeding, skin-to-skin and parent-infant attachment Establish a trusting relationship with clients

- Provide prenatal education , breastfeeding management and support
- Focus on education and encouragement
- Provide culturally sensitive support
- Breastfeeding Training



Moms and Partner support groups that include training and presentation on a variety of topics from infant massage, safe baby sleep, and baby- led weaning to name a few. Guest speakers are sought out to speak on relevant topics.

# 19th Annual CHW-CHR Conference October 16-17, 2014

Hotel Albuquerque-Old Town, 800 Rio Grande Blvd N.W., nestled in the heart of Albuquerque's historic district, will be the location for the **19th Annual NMCHWA Conference**. A of unique blend of Native American, Mexican, Spanish and Western cultural traditions, it is lovely venue to welcome CHWs and CHRs to meet and mingle, train, share projects and information. We have received abstracts from across the country for the Conference. We will

celebrate the CHW Act Legislation benefitting their communities and themselves as well.

As in the past, a limited number of scholarships will be awarded to members to assist with registration. Remember that sponsorship and membership dues help make these stipends possible.

With balloons in the air, October is a beautiful time of year to visit Albuquerque. Enjoy Old Town featuring 150 shops, restaurants and art galleries.

**A block of rooms reserved for participants, make your reservation using the link below or call 1-800-237-2133. Hotel room reservation deadline is September 25, for Conference rate of \$109 single/double plus tax.**

<https://www.reservations-page.com/C00492/H07369/be.ashx?pc=141019THAN>

Conference Registration material coming soon!



Invited to Conference—Governor, Susana Martinez and Cabinet Secretary, Rhett Ward

## 12th Annual Unity Conference, May 20-23, 2014 focusing on CHWs/CHR's held in Baltimore, MD

UNITY is the only national CHW conference designed for and about community health workers. The theme this year was "Community Health Workers - Innovative Solution to Addressing the Triple Aim (Access to Care, Reducing Costs, and Promoting Healthy Communities)." The diverse format provided an opportunity for community health workers to share knowledge, information, and expertise with other community health workers, colleagues, and policy makers.

B.J. Ciesielski & Diana Abeyta provided a workshop on NM's CHW efforts to a very receptive group.



## Calling all Promotora(es) & CHR's Share your message Here!

We have CHWs and CHR's and Promotoras and Promotores *all over* our state. We see and hear from them only now and again... We were



Aggie Olsen and Juliet Lopez at Roundhouse for CHW DAY

able to showcase our programs to the public at large and the legislators at the State Capitol on CHW Day!

Now it is *your* turn. Tell us about you, your program, your co-workers, your community. Make your voice heard, this is your newsletter. Shout out from the North, Northeast, South, Southeast, West, Northwest, East and locally!