

KENTUCKY'S CCR CHW INITIATIVE (2021-2025)

A 3-YEAR STORY OF EQUITY, RESILIENCY & IMPACT



ABOUT CCR

The Community Health Workers for COVID Response and Resilient Communities (CCR) initiative, launched by the CDC in 2021, aimed to expand the Community Health Workers (CHW) workforce in communities hardest hit by COVID-19. In Kentucky, the CCR 2109 grant was led by the Kentucky Office of Community Health Workers (KOCHW) within the Kentucky Department for Public Health. CHWs—trusted, frontline public health workers—helped connect clients to health and social services. As the COVID-19 emergency ended, the program's focus evolved to emphasize CHWs' role in addressing social determinants of health and strengthening community resilience. This report summarizes the three years of implementation (Sept 2021–Aug 2024). This report was prepared in August 2025.

PROGRAM STRATEGIES

TRAIN

Deliver high-quality, CHW training across the state.





DEPLOY

Support the hiring and integration of CHWs in high-need communities.

ENGAGE

Empower CHWs to deliver education, build trust, and connect clients with services.

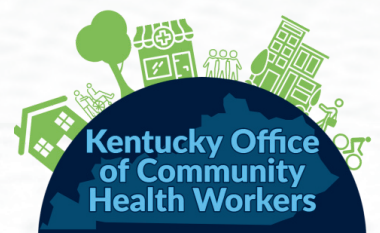
IMPACT AT A GLANCE

-  **83 CHWs hired**
-  **1,613 training completions**
-  **152,452 referrals made**
-  **295,772 community members reached**

"Our CHW made a huge difference in helping clients find housing and navigate Medicaid enrollment." –CHW Program supervisor

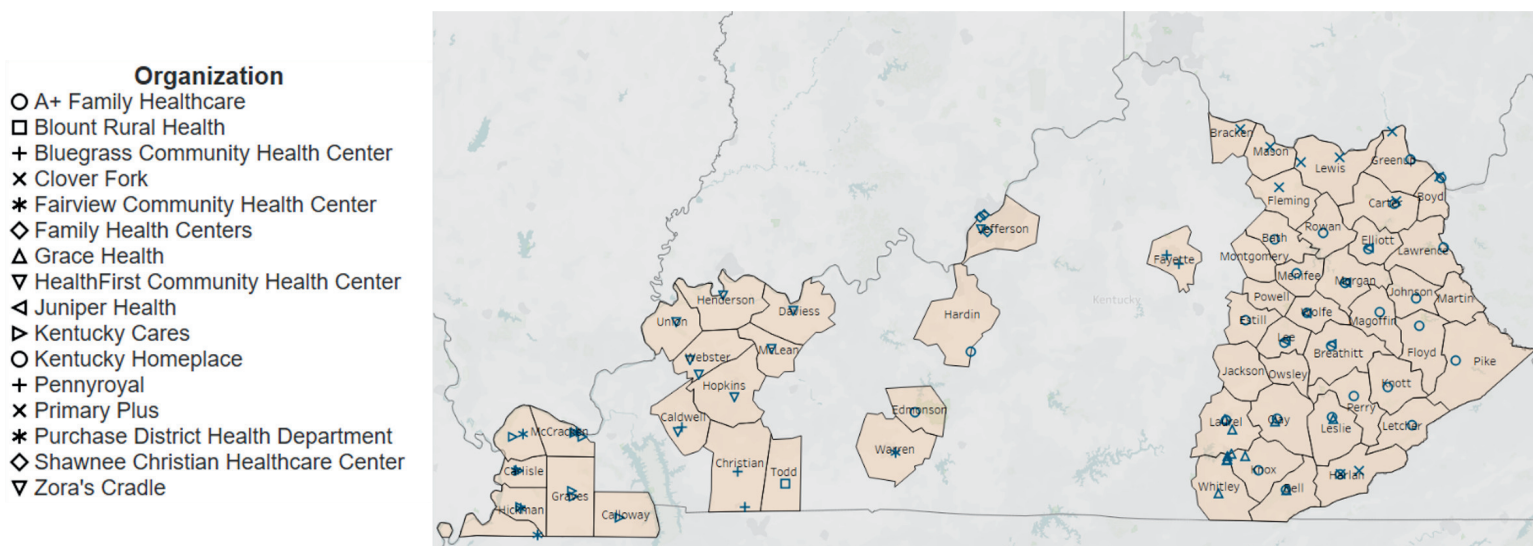


Kentucky Public Health
Prevent. Promote. Protect.



CHWS IN ACTION: WHERE THEY SERVED

As depicted in the map below, CHWs served throughout Kentucky in a range of organizations, including Federally Qualified Health Centers (FQHCs), Rural Health Centers (RHCs), Local Health Departments (LHDs), Kentucky Homeplace, and Community-Based Organizations (CBOs).



KEY PROGRAM ACCOMPLISHMENTS

- The inaugural **CHW Leadership Academy** launched in June 2024, with 22 CHWs and 13 allies attending the 2-day event
- **Medicaid reimbursement** for CHW services began July 2023
- **“CHW Supervisor Best Practices”** guide was created and is now available online
- Monthly **Supervisor Roundtables** were established to support CHW supervisors, and their organizations, to successfully integrate CHWs into their care teams
- **12 new CHW trainings** were developed to increase CHW capacity across eight CHW core competencies
- Five in-person **Regional Meetings** were held gathering the CHW workforce together across Kentucky to share resources, stories, and support.

LESSONS LEARNED

- CHW success depends on supportive organizations and well-informed supervisors
- Asynchronous and flexible training options increased access and impact
- Peer connections among CHWs strengthen resilience and practice

WHATS NEXT FOR KENTUCKY'S CHWS?

- Kentucky CHW Sustainability Forum was held in 2024 to discuss sustainability past CCR funding (184 attendees)
- Growing use of blended and braided funding models
- Billing guidance and work groups will continue

“Overall, CCR funding has strengthened our program's ability to respond to COVID-19 and future public health emergencies, emphasizing community resilience and health equity.” -CHW

FOR MORE INFORMATION:



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