



COMMUNITY HEALTH AMBASSADORS PROGRAM

Who are Community Health Ambassadors (CHA)?

CHAs are people and or health care professionals who have strong relationships within their communities that have a desire to make a positive difference to improve the cancer health of the people around them. CHAs will receive training that includes cancer education, prevention and screening guidelines. By providing this training, our hopes are that the CHAs will take this information back to their communities in order to decrease the number of individuals diagnosed with cancer and save lives.

Studies have shown that Community Health Workers (similar to CHAs) are a benefit to those within communities that have the greatest need to be connected to healthcare. CHAs have the ability to reduce a number of illnesses like cardiovascular disease, diabetes, and cancer. The benefits occur when CHAs are given the opportunity to work through their own community and social networks to reach individuals who do not understand the complex health care system, do not know their rights as a health care patient, or who rely solely on family and friends for information. You may also hear CHAs called community health promoters, lay health navigators and or workers. No matter the terminology used, they are trusted individuals within minority communities that individuals look to in order to provide health

education, resources, and guidance to help eliminate barriers to care. They have the ability to help increase community member's participation in health screenings, which will ultimately have a positive effect on early detection and reduction in certain diseases such as cancer.

Objective

The Duke Cancer Institute Office of Health Equity Patient Navigators/Health Educators along with the Senior Program Coordinator will work together with members of the community and within the Duke Cancer Network to provide them with cancer education and health care resources. Ambassadors will be the point of contact for their faith and or community leaders to represent their organizations. The training will provide them with valuable knowledge about risk factors, symptoms, screenings, psychological and holistic effects of cancer.

Ambassadors' Role

- Organize meetings and activities
- Keep the Pastor/Organizational Leadership updated on all program activities
- Coordinate marketing efforts for the purpose of the program
- Maintain program records
- Locate healthcare resources
- Identify volunteers and additional Ambassadors for the program

Expectations of the Ambassador and their team

- Provide access to information and resources
- Be encouraging and understanding of individual needs

- Be professional at all times
- Promote cancer awareness and prevention
- Coordinate with the Office of Health Equity Patient Navigators/Health Educators to link community members to needed cancer services and or resources

Things the Ambassador should not practice

- Share personal information about any individual you come in contact
- Respond as a medical professional
- Organize healthcare teams without the approval of the Faith or Community Organization Leadership

For more information or questions regarding participation in the Duke Cancer Institute, Office of Health Equity Community Health Ambassador one day 4 hour training please contact:

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