



NORTH CAROLINA

**Community  
Health Worker**  
ASSOCIATION

# Community Health Workers (CHWs): A Smart Investment in Health, Workforce, and Communities

Local Solutions. Trusted Professionals. Proven Value.

## Who are Community Health Workers ?

- Community Health Workers (CHWs) are trained, frontline public health professionals who live and work in the communities they serve. They help North Carolinians:
  - Navigate the healthcare system
  - Manage chronic conditions
  - Access local resources like housing, food, and transportation
  - Recover from disasters and emergencies
- They work in partnership with hospitals, providers, non-profits, and public agencies to deliver real help where it's needed most.

## The Impact of CHWs in North Carolina

### Cost-Savings & Efficiency

- CHWs reduce avoidable emergency room visits and hospitalizations by improving access to preventive and primary care services. (Source: Medicaid and CHIP Payment and Access Commission (MACPAC), 2022)
- Every \$1 invested in CHWs can yield up to \$2.47 in healthcare savings, largely by reducing hospital admissions and improving patient outcomes. (Source: Penn Medicine IMPaCT Study, 2020)

### Disaster Response & Recovery

- CHWs were and continue to be supporting local communities to rebuild after Hurricane Helene. Their community trust and local knowledge make them a critical workforce during crises.

### Workforce & Economic Development

- From April 1, 2022 - March 31, 2025, 1,358 CHWs were certified through the North Carolina Community Health Worker Association (NCCHWA) to ensure statewide quality standards.
- These are skilled, community-based jobs that support local economies.



### The Bottom Line:

CHWs are a smart investment—they **save money, boost public health, and strengthen communities**. Let's support a growing workforce that delivers measurable results for North Carolina communities and families.

# 22%

growth is projected for North Carolina's CHW workforce by 2032, driven by increased demand for preventive, practical, and cost-saving healthcare roles (NC Dept. of Commerce).

## Our Legislative Asks



### Support Training & Certification

- Support continued growth of training opportunities of this vital workforce through community colleges and CHW partners.
- Sustain statewide certification through the North Carolina Community Health Worker Association (NCCHWA) to ensure a skilled, job-ready workforce.



### Invest in CHWs for Hurricane Helene Relief & Disaster Response

- Allocate funds to rebuild communities devastated by hurricanes and ensure CHWs remain embedded to support recovery, resilience, and long-term thriving.
- Build CHWs into NC's emergency response infrastructure for future preparedness.



### Maintain Full Medicaid Funding & Oppose Cuts to Vital Services

- CHWs help Medicaid recipients, who make up a quarter of North Carolinians, stay healthy and reduce reliance on costly services.
- Rural clinics and hospitals rely on Medicaid programs to offer many of their key services.

This work is a joint effort by



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