



Unity

Conference 2025

NACHW

NATIONAL ASSOCIATION OF
COMMUNITY HEALTH WORKERS



2025
NACHW ANNUAL MEETING &
UNITY CONFERENCE



7/30/25 - 8/01/25 | COLUMBUS, OH



Welcome to the 2025 NACHW Annual Meeting and Unity Conference. Our interactive, educational and informative gathering of Community Health Workers and Allies, members and partners from across the country will celebrate the diversity and resilience of the workforce. We look forward to you joining us for over 50 different workshops, trainings, and an exciting exhibitor hall.

As you move through our program, we encourage you to get to know each other. Reach out to your fellow attendee, and in learning about their work, you may inform your own. Unity is about Fellowship. In fellowship we find the common threads through which we can move forward our mission to unify the voices of the community health workers and strengthen the profession’s capacity to promote healthy communities.

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CONVENTION CENTER MAPS



KEY

- = Exhibit Halls
- = Meeting Rooms
- = Ballrooms
- = Hyatt Regency Meeting Rooms
- = Show Offices
- = Air Wall
- = Hilton Columbus Downtown



Wednesday, July 30

Annual Meeting

Agenda

1:00 PM - 1:45 PM: Welcome

- Meeting Begins
 - Lillie Fox, Chair
- Review of Agenda
 - Ya'nelle Powell, Secretary
- Member Welcome
 - Lillie Fox, Chair
- Treasurer's Report
 - Paige Menking, Treasurer
- State of NACHW Report
 - Katherine Martinez, Interim Executive Director

1:45 PM - 2:00 PM: Break

2:00 PM - 3:30 PM: Nomination/Election

- Introduction of Nominating Committee Chairs
 - Lillie Fox, Chair
- Introduction
 - Paige Menking, Treasurer
- Founders Highlight
 - Wandy Hernandez, President
 - Susan Mayfield-Johnson
- Candidate Videos
 - Paige Menking, Treasurer
- Candidate Panel
 - Moderator: Kim Jay, NC Member

3:55 PM - 4:00 PM: Closing

- Closing Remarks
 - Lillie Fox, Chair

Unity Conference Agenda



July 31
Unity Conference Day 1



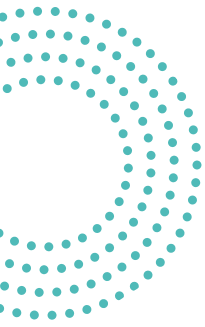
August 1
Unity Conference Day 2



August 1
CHW Gala Night

TRACK COLOR CODE

Workforce Development	Policy & Research	Social Determinants of Health or Cross Sector Partnerships	Chronic/Infectious Disease or Special Populations	Self-Care for CHWs
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Thursday, July 31 - August 1, 2025 Unity Conference Agenda

THURSDAY

7:00 AM: Registration Opens

8:00 - 9:30 AM

Welcome: Katherine Martinez, Interim Executive Director, NACHW
Representative Darnell T. Brewer - District 22, Ohio

Keynote: How CHWs Can Move the Needle on Vaccine Hesitancy and Uptake

NACHW in partnership with Sanofi is kicking off the Unity Conference with a panel discussion highlighting and empowering CHWs in their roles to address vaccine hesitancy. Join this session to hear from experts such as Dr. Reed Tuckson, MD, FACP, Managing Director of Tuckson Health Connections, LLC, and Marlen Ramirez, CHW, from Vaccination Your Family. Come hear from our speakers and ask your questions about addressing vaccine hesitancy during a live Q&A.

9:30 AM - 5:00 PM: Exhibit Hall Opens

11:00 AM- 12:30 PM: Workshops Round 1

12:30 -2:00 PM: Lunch Break

2:00PM-3:15 PM: Workshops Round 2

FRIDAY

7:00 AM: Registration Opens

8:00 - 9:30 AM

Welcome: Katherine Martinez, Interim Executive Director, NACHW

Announcement of Newly Elected Board Members: Kim Jay, CHW, NACHW Board of Directors

Keynote: Tanikka Price, Executive Director, Education at the Healthcare Collaborative of Greater Columbus

Tanikka Price uses her childhood experiences to help others navigate the tough spots in their lives. She counsels and serves others through her legal practice, Price Legal Services, she educates others as a Community Health Educator at Moms2B, and she speaks, advocates and empowers her community by sharing her testimony and books.

9:30 AM - 3:30 PM: Exhibit Hall Open

10:30 - 11:45 AM: Workshops Round 3

12:00 -1:30 PM: Lunch Break

1:30 PM- 2:45 PM: Workshops Round 4

3:00-3:30 PM: Induction and Closing Remarks

6:30 PM: Celebration Gala



DAY 1 - THURSDAY, JULY 31, 2025

Track color code

Workforce Development

Policy & Research

Social Determinants of Health or Cross Sector Partnerships

Chronic/Infectious Disease or Special Populations

Self Care for CHWs

Time	Session	Room
7:00 AM	Registration opens	Lobby
8:00 AM - 9:30 AM	Opening Remarks / Keynote	Hall D/Main Stage
9:30 AM - 11:00 AM	Expo Hall / Break	Hall C

11:00 AM - 12:30 PM		Workshop Sessions A	
Session	Room	Session	Room
Building Stronger Systems: Sustaining a new CHW program through creative workflow, innovative partnerships, and intentional data collection in rural Idaho communities	C150	Beyond the Outbreak: CHWs' Roles in Public Health Emergency Response	C170
Creating a New Table: Centering CHW Leadership in Research and Evaluation	C151	Community-Driven Approaches to Identifying and Addressing SDOH in Native Hawaiian and Pacific Islander Communities	C171
CHW Leadership: An Ingredient for Retention and Sustainability	C160A	Beyond the Contract: How CBOs and CHWs Partner with Health Plans to Deliver Results	C172
Community Health Workers (CHWs) as Public Health Leaders: Adapting a National Framework for CHW Integration in Wisconsin	C160B	Community Health Worker Employer and Managed Care Plan Partnership Development	D180
Bridging Generational Divides & Preparing Future Public Health Leaders: The Need for Teen Community Health Workers	C161A	CHW Leadership and Engagement in a Maternal Health Assessment	D181
Aging with Options: Transforming Health in a Community Residence in New Orleans	C161B	Pfizer Panel Presentation: From Partnership to Impact: A CHW-Led Model for Advancing Health Equity and Strengthening the Public Health Workforce	D182
Coffee, Canvassing & Care: CHW Resource Distribution in Action	C162A	An Integrated CHW-Re-entry Navigator Model for Reentry	D183
Trauma Informed Supervision	C162B	Taking a Pause for Power in Perimenopause and Menopause (Cancelled)	D280

12:30 PM - 2:00 PM Lunch Begins

2:00 PM - 3:15 PM		Workshop Sessions B	
Session	Room	Session	Room
Rooted in Community, Growing in Impact: Alaska CHWs Journey to Building Collective Strength and Action	C160A	The National C3 Council Interactive Consensus Building Open Forum	C172
CHWs and Allies Leading the Way: Demystifying Medicare's CHI and PIN Reimbursement Codes	C160B	AI in Action: Enhancing CHW Training & Skills	D180
Summer Youth Employment: A Homegrown Solution to Healthcare Shortages	C161A	Storytelling as Leadership: How CHWs Can Use Their Voice for Impact	D181
First Response: Empowering Community Health Workers to Recognize and Reverse Opioid Overdoses	C161B	Rooted in the Moment: Grounding and Mindfulness for Community Health Workers	D182
Introduction to Workplace Violence for Community Health Workers	C162A	Aging Well with HIV	D183
Holding the Line: Sustaining CHWs Through Uncertainty and Change	C162B	Self-Care Through Line Dancing	D280

2:00 PM - 4:00 PM				Training Sessions AB			
Practicing Cultural Humility and Motivational Interviewing for CHWs	C150	Centering CHW-Led Training: Mental Health, Well-Being, and Know Your Rights	C151	Conocimiento, Acompañamiento y Esperanza: Capacitación para Promotoras sobre Cáncer de la Sangre	C170	Growth & Capacity: Leading with ABCD Principles	C171

DAY 2 - FRIDAY, AUGUST 1, 2025

Time	Session	Room
7:00 AM	Registration opens	Lobby
8:00 AM - 9:30 AM	Opening Remarks / Keynote	Hall D/Main Stage
9:30 AM - 10:00 AM	Expo Hall / Break	Hall C

10:00 AM - 12:00 PM

Training Sessions CD

CHW-Led Initiatives to Support Patients with Social Barriers within a Health System

C150

Sustainability is Power: Organizing Strategies Rooted in CHW Wisdom

C151

Organize. Advocate. Lead: CHW Policy Advocacy During National CHW Awareness Week

C171

10:30 AM - 12:00 PM

Workshop Sessions C

Session	Room	Session	Room
Built by CHWs: How Hawaii's Workforce Came Together to Create a Statewide Toolkit	C160A	Advancing Promising Practices for CHW Employers: NACHW's Workforce Committee Launches a New Learning Community	C170
Engaging CHWs in the Delphi Process to Develop the Training Curriculum Partnering to Build Understanding of Genomics Responsibly	C160B	Using the Evaluation Toolkit For the Financial Sustainability of the CHW Workforce	C172
Mission-Driven Momentum: Advancing Fundraising through Strategy, Relationships, and Culture	C161A	"I know you aren't interested in quitting, but...": How to Perform a Brief Intervention for Tobacco Dependence	D180
Harnessing Hubs for Health: A CHW-Centered Approach to Careinancial Sustainability of the CHW Workforce	C161B	Ensuring Psychosocial and Physical Safety: How CHW Operators Provide Trusted Spaces in Mobile Health Care	D181
Leading with Trust: CHWs Liking Health, Community, and Voting	C162A	Equipping Decision Makers with Policy Avenues for CHWs in Medicaid	D182
From Hands to Heart: Weaving Through the Tradition of Lei Making	C162B	Transforming Communities from the Ground Up: CHW and the Power of Data-Driven Care	D183

12:30 PM - 2:00 PM

Lunch

1:30 PM - 2:45 PM

Workshop Sessions D

Session	Room	Session	Room
Brother, Leader, Healer: The Untold Power of Male CHWs in Reimagining Community Health	C150	You Are NOT Alone: Navigating the Caregiving Journey with Communication, Faith, and an Action Plan	C162B
Leading Community Transformation: Colorectal Cancer Prevention, Health Access, and Food Equity in a Border Town	C151	From Incarceration to Impact: Training Community Health Workers Behind Bars	C170
CHWs Role in Community Health Equity/The Essential Role of the Community Health Worker: ACTION Movement Initiative	C160A	From Vision to Voice: The Journey to a CHW Association in NJ	C171
Optimizing CHW Collaboration with a Community-Based Centering Pregnancy Program	C160B	The Power of Partnership: Co-Creating a Virtual Learning Series for Sustainable CHW Programs	C172
Merging Climate Change and Health Equity in CHW Education: A Participatory Approach	C161A	Cracking the Code on Medicaid and Medicare Reimbursement for CHWs	D180
Preliminary Findings from a Statewide CHW Workforce Assessment	C161B	Toward a Unified CHW Workforce: Creating Shared Pathways for Certification and Growth	D181
Empowering Community Health Workers: Digital Strategies to Address Barriers and Strengthen Care	C162A	CHWs, You Belong in Policy!	D182
		Community-Based CHWs: Advancing a Just, Healthy, and Resilient Community in Twin Falls, Idaho	D183

3:00 PM - 3:30 PM

Induction & Closing

6:30 PM - 11:00 PM

Gala



HOPE AND CARE AWARDS

CARE IN OUTREACH

Maria Gonzales

"Maria brings a remarkable blend of compassion, experience, and unwavering dedication to her role—qualities that have made a profound impact on the lives of those she serves. Maria is a commanding presence in the best sense: calm under pressure, clear in communication, and confident in action. She pairs that strength with a deeply nurturing and empathetic approach. Her ability to connect with others comes not only from training, but from lived experience. As a former agricultural worker, Maria understands firsthand the grueling conditions farmworkers endure, especially in extreme heat. This gives her a rare and powerful empathy—and a fierce commitment to advocacy. Whether she's navigating complex systems, delivering care in the field, or simply lending a compassionate ear, Maria leads with heart. Her clients trust her because she sees them not just as patients, but as people."

-Nominator

CHANGE AGENT AWARD

Monica Avila

"As the Professional Development Coordinator at the City of San Antonio's Metro Health Department, Monica has transformed the landscape for community health workers (CHWs) in San Antonio and the South Texas region. Through her visionary leadership, tireless dedication, and collaborative spirit, Monica has empowered CHWs, strengthened the public health workforce, and advanced health equity for underserved populations. One of Monica's most significant achievements is the creation of the Community Health Worker (CHW) Hub—a central resource for CHWs to connect, train, and grow professionally. The Hub, launched under Metro Health's SA Forward strategic plan, has become a model for workforce development."

-Nominator

EQUITY AND JUSTICE VISIONARY AWARD

Logan Gross

"I nominate Logan Gross, he is an outstanding person, Logan is always know to lend a helping hand, or roll up his sleeves and get down right to the point the was never echoed so loud in the past. Logan is not afraid to speak up when he opposes or have questions on remarks. Logan has been in his current position for more than 5 years and has never not accepted a challenge nor turned down someone who is needing guidance. That is why I nominated Logan for Ohio CHW."

-Nominator

HOPE IN HEALTHCARE AWARD

Swanette Salazar

Swanette Salazar is nothing short of amazing. She is beyond dedicated. She serves the families she work with, her fellow CHWs as well as helping inform policy decisions. I don't have time to write all that is amazing about her. You may have met her and you know. The State of RI would be lost without her."

-Nominator



OHIO CHW AWARD

Queen Smith

It is difficult to find the words that describe her because her actions speak for themselves. Queen has been an amazing mentor, advocate, and even a friend to her coworkers, clients, and other community members. Queen consistently goes above and beyond to empower everyone around her while still facing adversities in her own life. Queen is the embodiment of what it means to be a Community Health Worker and quite honestly, I aspire to be just like her.

Queen approaches each and every patient/family interaction with a positive attitude and a desire to help. No matter how big the problem is, Queen is always there to provide support and help in any way possible. Queen is great about connecting with families on a personal level, and families often share information with Queen that they did not feel comfortable sharing with the rest of the team. As a clinic, we work to build trust with our patients and families, and Queen is a critical piece of building that level of trust.

-Nominator

ESTHER M. HOLDERBY EXTRAORDINARY CHW AWARD

This award honors a CHW, CHR or promotor(a) with 5 or more years of experience and who has overcome personal adversity to promote health in their community. In addition to promoting health in his or her community, the recipient of the award will have advocated for funding and/or services needed in their community to promote health.

Ryan Smith

Ryan Smith is a dedicated Community Health Worker, Social Worker, Doula, Father and proud native of St. Louis, Missouri. His journey towards advocacy and community empowerment began in his youth when he witnessed firsthand the disparities in resources and opportunities among different geographical locations, races, and socioeconomic statuses. This awareness was particularly evident during his participation in a desegregation program for a high school in Clayton, MO, where he experienced the stark contrast in educational environments.

Motivated by the realization that those in need didn't resemble the majority of those offering help, Ryan pursued a bachelor's degree in social work. Over the past three decades, he has tirelessly dedicated himself to social services, striving to bridge the gaps in communities through enhanced health literacy and culturally inclusive practices.

In 2016, Ryan earned his CHW Certificate from St. Louis Community College, marking a significant milestone in his commitment to community leadership from the inside-out. Since then, he has played an instrumental role in the CHW workforce within the metropolitan St. Louis region. As a founding member of the STL CHW Coalition and a board member of the Community Health Workers Association of Missouri (CHWAM), Ryan actively shapes strategies for credentialing and sustainability, advocating for the professional advancement of CHWs statewide.

Currently serving as the Director of CHW Leadership and Development at the St. Louis Community Health Worker Coalition, Ryan focuses on empowering CHWs through wellness initiatives, upskilling programs, and overall professional growth.

In Memoriam



Sergio Matos

Co-founder of NACHW — we honor his contributions to the movement and the legacy he left to the CHW community in New York and beyond.

Sergio was a visionary, advocate, and mentor who dedicated his life to uplifting Community Health Workers and the communities they serve. As a founding leader of the National Association of Community Health Workers (NACHW), he brought heart, strategy, and deep conviction to the national stage. Sergio was a fierce champion for CHWs. He founded the Community Health Worker Network of NYC, built national coalitions, and influenced policy that strengthened the profession across the country.

Sergio was a bridge-builder—connecting people, organizations, and movements. He inspired trust, challenged inequity, and reminded us to always center the voices of CHWs. His passion and persistence helped bring visibility and legitimacy to the field.

We are grateful for his life, his work, and his unwavering belief in the power of community.



Naomi Cottoms

In loving memory from her fellow founders of the National Association of Community Health Workers (NACHW)

We honor Naomi Cottoms, a beloved leader, friend, and visionary. From NACHW's founding in 2014, she was a guiding light whose deep commitment to justice, service, and community shaped our organization.

A proud Southern Black woman, Naomi led with humility, humor, and grace. She founded the Tri-County Rural Health Network, helped launch the Arkansas CHW Association, and served her Helena, Arkansas community with devotion—especially through her annual Thanksgiving food drive.

Naomi brought people together—whether building NACHW's foundation, mentoring new leaders, or leading our launch ceremony with candles and hope.

She always said, "I am grateful." Today, we are grateful for her. To honor her enduring legacy, NACHW has established an award in her name—ensuring her spirit continues to inspire generations of CHWs.

Her light lives on. We love her. We miss her.



THANK YOU TO OUR SPONSORS

We want to thank our sponsors for standing with us on this journey to UNITY. As Community Health Workers, we walk alongside our neighbors every day, listening, supporting, and helping to heal. Your generosity and support makes it possible for us to keep hosting this conference and celebrate the empowerment of this vital work we do – connecting people to the care and resources they need, especially when the system feels overwhelming.

Champion Level	Leader Level
Sanofi	Envision Pfizer
Pathfinder Level	Special Thanks
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Thank you to our Donors

From the bottom of our hearts, **thank you.**

Your generous support means more than words can fully express. In a time when funding for public health—and especially for community-based, nonprofit work—is harder to come by than ever, your gift is not only meaningful, it's essential.

Community Health Workers (CHWs) are the backbone of public health equity. Yet despite the critical work they do—connecting people to care, building trust in communities, and saving lives—their efforts are often underfunded and overlooked. Sustaining this work, and ensuring CHWs are supported and celebrated, takes more than passion. It takes people like you.

- **CCS HEALTH**
- **MARLYS VAUGHN**
- **ALLISON JOSLYN**
- **YA'NELLE POWELL**
- **TERESA CAMPOS-DOMINGUEZ**
- **COLBY TAKEDA**
- **JOANNE CALISTA**
- **KIM JAY**



SAVE THE DATE!

2025 SEPTEMBER





SE CHW NETWORK
5th Annual Summit



KY ASSOCIATION OF CHWS
10th Annual Conference

Make plans to join us for the 5th annual SECHWN Summit as we join forces with the Kentucky Association of CHWs to combine the conferences in Lexington!

 September 18 & 19

 Central Bank Center
Lexington, KY



 VISIT OUR LINKTREE TO STAY IN THE KNOW

<https://linktr.ee/SECHWNSummit>



We are committed to redefining healthcare. By connecting the best of Health&Care, we are closing the gap between communities and care to transform the patient experience. We work side-by-side with partners in communities around the world to support a thriving and diverse workforce that delivers culturally conscious care on behalf of all those they serve. Our mission is to see a future where good health delivered by a thriving health workforce is a reality for the communities we serve.

Learn more at [jnj.com](https://www.jnj.com)

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Sanofi congratulates Denise Octavia Smith on her remarkable tenure as NACHW's Inaugural Executive Director, and greatly respects the tremendous dedication and impact of the entire NACHW team and community.

Sanofi is an R&D driven, AI-powered biopharma company committed to improving people's lives and creating compelling growth.

We apply our deep understanding of the immune system to invent medicines and vaccines that treat and protect millions of people around the world, with an innovative pipeline that could benefit millions more. Our team is guided by one purpose: we chase the miracles of science to improve people's lives; this inspires us to drive progress and deliver positive impact for our people and the communities we serve, by addressing the most urgent healthcare, environmental, and societal challenges of our time.

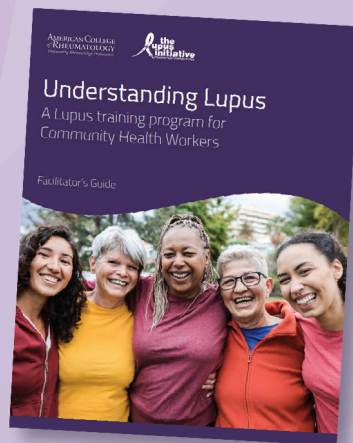
COMMUNITY HEALTH WORKER LUPUS TRAINING RESOURCES

Are you interested in adding more curriculum to your organization's training program?

Check out some of American College of Rheumatology's training programs that specifically educate Community Health Workers on the signs and symptoms of lupus!

Understanding Lupus

Understanding Lupus is a program for Community Health Workers who work with patients and members of the community. The purpose of this program is to increase CHW's knowledge about the signs and symptoms of lupus, improve confidence in referring community members to healthcare providers when necessary, and increase knowledge about the importance of minority involvement in clinical trials. Understanding Lupus is facilitated in English, and handouts are available in English, Spanish, Simplified Chinese, Hmong, Vietnamese, Mixteco, Somali, Marshallese and Karen.

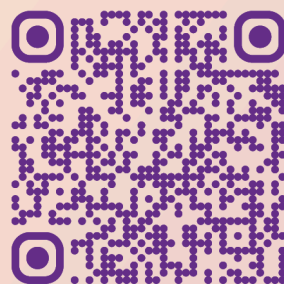


Lupus Clinical Trials Training Program (LuCTT)

LuCTT is an online and in-person training course to increase CHWs' knowledge and skills to educate African American and Latino communities on lupus clinical trials and to support people with lupus who are navigating the clinical trial system and the health care system.



If you're interested in accessing this training, please scan the QR code to the right to preview the materials and reach out to us to gain access!



Does your organization use CHWs to conduct outreach in African American and Latino communities? Are you interested in providing LuCTT training for your CHWs and other CHWs in your area? Scan the QR Code to learn more!



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Educational Programs and Materials



Patient Financial Assistance Programs



Support Groups and Online Chats



Nutrition Services



Peer-to-Peer Support



Clinical Trial Nurse Navigators



Caregiver Support

The collective power of
CHWs in your pocket.



CHW Connector is the new social platform for the CHW Community brought to you by **NACHW**. It is available **NOW** on Apple App Store, Google Play and on the Web! Sign up for **CHW Connector** at CHWConnector.org.



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AN
ACTION GUIDE
TO DISRUPT
INEQUITABLE
HEALTH OUTCOMES



Learn more about this community-developed tool

Access actionable steps and practical resources to help drive health equity



Our mission is to partner with
Community Health Workers,
CHW allies, and organizations to
elevate and sustain the CHW workforce.

envision is a partnership between
Wisconsin Department of Health Services &
The Center for Community Health Alignment



envisionCHWs.org

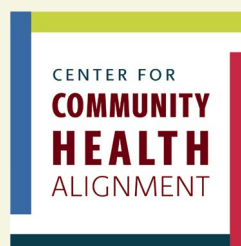
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We Want*

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