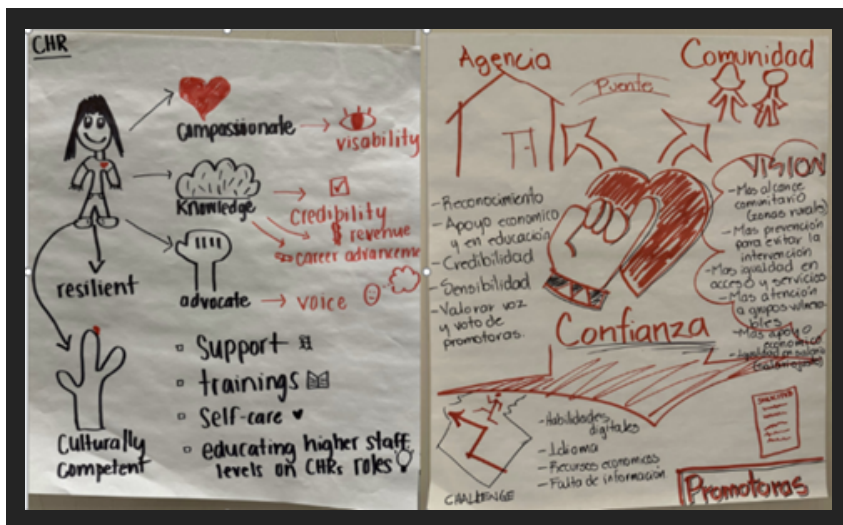


# IS CHW VOLUNTARY CERTIFICATION IMPROVING THE CREDIBILITY, INTEGRITY AND SUSTAINABILITY OF THE WORKFORCE?

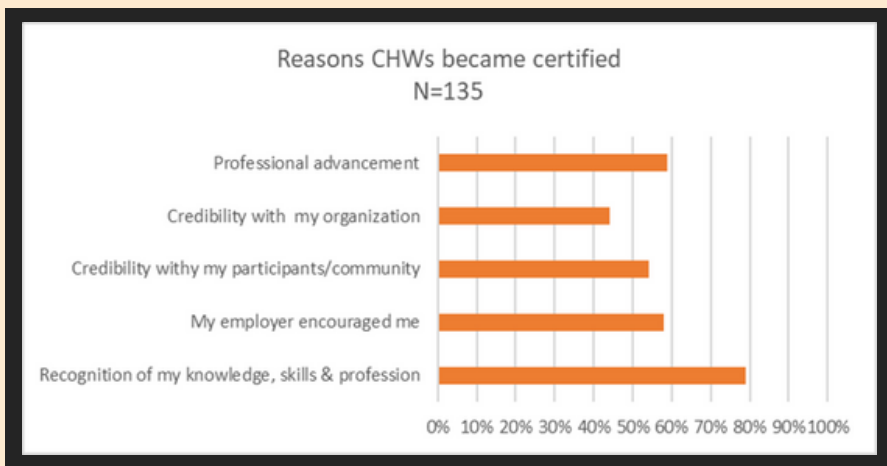


## CHWS BELIEVE CERTIFICATION BENEFITS THE PROFESSION

- CHWs are creative and passionate connectors. They are full of heart, knowledge and resources. They center their community in all their work.
- Voluntary certification is an opportunity for recognition, support, greater connections, career opportunities.
- CHWs need more information, pathways to financial sustainability, and training opportunities.

## AS OF DECEMBER 1, 2023, 342 CHWS HAVE BEEN CERTIFIED IN ARIZONA.

- The majority of certified CHWs get certified to **receive recognition** for their profession.
- Desire for **professional advancement** and **employer encouragement** were also key motivators.



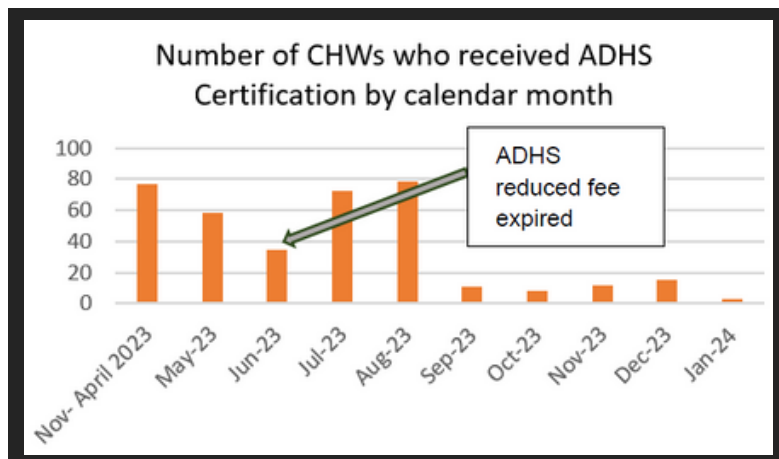
*“It’s an accomplishment that deserves recognition, it’s a symbol of hard work dedication for your community.”*

*“This will give you the credibility they needed to learn and be blown away about the fantastic work we do as a workforce, and as individuals in our own communities.”*

## CHWS WHO ARE NOT CERTIFIED DO NOT HAVE ENOUGH INFORMATION OR STRUGGLE WITH THE REQUIREMENTS

Changes and resources that would help CHWs consider voluntary certification:

- No requirement for a high school diploma/GED.
- Lowering the fee for the application.
- -Informational brochure or infographic, easy step by step process with pictures
- Core competency training and awareness.
- CHWs provide mentorship, outreach, support and help with application.



## Moving forward....do CHWs:

- Have better employment opportunities?
- Receive higher compensation?
- Have more training opportunities?
- Experience greater recognition for their contributions in their organizations?

read the full CHW Voluntary Certification report here

