



Spotlight: Cambridge Health Alliance

MVCP is proud to partner with Cambridge Health Alliance (CHA) to offer quarterly interactive training on vaccine hesitancy as part of the state-certified Community Health Worker (CHW) Core Competency program.

With deep cultural roots and trusted relationships, CHWs are vital champions for building vaccine confidence in our neighborhoods. We spoke with Brianna Breuer, Training/Technical Assistance Specialist at CHA, to get her insights on how CHWs make a difference on the ground:



? *How do CHWs build community trust?*

CHWs build community trust, first and foremost, by listening. Through listening, CHWs demonstrate compassion and empathy, and can help navigate the complex healthcare system using a client-centered approach. CHWs build trust by speaking the same language as community members, and having a lived experience that reflects that of community members. They are constantly learning about others, demonstrating cultural intelligence and cultural humility when working with cultures that differ from their own.



? *With respiratory illness season approaching, how can CHWs support immunization efforts?*

CHWs can support immunization efforts by disseminating information about vaccines to the community - the benefits, where to receive them, if insurance covers them, etc. CHWs can also support immunization efforts by addressing misinformation and disinformation about vaccination with information from credible sources. Finally, CHWs can refer patients to providers that they know have experience with these populations.

? *What is the superpower of a Community Health Worker?*

A CHW's greatest superpower is their ability to listen and meet people where they are. They have a great capacity to connect with others and support clients in many different stages of life. Importantly, they also have a deep knowledge of resources to share with community members.