

Great Rivers United Way's CHW Core Competency Training

The Great Rivers United Way CHW Core Competency Training is the flagship program for preparing Community Health Workers (CHWs) in Wisconsin. Delivered in partnership with Western Technical College, this 80-hour, in-person, cohort-based course equips CHWs with the essential skills to engage clients, navigate health systems, and advocate for community well-being.

In addition to an understanding of the C3 Core Competency roles and skills, CHWs will:

- Gain practical tools for building client trust and delivering health education
- Strengthen interpersonal and communication skills for diverse populations
- Develop proficiency in Motivational Interviewing (OARS) to support client goals
- Understand health equity principles and the CHW's role as an advocate
- Build confidence in emergency preparedness and crisis response

Program Format

- **Total Hours:** 80
- **Delivery:** In-Person, Cohort-Based
- **Frequency:** Offered Twice Annually
- **Partnership:** Western Technical College

This immersive program blends classroom instruction, role-playing, peer learning, and reflective practice. It emphasizes both technical knowledge and relationship-centered care to ensure CHWs are workforce-ready and community-focused.

Core Focus Areas

- **Chronic Disease Management** – diabetes, cardiovascular health, and prevention
- **Motivational Interviewing (OARS)** – coaching for sustainable behavior change
- **Behavioral & Reproductive Health** – supporting holistic health needs
- **Health Equity & Advocacy** – advancing fair access and systemic awareness
- **Emergency Preparedness** – coordinating with systems in an emergency
- **Cultural Humility & Trust-Building** – serving diverse communities with respect
- **Health Literacy & Client Education** – simplifying health information for clients