
Recruitment of Community Health Workers

It is important that Community Health Workers (CHWs) are able to connect with their clients and share the culture, experience and language of the families they support. The following considerations are based on effective recruitment strategies for CHWs.

Cultural Competence

Is the CHW of and from the community being served?

- Has the target community been clearly defined?
- Does the CHW reflect the race, language or self-identification of the target community served by the site?
- Is the CHW engaged with community members in ongoing informal and formal committees and groups? Examples include being an active member of a local church, a local council/network and parent-teacher association, etc.
- Did members of the target community participate in the Community Stakeholders Meeting?
- Did current, established CHWs participate in the recruitment and selection of the new CHW?

Interpersonal Skills

Is the CHW able to connect with your clients?

- Is the CHW able to relate to the issues facing the client/community?
- Does the CHW have a history of assisting community members?

Resources

Is the CHW aware of - and able to utilize - community resources?

- Does the CHW demonstrate knowledge of current and applicable community resources?