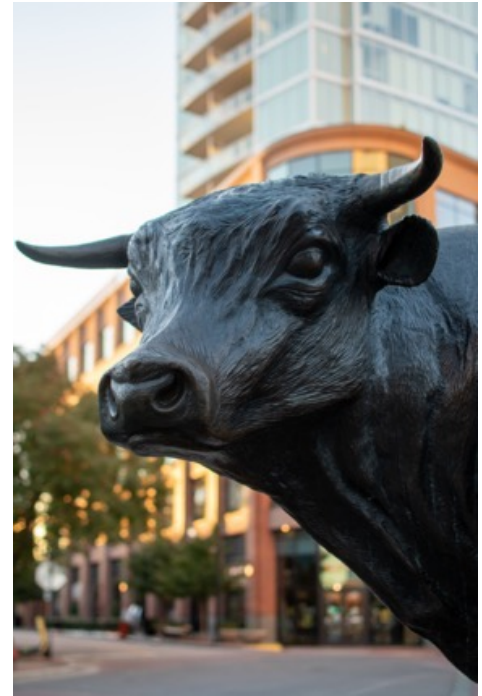


Bull City Strong - Community Health Promoters


Ethical Communication & Client Confidentiality

Tuesday, August 30, 2022



Session Goals

- Understanding ethical communication and the role of a Community Health Promoter
- An overview of The Health Insurance Portability and Accountability Act of 1996 (HIPAA)
- Practice using scenarios



Why Are You A Community Health Promoter?

Ethical Communication and Community Health Promoters

- Ethics are norms that guide us in distinguishing between acceptable and unacceptable behavior
- As Community Health Promoters, we need to balance this role with the personal relationships we may have with community members
- How we communicate with community members is key to how we maintain trust

Community Health Worker – Definition

- A Community Health Worker (CHW) is a “frontline public health worker who shares life experience, trust, compassion, cultural and value alignment with the communities where they live and serve”
- This relationship makes it possible for a CHW to be that link between their community and health and social service organizations



Recommended Code of Ethics for Community Health Workers

- Honesty
- Confidentiality
- Scope of Ability and Training
- Quality of Care
- Referral to Appropriate Services
- Legal Obligations
- Cultural Humility
- Maintaining the Trust of the Community
- Respect for Human Rights
- Anti-Discrimination
- Client Relationships



Why is Confidentiality Important

HIPAA

- HIPAA = The Health Insurance Portability and Accountability Act of 1996
- HIPAA prohibits healthcare providers and healthcare businesses from sharing protected health information to anyone other than a client and the client's authorized representatives **without their consent**
- Protected Health Information (PHI) is anything that could be used to identify an individual



Protected Health Information - Examples

- Name
- Birthdate
- Address
- Social Security number
- A diagnosis or test result

Protected Health Information - Examples

- Prescription information
- Gender
- Race/ethnicity
- Contact and emergency contact information
- Email addresses
- Medical record numbers
- Health insurance beneficiary numbers
- Account numbers
- Certificate/license numbers

Basically, any info that can be used to identify an individual is PHI

Video – Spot the HIPAA Violation

Link to video - <https://www.youtube.com/watch?v=HuEoKsN6RKU>

Community Health Promoters and HIPAA



YES



NO

HIPAA Scenario

- As a Community Health Promoter, you are leading a health education event at the Health Department
- A local politician comes into the Health Department the same day as your event
- A colleague takes a photo of the politician and immediately post it to their public Facebook account

HIPAA Scenario Continued

- Along with the photo, they add a caption that says “Look who came into the Health Department today”
- Do you think this is a HIPAA violation?
- Why and why not?

Boundaries



Types of Boundaries

- Physical — one's sense of personal space
- Time and place — when & where to meet
- Emotional — feelings that an individual has/ experiences
- Personal beliefs— an individual's world views, values and life philosophy

Scenario – Time and Place Boundaries

- Janet is a Community Health Promoter who says that she is making progress with a community member who wants to manage stress
- The challenge is that this client calls Janet every day - even sometimes on the weekend
- Janet is struggling to find time to work with other community members
- What should Janet do?

Scenario – Personal Boundaries

- Frank is a Community Health Promoter who provides health literacy support to community members
- One day as he is preparing to make phone calls to remind his clients about their medical appointments, another Community Health Promoter comes to Frank's desk

Scenario – Personal Boundaries Continued

- They see his list and point at a name
- Then they say, “Hey, I know her. We went to high school together.”
- What should Frank do?

Scenario – Emotional Boundaries

- John is a Community Health Promoter who manages a program for fathers
- One of the men who is a participant in the program knows that John is also a father

Scenario – Emotional Boundaries Continued

- This community member asks John to lend him \$80 to buy food for his kids. He promises to repay John when he gets some money in 2 weeks
- He also asks John, “Do you want my children to go hungry?”
- What should John do?

Scenario – Personal Beliefs Boundaries

- Mary has a new client who is a vegetarian
- The client has asked Mary to help her with getting additional food
- Mary connects the client to a food pantry

Scenario – Personal Beliefs Boundaries Continued

- The next day, the client calls Mary. She says that she cannot eat the food sent from the pantry because most of it is non-vegetarian
- Mary tells the client that, “she should be happy with what she gets!”
- If you were Mary’s supervisor, what guidance would give to Mary about this situation?