

Bull City Strong – Community Health Promoters Program  
Text for August 30<sup>th</sup> Session  
Ethical Communication & Client Confidentiality

Slide 2 - 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

Slide 3 - Group Discussion:

- 3 photos showing groups of people
- Why Are You a Community Health Promoter?

Slide 4 - 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

Slide 5 - 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 definition of Community Health Workers is from the National Association of Community Health Workers. “About- What We Do.” <https://nachw.org/about/>
- This relationship makes it possible for a CHW to be that link between their community and health and social service organizations

Slide 6 - 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

The source for the Community Health Workers Code of Ethics is the Harrison Institute for Public Law and Georgetown University Law Center for the American Association of Community Health

Workers. “Community Health Worker Code of Ethics Toolkit.” <https://nhchc.org/wp-content/uploads/2019/08/Community-Health-Worker-Code-of-Ethics-Toolkit.pdf>

Slide 7 - Group discussion:

- Why is Confidentiality Important?

Slide 8 - 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

Slide 9 - Protected Health Information – Examples:

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

Slide 10 - 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**

Slide 11 - Video – Spot the HIPAA Violation:

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

Slide 12 - Community Health Promoters and HIPAA:

- The organization you work for must be HIPAA compliant, so be sure to complete required HIPAA trainings and document your training
- Discussing a client with another member of your team **is not** a HIPAA violation
- Discussing a client with uninvolved coworkers or with individuals outside the office **is** a HIPAA violation

Slide 13 - 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

Slide 14 – 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?

Slide 15 – Boundaries:

- Photo of a wave meeting the sand

Slide 16 – 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

Slide 17- 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?

Slide 18- 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

Slide 19- Scenario – Personal Boundaries Continued:

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

Slide 20 - 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

Slide 21- 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?

Slide 22 - 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

Slide 23 – 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?