



HEALTHCARE INITIATIVE

Cultivating Community Health

The Need

Empowering Community Health: A Focus on Accessibility and Culture

In the heart of Willamette Valley, accessible, culturally specific, and high-quality healthcare is not just an ideal—it is a necessity. Recognizing this, the Willamette Valley Wine Foundation (WVWF), in collaboration with ¡Salud! and Virginia Garcia Medical Center, is spearheading initiatives to significantly expand the availability and reach of community health workers. Community health workers are crucial in bridging the gap between under-served communities and the complex healthcare system. These professionals are ideally members of the community they serve and thus are more able to provide essential services in culturally relevant ways. Their training focuses on navigating and accessing healthcare systems effectively, ensuring that all community members receive the care they need and deserve.

Empowering the Next Generation

Training the Next Generation of Health Advocates

Mirroring our successful partnerships in other sectors, we are now collaborating with accredited organizations to develop robust training programs for community health workers. This initiative recruits and trains cohorts of students who will become certified community health workers, ready to serve and transform their communities from within.

In partnership with Chemeketa Community College, the WVWF is working to secure funding for and complete recruiting of a cohort of 20 students to work through a certification program to become accredited community health workers.

We are currently committed to funding this vital project, with overall costs estimated between \$50,000 and \$150,000. Our goal is to launch this training cohort by Fall 2024 with partners at Chemeketa Community College. By investing in this program, we are not only enhancing healthcare access but also enriching the community's overall well-being.

Proposed Expenditure: \$2 Million by 2030

