

Rural Health Transformation Program

Rural CHW Workforce Development Initiative: 5-Year Roadmap (2026 – 2030)

YEAR 1: PLANNING, DISCOVERY & PROGRAM DESIGN

FOCUS: Lay the foundational infrastructure, conducting community engagement, and designing an implementation-ready workforce model.

KEY ACTIVITIES:

- Host listening sessions and regional discovery convenings
- Synthesize insights to identify key stakeholder priorities

YEARS 2–3: INITIAL LAUNCH & IMPLEMENTATION OF PILOT PROGRAM

FOCUS: Implement and pilot an ‘Earn and Train’ CHW Pathway in targeted rural regions of Minnesota.

KEY ACTIVITIES:

- Recruit and enroll the first cohort of rural CHW trainees and CHW employers.
- Provide technical assistance and implementation support to rural administrative employers.

YEARS 3–5: REGIONAL SCALING, SYSTEM INTEGRATION & SUSTAINABILITY

FOCUS: Scale program reach across additional rural regions and embed long-term sustainability practices.

KEY ACTIVITIES:

- Expand site adoption to additional rural healthcare providers, local public health agencies, community based organizations and Tribal health organizations.
- Conduct ongoing program evaluation and continuous quality improvement (CQI)

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