



SUSSEX
COUNTY *is Our*
Specialty

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Mobile & Community Outreach Coordinator & Community Health Worker



Understanding Our Community

SUSSEX COUNTY is Our Specialty

- What Defines a Community
 - A community brings together people who share interests, values, or a common location, forming meaningful connections.
- Serving Diverse Groups
 - We serve families, youth, seniors, and professionals from various backgrounds, reflecting the diversity within our community.
- Fostering Inclusion and Support
 - Our focus is on inclusion, addressing unique needs, and building supportive relationships for all community members.

What is Community Outreach?

Meeting People Where They Are

- Community Outreach is the intentional effort to connect individuals with resources that support their health and well-being
- Focuses on reducing barriers to care such as transportation, food insecurity, housing, and health literacy
- Builds trust through consistent presence, cultural understanding, and relationship-building
- Strengthens community-healthcare partnerships

Why Community Outreach Matters

Community Outreach and Community Health

- Addresses SDOH
- Improves health outcomes
- Improves access to preventative and primary care
- Helps reduce health disparities in underserved communities
- Encourages early intervention rather than crisis driven care
- Reduces healthcare related costs for the entire community
- Empowers communities & fosters social change

Community Outreach in Healthcare

-  Mobile Health Units: Screenings and education at community events
-  Food Prescription Program: Healthy food access + nutrition education
-  Narcan PODs: Overdose prevention resources and free opioid rescue kits
-  Self-Management Workshops: Support for chronic conditions



The Role of the Community Health Worker

The Bridge between Community and care



- Trusted members of the communities they serve
- Provide education, advocacy, and care coordination
- Help individuals navigate complex healthcare and social service systems
- Serve as a consistent point of contact and support



Who is Elidia Martinez?

Background

1. Background in Healthcare

1. Started as a front desk assistant in a cardiology office and developed strong communication and organizational skills
2. Moved on to become an activities assistant/receptionist in a Skilled Nursing Facility where I gained experience engaging activities for residents and further strengthened skills I already had
3. Received a promotion and became Business Office Manager (HATED IT)
4. Went back to doing activities/reception for another company for a while
5. Researched job opportunities that aligned with my values/goals

2. Education

1. Currently studying Behavioral Science at Wilmington University
2. Focus on Mental Health to better support community needs

3. Path to Becoming a CHW

1. Passion for helping others and improving health outcomes
2. Transitioned into Community Health Worker role at Beebe Healthcare
3. Connect individuals with health and social resources
4. Coordinate programs like Food Prescription Program to address chronic conditions and food insecurity

Day in the Life as a CHW

- Every day is different!
- Mon., Tues., Friday – Typically Admin. Days
 - Phone calls, emails, filing paperwork, data entry, meetings, etc.
- Wed., & Thurs. - Typically Community Days
 - Travel to Ellendale, Georgetown, Millsboro, and soon Seaford; May need to subtract an admin day and add another community day
- Events – Multiple calendars we reference to gauge which events are necessary to attend vs. Which events are not
- Sometimes things do not go as planned – Improvise
 - It is important to know how to think quick and improvise when necessary

QUESTIONS?

beebehealthcare.org



**THANK
YOU**

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Learn about how we care for the
people of Sussex County.

beebehealthcare.org

