Addressing our nation’s health inequities by building the foundational management and leadership skills of managers and supervisors of community health workers (CHWs)

LIVE ONLINE: September 27 – November 2, 2023

UCLA/Johnson & Johnson Community Health Advocate Management Program (CHAMP)

This program is brought to you by:

UCLA Anderson School of Management

UCLA Harold and Pauline Price Center for Entrepreneurship & Innovation

Johnson & Johnson
Designed from a strategic planning perspective, this new program provides a unique opportunity for managers and supervisors of community health workers (CHWs) to participate in an intensive leadership and management development program offered by the UCLA Anderson School of Management and sponsored by Johnson & Johnson.

The UCLA/J&J Community Health Advocate Management Program (CHAMP) is specifically designed and especially valuable for community health centers and other community-based health care organizations aiming to provide more effective, compassionate, and equitable health care to the communities they serve by enhancing the knowledge and skill sets of those who manage CHWs and those who supervise those managers.

With an emphasis on effective communication, management, leadership, team building and decision making, the program aims to help managers and supervisors empower community health workers to maximize their own and their organization's potential to make a positive impact in their community by providing greater access to care, reducing health disparities, and enhancing self-sufficiency.

Modeled after the successful UCLA/J&J Health Care Executive Program (HCEP), now in its 22nd year, the CHAMP aims to help CHW managers and their supervisors create and sustain improvements in their organization, with the ultimate aim of improving the health and wellness of the community.

**Who Should Apply**

The program is designed for managers and supervisors of CHWs. In addition, those individuals who oversee the managers/supervisors of CHWs are also encouraged to apply. Up to 90 participants will be selected for the program. Admission is decided by UCLA to assure that each class is representative of community-based health care in terms of geographic location, urban/rural mix, size, and other demographic factors.

**Program Logistics**

The CHAMP will be held virtually via Zoom for six consecutive weeks, from September 27 - November 2, 2023. Sessions will be held on Wednesdays and Thursdays from 9:00 a.m. to 1:45 p.m. PT, 12:00 p.m. to 4:45 p.m. ET.

Upon admission to the program, participants will be provided individual logins to access UCLA's learning management system. All program materials, including a detailed program schedule, will be housed on the UCLA program website.

**Program Cost**

Johnson & Johnson defrays the majority of the program costs. Upon admission to the program, each participant is responsible for a registration fee of $750.
The CHAMP will focus on building key competencies in the following three areas: Persuasion and Communication, Planning and Problem Solving, and People. Faculty members are drawn mainly from the UCLA Anderson School of Management, with additional faculty from other universities and other experts in the field.

**PERSUASION AND COMMUNICATION**
- Effective Communication
- External Communication and Partnership Development
- Effective Leadership

**PLANNING AND PROBLEM SOLVING**
- Ability to Assess Internal and External Environment
- Operational Effectiveness
- Project Planning and Goal Setting

**PEOPLE**
- Understanding of Trauma-Informed Care
- Equity, Diversity and Inclusion
- Monitoring, Mentoring and Coaching (Human Asset Management)
- Managing Stress and Burnout

NOTE: TOPICS SUBJECT TO CHANGE

TO LEARN MORE, PLEASE VISIT OUR WEBSITE
The Community Health Improvement Plan (CHIP) is the practical application of the program, allowing participants to immediately apply the UCLA program curriculum to improve performance at their own organizations. The program includes a workbook with steps in project planning, implementation, and evaluation. Participants routinely meet in learning groups, led by current UCLA Anderson students, to discuss and complete the CHIP Workbook.

**UCLA ANDERSON SCHOOL OF MANAGEMENT**

UCLA Anderson School of Management is recognized as one of America’s premier management schools. Its preeminent position is based on internationally acclaimed research, an innovative and distinguished faculty, excellent degree programs and exceptionally bright, highly motivated students chosen from one of the largest and finest application pools in the nation.

**THE HAROLD AND PAULINE PRICE CENTER FOR ENTREPRENEURSHIP & INNOVATION**

The CHAMP program is conducted under the auspices of the Harold and Pauline Price Center for Entrepreneurship & Innovation, a recognized leader in entrepreneurial education and research. The Price Center oversees all teaching, research, extracurricular and community activities related to entrepreneurship at UCLA Anderson, and maintains a strong commitment to serving the nonprofit and small business communities through management development programs. For more information, visit anderson.ucla.edu/price.

**JOHNSON & JOHNSON**

For more than 130 years, the Johnson & Johnson Family of Companies has aimed to keep people well at every age and every stage of life by blending heart, science and ingenuity to profoundly change the trajectory of health for humanity. At Johnson & Johnson, good health is the foundation of vibrant lives, thriving communities and forward progress. Today, as the world’s largest and most broadly based health care company, they are committed to using their reach and size for good. They strive to improve access and affordability, create healthier communities and put a healthy mind, body and environment within reach of everyone, everywhere.

**FOR ADDITIONAL INFORMATION PLEASE CONTACT**

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