

Promotores de Salud



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Purpose of the HHS National Promotores de Salud



- ❖ Recognize the important contributions of the Promotores de Salud in reaching vulnerable, low income, and underserved members of Latino/Hispanic populations.
- ❖ Promote the increased engagement of Promotores to support health education and prevention efforts, and access to health insurance programs.



Background



- ❖ “Promotores de Salud” loosely translates to “Promoters of Health,” are similar to community health workers such that they conduct outreach for advocacy organizations, health clinics, and medical organizations.
- ❖ However, many Promotores are not permanently employed to do so, but rather, individuals in their community due to their love and concern for their communities.
- ❖ Unlike other outreach vehicles, Promotores do not have to be deployed to ‘hard to reach’ areas because they already live, work, and are engaged in those areas.



Background



- ❖ To date, there is no nationally recognized curriculum or standard certification of training for Promotores – many are self-identified due to their social networking skills and knowledge of their communities.
- ❖ They inform friends and neighbors in a cultural and linguistically appropriate manner and reach out to individuals at bus stops, laundromats, beauty salons/barber shops, or gathering places in their community.
- ❖ Due to the informal nature, it is no surprise that Promotores de Salud, for all their goodwill and effectiveness, have remained under the radar, until now.



Prevention



Chronic diseases such as diabetes and heart disease – and other illnesses that can readily be prevented or detected early can benefit from an integrated approach that:

- ❖ Doesn't wait for people to see their doctor for health advice
- ❖ Reaches out to hard-to-reach and often times disenfranchised populations
- ❖ Is a more trusted or approachable source than the conventional medical authorities
- ❖ Follows through long after a person walks out of the health clinic or doctor's office



Key Points



- ❖ **Development of a Federal Workgroup** comprised of HHS federal employees experienced in supporting promotores and community health workers efforts.
- ❖ **Creation of a National Network of Leaders** from organizations that work with or represent Promotores de Salud.
- ❖ **Development of an HHS Portal** for the 15 members, as well as the federal workgroup, can access and on which they can share information.



LONG-TERM VISION for The Promotores HHS Initiative



- ❖ **Formally recognize and institutionalize Promotores de Salud** within HHS as an effective workforce in providing health promotion and disease prevention outreach services to underserved communities.
- ❖ **HHS Promotora Portal is envisioned** to become the venue for calendars of events and campaigns, training on social media, electronic news or newsletters from the Promotores network to HHS, and to have links to the various HHS initiatives.
- ❖ **Establishing a toll free number** that Promotores could access for quick information or clarification of programs or materials.



Key Points



- ❖ **Creation of a National Database System** that will have the ability to reach out to approximately 15,000 Promotores in its first year alone.
- ❖ **Development of a Bilingual Promotores de Salud Website** (English/Spanish)
- ❖ **Establishment of a National Recognition Program** that will identify and give credit to the hard work and success of Promotores.
- ❖ **Mobile devices for real-time information** such as Smartphones or iPads that they can use to share information.
- ❖ **Promising Practice Expansion** – Replicate this initiative or expand it to other types of promotores such as community health workers, health navigators, and those specifically skilled to reach out to other cultural communities.





Significance Of Promotores with AFFORDABLE CARE ACT



❖ Latinos represent the highest uninsured population.

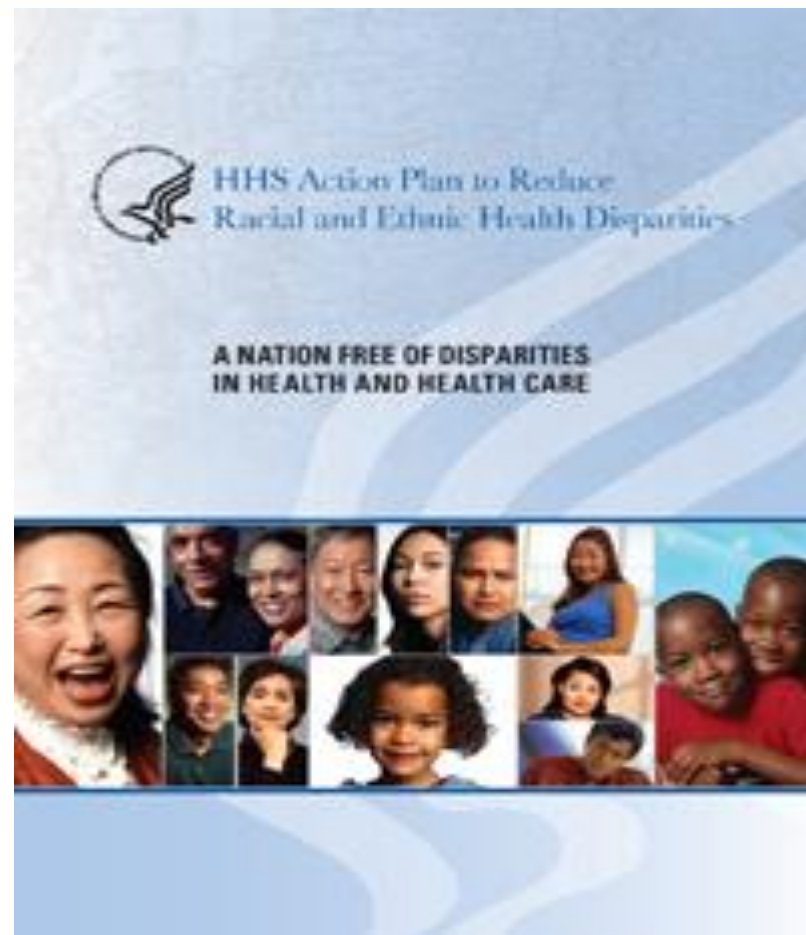
- Among non-elderly adults, 62% of Latinos do not have health insurance.
- Under the Affordable Care Act – between Medicaid Expansion and private state exchanges – it's estimated that 9 million Latinos will attain health insurance.
- With over 55 million people in the country who speak a language other than English in their home, 43.8% or 24 million speak English “less than very well,” and “less than” means that they are limited in their understanding of the English language.
- Similarly, states with the greatest proportion of Limited English Proficiency populations are the Southwestern states plus Florida, New York and New Jersey.



HHS Action Plan to Reduce Racial and Ethnic Health Disparities



The overriding intent of the goals, strategies and actions in this plan is to generate national momentum toward health equity by aligning resources of HHS in focused efforts to reduce racial and ethnic disparities.



National Promotores de Salud/Community Health Workers (CHWs) HHS Initiative





Who are Promotores(as)?



- ❖ **Community members:** Who promote health in their own communities.
- ❖ **Members of minority and underserved populations** that are in a unique position to build on strengths and to address unmet health needs in their communities.
- ❖ **Community Leaders:** Provide leadership, peer education, support, and resources to support community empowerment or capacitación.
- ❖ **Health Educators:** Integrate information about health and the health care system into the community's culture, language and value system, thus reducing many of the barriers to health services.
- ❖ **Organizers:** They also help make health care systems more responsive.



Approximately 40,000 CHW/Promotores de Salud (2000)



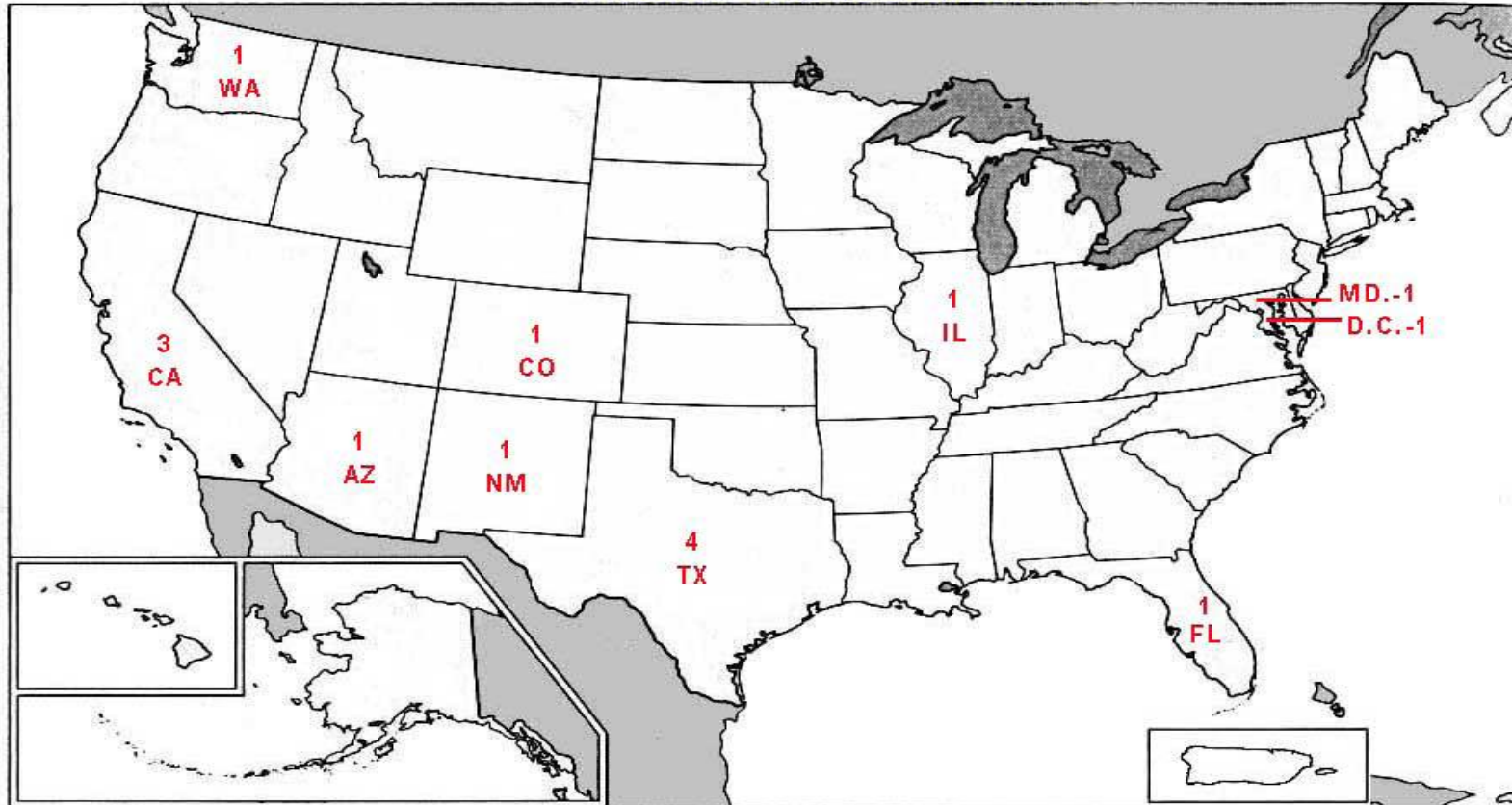
- ❖ California and New York 9,000 and 8,000;
- ❖ Texas, Florida, and Pennsylvania had between 3,500 and 5,000;
- ❖ Illinois, Ohio, and Georgia had approximately 3,520, 3,503, and 3,250;
- ❖ Ten States employed approximately 2,000;
- ❖ 7 States approximately 1,000;
- ❖ The remaining 25 States, and District of Columbia, only several hundred;



National Advisory Committee



Office of Minority Health
National Advisory Committee for Promotores
Membership Geographic Representation





Promotores



Día de la Mujer Latina, (Manvel, TX)

Chicago Community Health Workers Local Network, (Chicago, IL)

South Texas Promotora Association (Edinburg, TX)

Washington Association of Community (Olympia, WA)

Chula Vista Community Collaborative (Chula Vista, CA)

Visión y Compromiso, (El Cerrito, CA)

**Migrant Health Promotion, (Weslaco, TX)
Texas Department of State Health Services (Austin, TX)**

Esperanza Community Housing Corporation, (Los Angeles, CA)

Community Research, Education, Awareness (Denver, CO)

**South Florida Center for Reducing Cancer Disparities & Community Outreach
Core/Sylvester Cancer Center
University of Miami, (Miami, FL)**

La Clínica de Familia, (Las Cruces, NM)

Campesinos Sin Fronteras, (Somerton, AZ)

**Health Disparities South Atlantic Division
American Cancer Society (Greenbelt, MD)**

La Clínica de Pueblo,(Washington, D.C.)



Characteristics of Promotores(as)

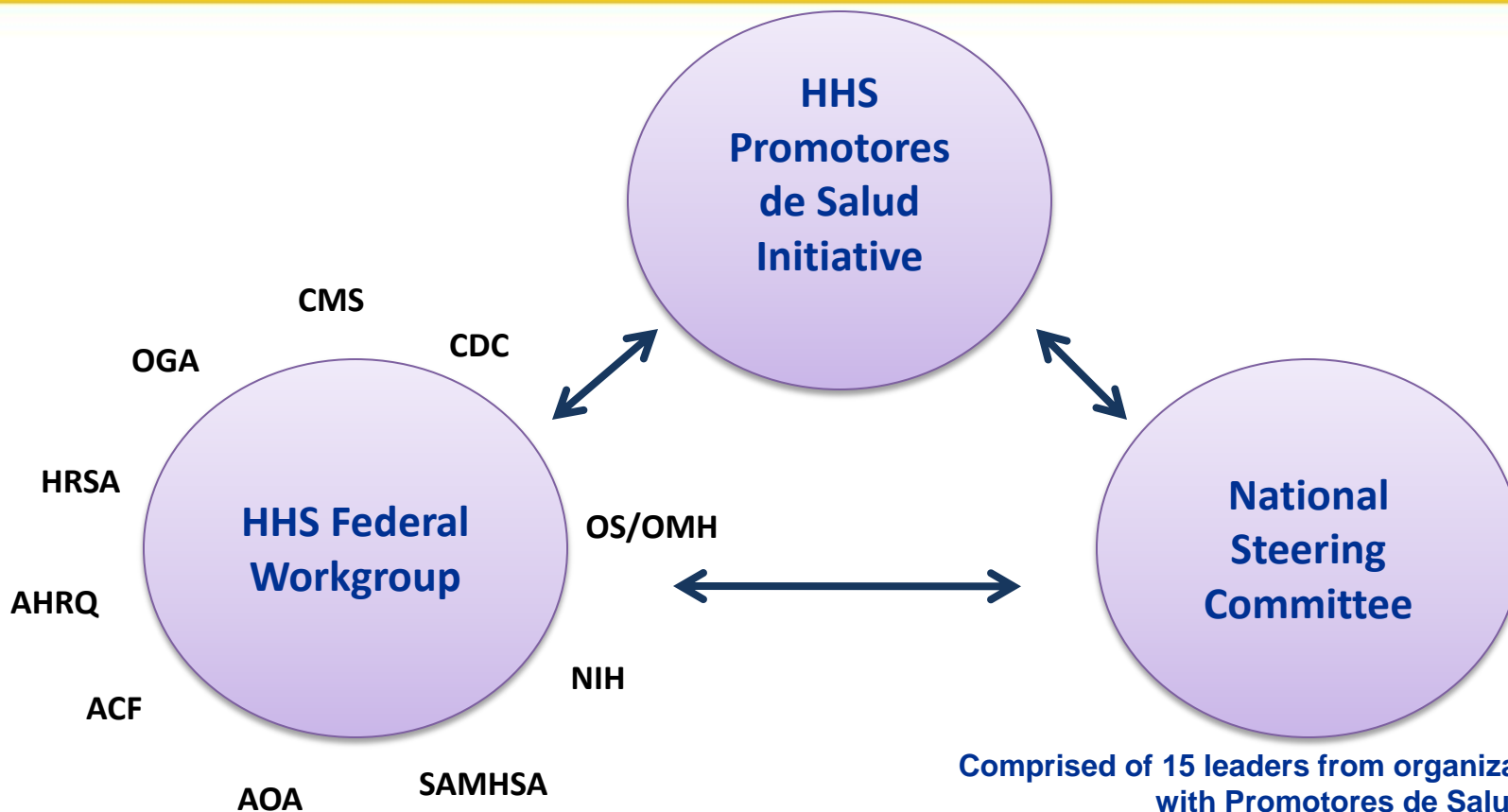


- ❖ Have a gift for service and a noble and kind heart.
- ❖ Typically empathetic, resourceful and willing to help others.
- ❖ Relationship with community being served
- ❖ Desire to help the community
- ❖ Empathy
- ❖ Persistence
- ❖ Creativity and resourcefulness
- ❖ Personal strength and courage
- ❖ Respectful





HHS National Promotores de Salud Management



National Promotores de Salud/Community Health Workers (CHWs) HHS Initiative





Questions?



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Gracias!