

DML's Toolkit: What is a Día de la Mujer Latina health fiesta?

In 1997, Día de la Mujer Latina, Inc, founded by Venus Ginés, a Latina cancer survivor, advocate and Instructor, first recognized the importance of empowering the Latina woman with culturally and linguistically appropriate services since she is considered the decision maker for the health, education and most often the finances of the family and extended *familia*.

Furthermore, DML believes that building a relationship with the medically underserved Latino community is vital to reducing mistrust in government sponsored programs, navigating access to the complicated healthcare system and promoting health equity.

DML understand that many chronic diseases are difficult to treat within the Latino community due to the paucity of culturally competent healthcare providers and a lack of a patient navigation system in place to reduce the system barriers that may hinder healthier behavioral changes.

DML acknowledges the importance of health literacy and the expanding role of Promotores/Community Health Workers (P/CHWs) in providing effectively the information to patients about the variety of different treatment options for chronic and infectious diseases.

DML trains P/CHWs in the 8 Core Competencies that are evidence-based aptitudes, such as communication, interpersonal skills, advocacy, capacity building, teaching, organization, service coordination, and knowledge-based skills.

DML provides a safe space for all Latinos to receive all these culturally and linguistically appropriate services at our signature health fiesta, regardless of race, ethnicity, national origin, age, sexual orientation, or the size of their wallet.

DML's signature health fiesta is not a health fair. It is a cultural intervention project that includes a Promotores-led facilitation of early detection screening, awareness of available resources in their community and navigation services.

DML's toolkit is comprised of templates to be used in preparing for this cultural intervention program in your community. It includes a CD on past health fiestas as well as:

- Copyrighted 1 page Patient Registration Form in bilingual format
- Bilingual Consent Form for Patient Services with respect to HIPAA
- Checklist for the upcoming event
- Forms for exhibitors and sponsorships.
- Bilingual survey for Providers
- Bilingual survey for Volunteers
- Volunteer Registration
- Volunteer Confidentiality Agreement
- Volunteer Assignments Form