

PRESS RELEASE



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Día de la Mujer Latina Announces the Texas -Wide Health Fiesta event Celebrating Hispanic Heritage Month & Breast Cancer Awareness

August 5, 2013, Houston, TX —Día de La Mujer Latina, Inc (DML) announced its historical-7 cities Texas wide Health Fiestas – a celebration of the Latino culture with a special emphasis on breast cancer awareness among our Latinas in Houston, El Paso, Corpus Christi, McAllen/Edinburg, Austin, Dallas, Ft Worth and San Antonio on October 12, 2013. Among those who we celebrate most is our Promotores /Community Health Workers, who work tirelessly and with so much care for our Latino population at-risk. DML understands the value of prevention, early detection screening, and health awareness for all Texans and we believe that health fiestas and Promotores /Community Health Workers, services can be a cornerstone of community health. Since 1997, Día de la Mujer Latina (DML), a 501C3 nonprofit, national Latina community-based organization, has celebrated its signature health fiestas annually in thirty nine states, Puerto Rico and the Dominican Republic, with a culturally-tailored training program for Promotores/Community Health Workers (P/CHW). Today, DML has trained over 500 P/CHW nationally and served nearly 87,000 clients. DML became the 1st Latina CBO to be recognized as a State Sponsored Certification Training Program providing the bilingual 160-hour P/CHW training.

DML's mission is to motivate, inform, navigate and educate communities at-risk in a culturally and linguistically proficient manner. DML's signature health and wellness fiesta facilitates early detection screening to breast and cervical cancer plus other health challenges, i.e. diabetes, hypertension, obesity and HIV. DML's Promotores are community-based navigators, trained to educate about health screening and ongoing care and patient-centered care, "said Venus Ginés, DML's founder and CEO. DML's health fiestas model includes registration of all participants and a subsequent patient navigation, if necessary. The health fiestas include culturally tailored programs designed by Latina cancer survivors, offers an evidence-based Promotores/Community Health Worker approach to improving and sustaining underserved and vulnerable populations; and who have experience in community navigation, especially crucial with health reform.

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