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PRESS RELEASE

Central Care Community Center & Día de la Mujer Latina join The Fountain of Praise for the Launch of the “Expanding the Role of Promotores/Community Health Workers in Advancing Health Equity” Conference

March 31, 2014, Houston, Texas. Access to care, communications with the provider, and delivery of services in the health care setting can be hindered if providers within the system have limited capacity to interact with patients in a culturally and linguistically competent manner. This issue may be particularly amplified where culturally prejudiced attitudes and stigmas pose significant barriers to seeking access to health and healthcare. Because of the extent of racial/ethnic diversity in our country, the issues of cultural and linguistic competency are crucial. Therefore, attaining health equity goals in this region will require a patient-centered multicultural approach. On April 25th- April 26th, Central Care Community Center, Dia de la Mujer Latina, The Fountain of Praise, and the Dr. Richard E. Wainerdi Wellness Institute will launch the “Expanding the Role of Promotores/Community Health Workers in Advancing Health Equity” conference. This conference will focus on linking individuals, communities, and the healthcare system with the goal of improving health outcomes with more cultural and linguistic competent providers, payers, community organizations, faith-based organizations, and community health workers who provide vital services to vulnerable populations in our region from awareness to treatment.

For over 20 years, Central Care’s focus has been to provide Patient Centered primary & preventative medical, dental and mental health services in a caring and compassionate environment, which will empower our patients to take ownership of their healthcare outcomes. They plan to expand into communities in need of these services with the integration of Promotores & Community Health Workers (P/CHW). Beyond expanding patient visits, our new locations will allow patients to receive one-stop multiple specialty care services, rather than having to navigate to many locations to ensure continuity of care. **For further information on Central Care and its programs, please go to <http://www.centralcarechc.org>.**

Since 1997, Día de la Mujer Latina (DML), founded by a Latina cancer survivor, has been celebrating its signature health fiestas offering early detection screening and patient navigation to breast and cervical cancer plus other health challenges, i.e. diabetes, hypertension, obesity and HIV, annually in thirty nine states & Latin America, with a complimentary training program for Promotores & Community Health Workers. Today, DML has trained over 800 Promotores



and served over 92,000 clients. DML became the 1st Latina community-based organized approved as State Sponsored Certification Training Program providing the 160 Hour bi-lingual P/CHW training throughout Texas.

The Fountain of Praise has been a historic beacon in the Southwest Houston community for more than 50 years. Under the dynamic leadership of Senior Pastor, Remus E. Wright, the church has grown to more than 22,000 members with over 100 programs and ministries. With community health as a priority, The Fountain of Praise founded the Dr. Richard E. Wainerdi Wellness Institute to help identify and reduce health risks. In collaboration with Central Care Community Health Center, (a JCAHO accredited Federally Qualified Health Center), the Dr. Richard E. Wainerdi Wellness Institute will provide accessible, affordable and high quality comprehensive health care services to the community through outreach programs, education, and partnering to reduce health disparities and increase access to all. **For further information on The Fountain of Praise and its programs, please visit www.tfop.org.**

“The conference will consist of a variety of training programs, and promote health equity and a more culturally competent healthcare system committed to reducing health disparities,” stated DML’s CEO/Founder, Venus Ginés. “This strategy will incorporate ideas, suggestions and comments from individuals and organizations from across Texas. Together, community health centers and Community Health Workers can identify barriers that are hindering our underserved communities from equitable healthcare and adopt the most effective strategies and action steps to help reach them.”

The Conference will be held Friday, April 25 – April 25, 2014 at the FountainLife Center located at 14065 S. Main, Street, in Houston, TX 77035. For more information on the conference and DML and its training program, visit www.diadelamujerlatina.org/newsevents/upcoming-events or call 281-489-1111.