

# Expanding the Role of Community Health Workers in Advancing Health Equity

## Expandiendo el Rol de Promotores Mejorando la Igualdad en Salud



**April 25 & 26, 2014**

**Houston, Texas**



Dear Colleague,

Welcome to the 3<sup>rd</sup> Expanding the Role of Promotores/Community Health Workers (P/CHWs) Summit with its emphasis on Advancing Health Equity.

The integration of Promotores/Community Health Workers (P/CHWs) into local government programs has been considered as a viable means for advancing community resilience, preventive care and wellness. P/CHWs guide vulnerable populations to access to care and disease management, thereby improving health outcomes overall. Many of these P/CHWs have experienced system and cultural barriers and suffer from many of the ill effects of social determinants of health, yet they will passionately share important information about local resources, culturally and linguistically proficient health education and patient navigation when needed to their vulnerable community at-risk. However, there is a paucity of data on how this service coordination skill is measured or what necessary tools are necessary for P/CHWs to link with the healthcare system effectively. P/CHWs are routinely needed to assist communities and organizations with outreach activities (education to screening), and in-reach (navigation from cancer diagnosis through treatment). These individuals have not been trained on issues related to social determinants of health, especially in cultural competence and health literacy. Central Care Community Clinic (FQHC) and Dia de la Mujer Latina (nonprofit CBO) have joined forces with Fountain of Praise Life Center to demonstrate a truly remarkable community collaboration where faith-based and community-based organizations can partner with FQHCs to create the medical homes for our medically underserved populations. Moreover, the integration of P/CHWs into the workforce at community health centers is the most effective means to navigate our vulnerable populations to health and healthcare.

The purpose of this Conference is to:

1. Link 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.
2. Advance the role of P/CHWs in the public, government, and private sectors as well as integrate their services at all Federally Qualified Health Centers (FQHC).
3. Create standard user-friendly core competencies in Spanish and English.
4. Develop innovative strategies to incorporate P/CHWs into the healthcare workforce

A special thank you to our Partners and Sponsors, the Dept. of State Health Services, the Exhibitors, Speakers and Instructors and our dedicated Promotores & Community Health Workers in Texas.

Sincerely,

*Venus Ginés*

Venus Ginés MA, P/CHW Instructor  
CEO/Founder, Día de la Mujer Latina™ Inc

## First Day Agenda

|                   |   |
|-------------------|---|
| 8:30AM – 10:30 AM | <b>Registration &amp; Lunch Boxes Pickup</b>  |
| 11:00AM – 1:15 PM | <ul style="list-style-type: none"><li>• <b>Welcome and Blessing Fountain of Praise</b></li></ul> Panel Discussion: “Expanding the Role of Promotores/Community Health Workers” – <ul style="list-style-type: none"><li>• Mona Izquierdo (DSHS); Marcus Roland (Central Care FQHC); Cathy Phan (Asian American Health Coalition);</li><li>• Dr. Concepcion Arrastia -(Baylor College of Medicine);</li><li>• Cecilia Ruberto (State Government Relations Pfizer Inc);</li><li>• Dr Risha Jones, (City of Houston);</li><li>• State Senator Sylvia Garcia, District 6; Chinh C. Duong, CHW at MD Anderson Cancer Center; Congresswoman Sheila Jackson Lee</li></ul> |
| 1:15PM – 1:30 PM  | <ul style="list-style-type: none"><li>• Questions and Answers</li></ul>   |
| 1:30PM – 4:30 PM  | Transformation of Health – Dr. Debra Flores<br>Prevención del Maltrato Infantil - GTC: Angel M. Rivera Gonzalez   |
| 1:30 PM - 3:30 PM | Instructors: Effectively teaching behavior change theory - Leslie Hargrove<br>Health Insurance, the ACA, and the Marketplace: What CHWs need to know.- Isaac Mancillas  |
| 1:30 PM – 3:00 PM | Human Trafficking (Eng) Houston Rescue & Restore NON DSHS<br>Vaccines for Adults & Vaccines for Children - Robyn Carlyle  |
| 1:30 PM – 2:30 PM | Asistencia de Medicinas Recetadas - Non-DSHS. Sonnya Gomij<br>Violencia Domestica – Maria Ortiz Covernali   |
| 3:00 PM – 4:30 PM | Human Trafficking (SP) – Houston Rescue & Restore NON DSHS<br>Misa Nguyen, Deputy Director Houston Rescue and Restore Coalition   |
| 3:30 PM – 5:00 PM | Pain Management 101 – Venus Ginés<br>Emergency Response Training – Marcela Gonzalez<br>Diabetes – El camino hacia la buena salud – Lourdes Ortiz<br>Diabetes, The Road to Health – Merida Escobar   |
| 5:00 PM           | ZUMBA   |
| 6:00 PM           | <b>Congressman Al Green, Keynote Speaker District 9</b>   |

## Second Day Agenda

- 8:45AM – 9:00 AM Recap
- 9:00 AM – 10:30 AM Social Determinants of Health – Elvia Ledezma  
RCP—Prepararse para un Emergencia - Marcela González  
Vaccines for Adults & Children - Robyn Carlyle
- 9:00AM – 10:00AM Cáncer de Seno – M. Nelly Elorza  
Nutrición – Sonnya Gomij  
Prescription Assistance non-DSHS - Juanita Lopez
- 10:00AM – 11:00AM Las Emociones: ¿Amigas o enemigas? - Angel Manual Rivera  
Cáncer Cervical – Lucila Hernandez
- 10:30AM – 12:00 PM Patient Navigation 101 Jakeline Ramos  
Vacunas para Adultos y Niños - Robyn Carlyle  
Determinantes Sociales de Salud - Marcela Gonzalez  
Navegar Pacientes—Merida Escobar
- 12:00 AM-1:00 PM **Luncheon Keynote: Dr Angel Rodriguez, Methodist Hospital – Integrating Community Health Workers/Promotores in Breast Health**
- 1:00 PM – 4:00 PM Incorporating Behavioral Health Awareness in CHW & Instructor Training  
– Leslie Hargrove
- 4:00 PM Final Post Test and Evaluation



Thank you to our Instructors and Presenters

**aetna**<sup>®</sup>  
FOUNDATION

## Creating a healthier tomorrow

The Aetna Foundation is proud to support Expanding the Role of Promotores/ Community Health Workers in Advancing Health Equity.

©2014 Aetna Inc.  
2014015

Dr Concepcion Arrastia, MD  
Associate Professor/Director of Women's GYN  
Pavilion Baylor College of Medicine  
[crdiazar@texaschildrens.org](mailto:crdiazar@texaschildrens.org)

Cathy Phan  
Asian American Health Coalition HOPE Clinic,  
[cphan@hopechc.org](mailto:cphan@hopechc.org)  
Chinh C. Duong , CHW MD Anderson  
Public Education Programs

Senator Sylvia R. Garcia District 6  
Congressman Al Green – District 9  
Congresswoman Sheila Jackson Lee

Dr. Risha Jones Deputy Director  
City of Houston Health & Human Services  
[risha.jones@houstontx.gov](mailto:risha.jones@houstontx.gov)  
Angel Augusto Rodriguez, M.D  
Director, Triple Negative Breast Cancer Clinic  
Methodist Cancer Center  
Marcus Roland , CEO  
Central Care Community Clinic (FQHC)  
[mroland@centralcarechc.org](mailto:mroland@centralcarechc.org)  
Cecilia Ruberto Alliance Development Mgr  
Texas & New Mexico , State Government  
Relations Pfizer Inc  
[Cecilia.Ruberto@pfizer.com](mailto:Cecilia.Ruberto@pfizer.com)

Maria Covernali  
Familias Triunfadoras, Inc.  
[ftriunfadoras@gmail.com](mailto:ftriunfadoras@gmail.com)

Robyn Correll Carlyle, MPH  
Dia de la Mujer Latina,  
[rcarlyle@immunizeUSA.org](mailto:rcarlyle@immunizeUSA.org)

Nelly Elorza  
Dia de la Mujer Latina—Houston  
[nellyelorza@yahoo.com](mailto:nellyelorza@yahoo.com)

Merida Escobar  
South Texas Promotora Association  
[stpa08@outlook.com](mailto:stpa08@outlook.com)

Debra Flores, Ph.D  
Dia de la Mujer Latina – Lubbock  
[debra.flores@umchealthsystem.com](mailto:debra.flores@umchealthsystem.com)

Venus Ginés, M.A. P/CHWI,  
CEO/Founder, Dia de la Mujer Latina™ Inc.  
Instructor, Baylor College of Medicine;  
[diadelamujerlatina@gmail.com](mailto:diadelamujerlatina@gmail.com)

Sonnya Gomij  
Dia de la Mujer Latina—Ft Worth  
[crdrafts@live.com](mailto:crdrafts@live.com)

Marcela Gonzalez  
Dia de la Mujer Latina, Inc.– Houston  
[marcela.aries45@gmail.com](mailto:marcela.aries45@gmail.com)

Maribell Guzman  
Dia de la Mujer Latina, Inc. Houston  
[maribell777guzman13777@yahoo.com](mailto:maribell777guzman13777@yahoo.com)

Lucila Hernandez  
Dia de la Mujer Latina Austin  
[lucilahernandez1970@yahoo.com](mailto:lucilahernandez1970@yahoo.com)

Elvia Ledezma  
Dia de la Mujer Latina San Antonio  
[elvia.ledezma@gmail.com](mailto:elvia.ledezma@gmail.com)

Juanita Lopez  
Dia de la Mujer Latina Corpus Christi  
South Texas Colonia Initiative, Inc.  
[llopez3@stx.rr.com](mailto:llopez3@stx.rr.com)

Isaac Mancillas  
Texas AHEC East Coastal Region  
[isaac.mancillas@txaheceast.org](mailto:isaac.mancillas@txaheceast.org)

Jakeline Ramos  
Dia de la Mujer Latina, Inc. National  
[arache@optonline.net](mailto:arache@optonline.net)

Angel M. Rivera-Gonzalez  
Gateway to Care  
[arivera@gatewaytocare.org](mailto:arivera@gatewaytocare.org)