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PRESS RELEASE

Día de la Mujer Latina prepares for the Celebration of Breast Cancer Awareness Month, Hispanic Heritage Month at Magnolia Multiservice Center

September 6, 2014, Houston, Texas. Access to culturally proficient healthcare, communications with the provider, and delivery of services in the health care setting can be complicated if providers within the system have limited capacity to interact with patients with culturally and linguistically appropriate services. Because of the extent of racial/ethnic diversity in our city, 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 October 4, 2014, Día de la Mujer Latina, will celebrate the 10th annual Health Fiesta at Magnolia Multiservice Center. This event will highlight Breast Cancer Awareness Month, Hispanic Heritage Month, and the opportunity for our underserved community to receive information and education about the Affordable Care Act in Spanish and English.

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. Today, DML is a Certified Application Counselor Designated Organization and was selected by CDC to pilot a national innovative Pre Diabetes Intervention.

This event will solidify a commitment with our local leaders to 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 Multicultural Health Fiesta will be held on Saturday, Oct 4, 2014 at Magnolia Multiservice Center 7037 Capitol St. Houston, Tx. 77011 from 9:00 to 2:00pm. For more information on the health fiesta and our training program, visit www.diadelamujerlatina.org or call 281-489-1111.