



For Immediate Release:
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Mayor Turner's Proclamation: August 3, 2018
"Promotores & Community Health Workers Day" in Houston, Texas

August 2, 2018, HOUSTON, TEXAS — Día de la Mujer Latina® (DML), launches its 7th annual Promotores/Community Health Worker Conference, entitled "Addressing Language Barriers in Health and Social Services" with Mayor Sylvester Turner's Proclamation that August 3rd, 2018 is Promotores & Community Health Workers Day in Houston, Texas. More than 200 Promotores/CHWs are arriving from Amarillo, McAllen, El Paso, San Antonio, Austin, Dallas, Ft Worth, Eagle Pass, and Brownsville in addition to 6 counties surrounding Houston. The Conference's bilingual agenda will include presentations on the physical, emotional stressors after a disaster, dispelling myths about research, strategic ways to provide patient-centered navigation, cultural humility and reduce cross cultural communication barriers.

Since 1997, Día de la Mujer Latina, Inc., in partnership with a multitude of community leaders, healthcare providers and dedicated volunteers continues to address the challenges and barriers experienced by many of our Latinos with our signature health fiestas and the dedication of Texas State trained and certified Promotores & Community Health Workers.

Since August 25th, Houston and surrounding counties are still recovering after the catastrophic impact of Hurricane Harvey. These unsung heroes continue working around the clock to help those in desperate need of assistance in various ways and their work has now expanded to the next level - i.e. of mental health.

According to Venus Ginés, President and Founder of DML, "The integration of Promotores/CHWs into local government programs has been considered as a viable means for advancing community resilience, preventive care and wellness. These trusted members of our community guide vulnerable populations to access to care and disease management, thereby improving health outcomes overall."

As we brace ourselves for the physical and emotional stressors that follow a disaster, DML's mission has become more intensely challenging and diversified, but we will prevail together. For more information, visit our website at www.diadelmujerlatina.org.

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