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PRESS RELEASE

DML launches the approved training on Coronavirus COVID 19 for Promotores/Community Health Workers

February 27, 2020, Houston, Texas - On February 24, 2020, Día de la Mujer Latina® Inc., (DML), and the Intercultural Center for Health, Research and Wellness, received approval from the Texas Department of State Health Services to teach Promotores/Community Health Workers, its culturally and linguistically appropriate curriculum, entitled, Dispelling Myths and Rumors of the Coronavirus (COVID 19). This training curriculum will be part of our webinar series beginning on March 5, 2020 in Spanish at 10am and in English at noon (CST).

DML realizes that there are many meaningful brochures and educational material being distributed via the internet, however, many of our underrepresented populations may fall victims to distorted propaganda, myths and rumors, as well as scams, due to two key barriers, i.e. limited health literacy and the inability to identify intentional misinformation. The information may be too complex, and it may not be communicated in a way that many of our vulnerable populations can comprehend. DML has remedied these challenges by developing culturally and linguistically appropriate education and training to its cadre of Promotores and Community Health Workers, who are trusted members of the community and understand the system and cultural barriers that exists. Low health literacy plays an important role in addressing many of the social determinants of health. DML recognized that living in poverty, education, race/ethnicity, age, and other factors influence a person's health literacy. DML aims to prepare and strengthen the Promotores/CHWs' understanding of the Coronavirus by dispelling myths and rumors and applying core competencies in their outreach among our despaired and medically underserved Latino populations.

For more information about our webinar series, please visit our website, www.diadelamujerlatina.org.

"Many of these Promotores/Community Health Workers, trustworthy and trained, passionately share important information about local resources, and provide culturally and linguistically proficient education, in addition to wellness-related strategies within their vulnerable community" said Venus Ginés, CEO/Founder of DML.

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Since 1997, Día de la Mujer Latina (DML), founded by a Latina breast cancer survivor, has been celebrating its signature health fiestas offering early detection screening for breast and cervical cancer and patient navigation, in addition to, other health challenges, i.e. diabetes, mental health, hypertension, obesity and HIV, annually in forty states & in Puerto Rico, with a complimentary training program for Promotores /Community Health Workers.