



For Immediate Release

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AS STATES RAMP-UP CONTACT TRACING TO ADDRESS THE SPIKE IN COVID 19 – COMMUNITY HEALTH WORKERS/PROMOTORES ANSWER THE CALL.

Dia de La Mujer Latina, Inc. (DML) and the Intercultural Center for Health, Research, and Wellness goes live with its contact tracing training program “*Expanding the role of Promotores/Community Health Workers as Contact Tracers – Addressing COVID-19.*”

Contact tracing is an important public health strategy used successfully to help combat infectious diseases since the 1930’s. This free course approved by Texas Department of State Health Services (DSHS) will provide Community Health Workers/Promotores with basic background on COVID 19, the tasks associated with contact tracing, and strategic tips on how to provide social support with effective communication and interpersonal skills. To register, go to this website: [tracer training](#).

With the latest spike in Covid-19 infections coupled with the restarting of certain business and social sectors, the risk of further COVID-19 infection and transmission is inevitable. “Promotores/Community Health Workers (P/CHW) are a proven, effective means of educating and promoting healthy communities, reducing racial/ethnic health disparities among at-risk groups, and navigating vulnerable populations to wellness. We believe this training makes them well positioned for this effort,” stated Venus Ginés, founder of DML.

About Dia de la Mujer Latina

For almost 25 years, DML has created strategies for reducing health disparities by providing culturally and linguistically tailored education delivered by its team of Promotores/CHWs. These local heroes understand the healthcare system and its cultural barriers. They recognize that improved health literacy plays an important role in addressing many of the social determinants of health and that poverty, education, race/ethnicity, age, and other factors influence a person’s overall health.

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