



Venus Ginés, MA CHWI, and CEO/Founder.

[president@diadelamujerlatina.org](mailto:president@diadelamujerlatina.org) – 713-277-5444 [www.diadelamujerlatina.org](http://www.diadelamujerlatina.org)



## **PRESS RELEASE**

### **Celebrating *Promotores* and Community Health Workers During Hispanic/Latino Heritage Month**

*These public health workers are on the front lines of dispelling misinformation and combating disparities in the era of COVID-19*

**HOUSTON (October 14, 2020)** — Día de la Mujer Latina (DML) and the Intercultural Center for Health Research and Wellness (ICHRW) launched its celebration of Hispanic/Latino Heritage Month with a salute to *Promotores* and Community Health Workers (CHWs) every Saturday at noon via a Spanish-language Facebook Live program called “*Hablando Entre Nos.*” These trusted members of our community dedicate their time, energy and patience daily to reduce health disparities related to chronic and infectious diseases, including COVID-19.

According to findings from the Eliminating Disparities in Clinical Trials Project (EDICT) — a collaboration between Baylor College of Medicine and the Intercultural Cancer Council — the two most significant system and cultural barriers identified were **Information** and **Communication**. In Texas, *Promotores*/CHWs are trained in Communication and interpersonal skills, which are key competencies in dispelling myths and rumors about clinical trials, vaccines and COVID 19.

The *Promotores*/CHW model has been highlighted as an effective means of promoting healthy communities and addressing health disparities among at-risk groups not only in the United States but globally, says Venus Ginés, president and founder of DML.

“Many of these *Promotores*/CHWs have experienced overwhelming barriers and suffer from many of the ill effects of social determinants of health,” Ginés says, referring to a set of environmental conditions (such as poverty or racism) that affect physical, mental and emotional well-being. “Yet they will eagerly share important information about local resources, culturally and linguistically proficient health education, patient navigation, and data collection.”

Integration of *Promotores*/CHWs into local government programs can improve the health of a community because they help vulnerable populations navigate healthcare and — increasingly — dispel misinformation. Many are trained to deliver culturally and linguistically tailored support, resources and information about COVID-19 transmission and safeguards and contact tracing.

DML developed a bilingual training curriculum for their new and expanded roles as Clinical Trial Community Navigators and Telehealth Community Navigators to be launched in November 2020.

For more information about the training, please visit: [www.diadelamujerlatina.org](http://www.diadelamujerlatina.org)