

# Promotores de Salud



# Lay Health Advisor

- Train Hispanic community members on health topics
  - Builds leadership within the community
  - Maintains trust between the organization and individuals
- Scientifically accurate information delivered in a culturally appropriate way
- Population is difficult to reach and high risk

# 40-Hour Training

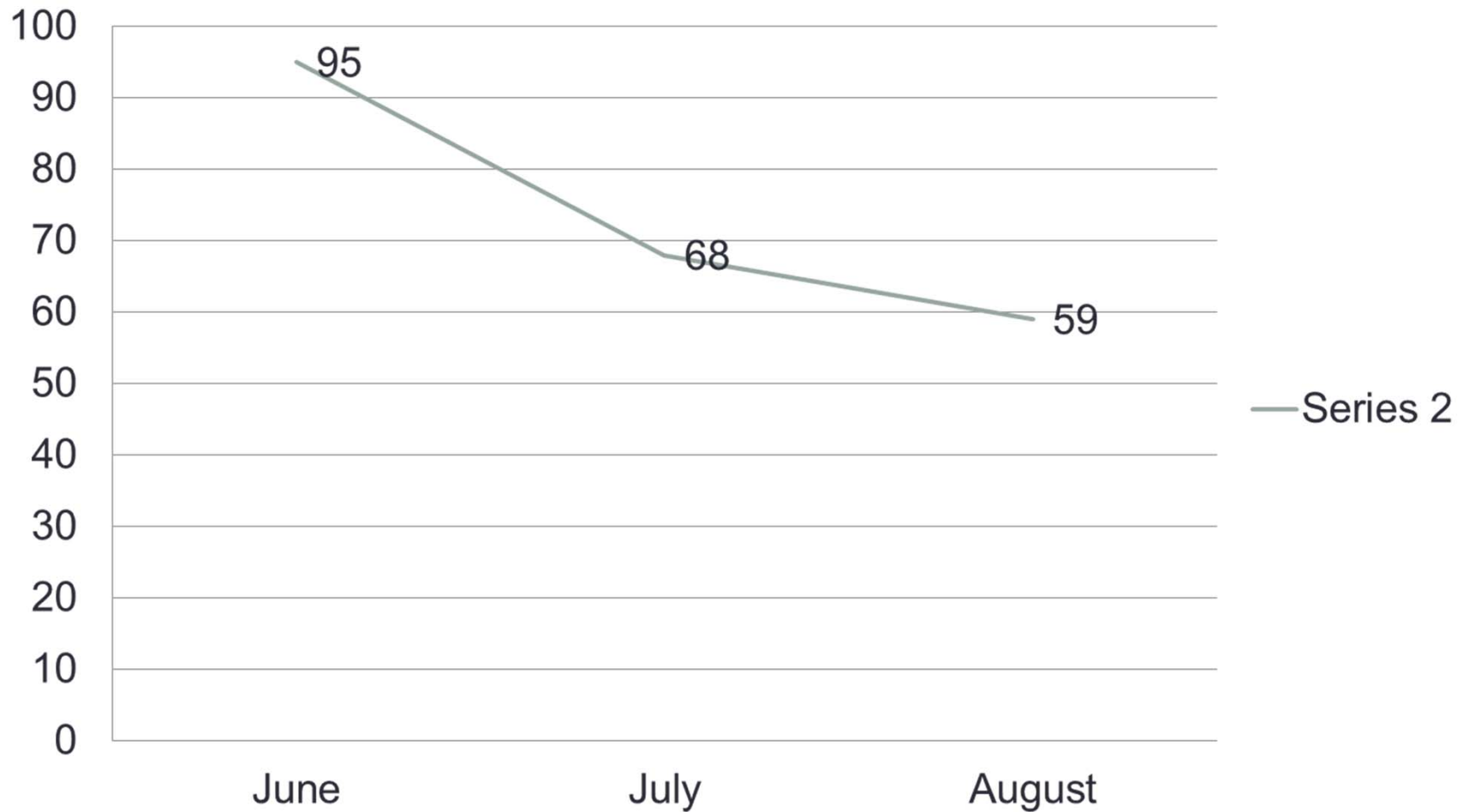
- General common health topics
  - Chronic diseases
  - Reproductive health
  - Community resources
- 1 full day of mercury and fish advisory education
  - Calvin's visit!
- 1 day of self-guided river trip
- 18 graduated from Luray, Harrisonburg
  - Representing 5 LA countries

# Community Based Education

- Distribution of Materials
  - Bookmark
  - Wallet Card
  - Brochure
- Health Encounters
  - Individual “Teachable Moments”
  - Events & Small Groups
  - >1000 submitted
- Mercury and Fish Advisory
  - Client Awareness
  - Education
  - “No” response → mercury and fish advisory education

# % of Client Reported Unawareness

Series 2



# Community Partners

- Health Department, Gus Bus Reading Road Show, Community Resource Center, Teen Pregnancy Prevention, Virginia Organizing, DreamActivist, Skyline Literacy, Career Development Academy
- Distribution of educational materials
  - Bookmarks
  - Wallet Cards
  - Brochures

# Community Event Participation

- Riverfest in Waynesboro
- Community Resource Fair
- Harrisonburg International Festival
- Forward/Adelante “I Love Success” community workshop
- Mexican and Honduran Consulate Visits
- Goodwill Stores Client Appreciation Event
- Festival El Salvador
- Apple Blossom Festival, Winchester

# Media

- Nuevas Raices: Virginia's Most Read Hispanic Newspaper
- Page County Newspaper
- Forward/Adelante: Virginia's first bilingual business journal
- Horizontes
- Bilingual PSA on English speaking radio



# Monthly Meetings

- Replenish materials
- Promotora reporting of outreach and education performed
- Continued Education as incentive
- Opportunities for collaboration with each other and community partners

