

CONNECTING
VULNERABLE
COMMUNITIES TO SERVICES
THROUGH THE
PROMOTORES MODEL

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What is health equity?

- Equity is the absence of avoidable, unfair, or remediable differences among groups of people, whether those groups are defined socially, economically, demographically or geographically or by other means of stratification. "Health equity" or "equity in health" implies that ideally **everyone should have a fair opportunity to attain their full health potential and that no one should be disadvantaged from achieving this potential.**



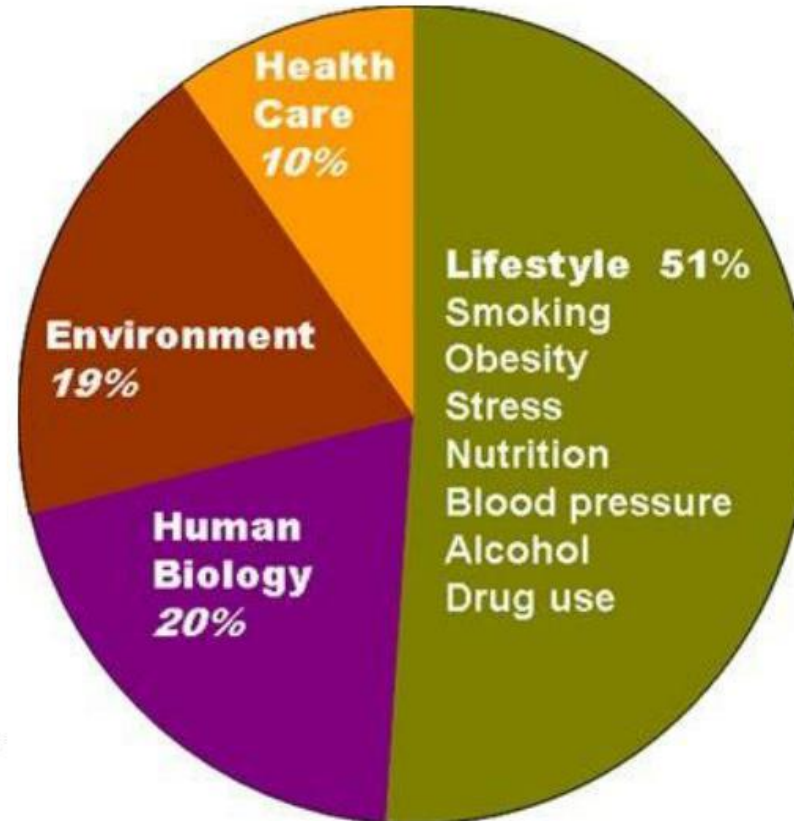
World Health Organization

Social determinants of health

The World Health Organization Commission defined social determinants of health as the conditions in which people are born, grow, live, work and age, including the health system.”

“The structural determinants and conditions of daily life constitute the social determinants of health and are responsible for a major part of health inequities between and within countries”

(WHO Commission on Social Determinants of Health, Final Report, 2008).



World Health Organization
on Social Determinants
of Health, final
report 2008



What we know

- Many people in our community do not have the opportunity to attain full health

The Promotores Model

Origen

- Peer education model
- Reaches difficult/vulnerable populations
- Titles: Community Health Worker, Outreach worker, Community worker, Parent Educators, etc



OTHERS??

Use

- Education: prevention, chronic disease, etc.
- Connects families to services and programs
- Outreach and education to the community
- Liaisons between residents and agencies
- Support and engage clients/patients
- Cultural liaisons



What is a Promotor(a)?

- “A person who is a trusted member of and/or who has an unusually close understanding of the community served in the delivery of related services. ...serve as liaisons between health and social services and the community to facilitate members’ access to services and improve the quality and cultural competence of services delivered.”

(California health Workforce Alliance)

- “volunteer community members and paid frontline public health workers who are trusted members of and/or have an unusually close understanding of the community served. (they) share the ethnicity, language, socioeconomic status, and life experiences of the community members they serve..” *Adapted from the American Public Health Association, 2009,

What is a Promotor(a)?

- “A **Promotor(a)** is an informal grassroots worker who provides basic education, guidance, and referral services to their community”

(www.texascivilrightsproject.org/.../comunidades-activas-moviendo-barreras)

- “CHWs provide appropriate health education and information, assist people in receiving the care they need, give informal counseling and guidance on health behaviors, advocate for individual and community health needs, and provide some direct services such as first aid and blood pressure screening.”

(U.S. Department of Health and Human Services Health Resources and Services Administration – August 2011)

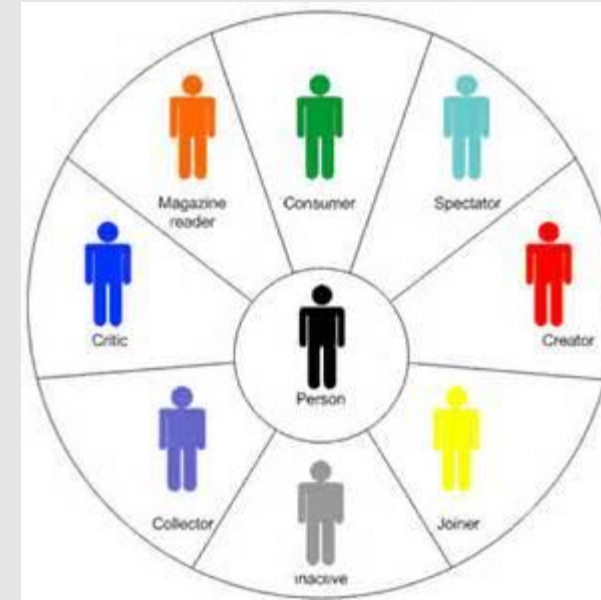
Why this model?

- Reduces barriers
- Culturally appropriate
- Linguistically appropriate
- Builds community capacity
- Empowers parents, families, and community residents
- Engages parents, families, and community residents in services



Roles

1. Cultural mediation
2. Provide education/information
3. Care coordination/navigation
4. Coaching and support
5. Advocates for indiv/community
6. Provide direct services
7. Build indiv/community capacity
8. Conduct outreach
9. Conduct assessments
10. Participate in evaluation and research

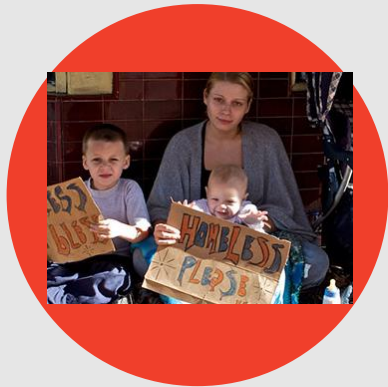


How do Promotores/CHWs Improve health equity?



1. Bridge – connectors
2. Engage vulnerable populations
3. Cultural mediators and trusted peers
4. Proven model to increase health outcomes

Promotores Improve health outcomes



DISADVANTAGED
COMMUNITIES



COMMUNITY HEALTH
WORKERS



HEALTHY
COMMUNITIES