

# Blue Ridge AHEC

Promotores de Salud Update &  
Expansion into Russian and  
Arabic/Kurdish Speaking Populations

# Promotores de Salud

## Waynesboro 40 Hour Training

- 5 graduates
- 4 drop-ins
- Waynesboro, Verona, Grottoes
- Mexico, Honduras
- 4 females, 1 male
- 500 Health Contacts

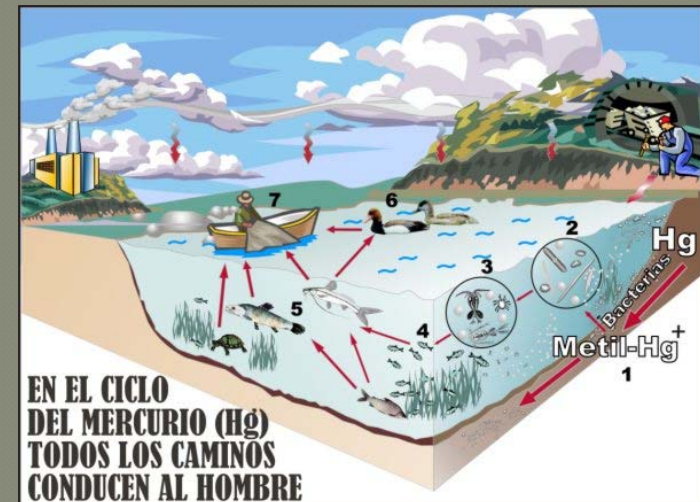




# Promotores de Salud

## Other Activities

- Website
- Common Threads
- Tomando Control
- Teen Health Fairs
- Annual Regional Gathering of Promotores
- Community Health Services Fair





# Expansion

- History of Refugee Resettlement in the Shenandoah Valley
- Russian speaking community
- Arabic and Kurdish speaking communities



Photos: Holly Marcus, Harrisonburg International Festival, 2011







# Nation of Immigrants

- 38 million immigrants (May 2011)

265,000 refugees in USA (2010)

- Integration

- Language
  - Perceptions of Belonging
  - Historical Misperceptions
  - Generational Changes



# Local Refugees

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- 1980 Refugee Resettlement Act
- Church World Service
- Within 100 miles: Afghanistan, Azerbaijan, Belarus, Bosnia, Burma, Colombia, Congo, Croatia, Cuba, Eritrea, Iran, Iraq, Kazakhstan, Kosovo, Russia, Rwanda, Serbia, Sierra Leone, Sudan, Tajikistan, Ukraine, and Uzbekistan





# Middle East

## Arabic and Kurdish Speakers

~2,000-3,500 +  
Charlottesville area

### Challenges

- Honoring differences while addressing the larger community
- Introducing a new concept
- “Why are you helping us?”

# Middle East

- Strengths

- Honor

- “The woman is the Minister of the Interior; the man is the Minister of the Exterior.”

- “My life is no longer my own.”

- Established relationships

- Expressed interest





# Former Soviet Union

- 1988
- ~1,500 or more Russian speakers
- Challenges
  - Insulated community
  - Distrust of external entities
  - Noncompliance
- Strengths
  - Well educated
  - Community oriented
  - Religious community



# Next Steps

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- Leadership
- Buy-in and Ownership ahead of time