

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

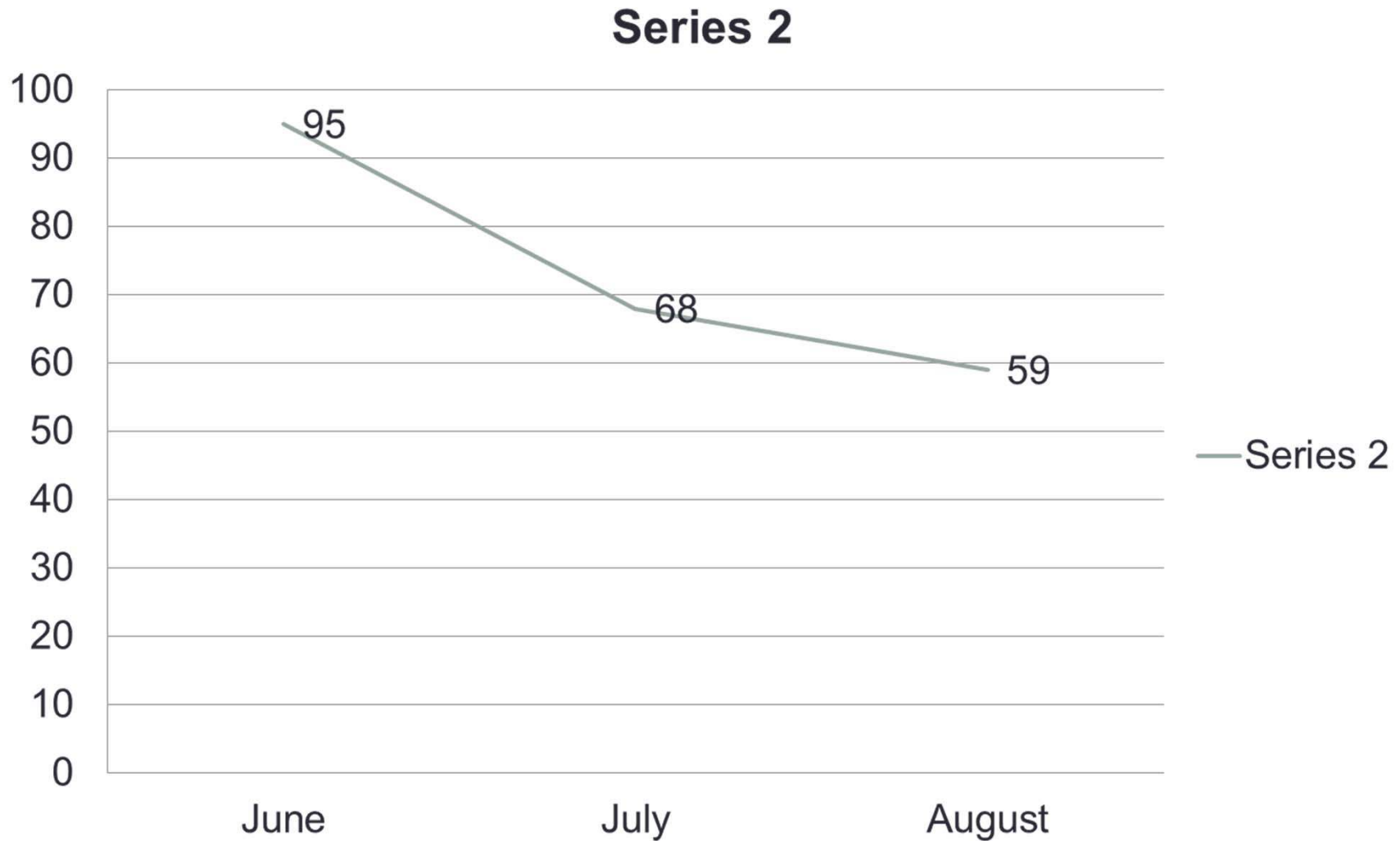
40-Hour Training

- 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



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

