



Día de la Mujer Latina (DML) Fact Sheet

The mission of **Día de la Mujer Latina** is to motivate our vulnerable population to early detection screening via our signature health fiestas; inform them about available resources ; navigate them if they need follow up care via our patient navigation services, and educate in a culturally and linguistically proficient manner via our trained and certified Promotores de Salud/ Community Health Workers.



What is “Día del la Mujer Latina”?

- A family-focused health and wellness fiestas model with the integration of Promotores de Salud/Community Health Workers.
- A 501(c) nonprofit organization, founded by a Latina cancer survivor, advocate and researcher.
- A partnership with community-based organizations, metropolitan hospitals/county clinics, local businesses, and dedicated volunteers,
- An opportunity for the medically underserved to have a free or low cost breast and cervical cancer education/screening, in addition to HIV tests, Vision tests, STDs tests, Diabetes & Blood Pressure tests, and information about Family Violence, Emergency Preparedness and Mental Health resources.
- A Texas State Certified culturally-based 160 Training Curriculum for Promotores/Community Health Workers and Instructors.



Why is this event important?

- Latinos are the largest minority group with an increase of 20% of the population since the last Census and growing.
- Cancer & Diabetes are significant health risks for Latinos in the USA.
- Survival rates for Latinos are poorer compared to other ethnic groups, because the disease is diagnosed at a later stage when a cure is limited.
- Latinas also experience a two-fold disparity in cervical cancer rates compared to whites.
- Latinos underutilize colorectal cancer screening.
- Tobacco smoking, a significant contributor to lung cancer, remains at disproportionately high levels among middle-aged Latinos/as.
- To combat health disparities among Latinos, it is essential to provide education and access to screening in a culturally proficient manner.



Other Projects/Programs:

- A Cultural Competence Training for Healthcare Providers
- Día de la Mujer Latina National Project – a template has been prepared in order for other communities to develop their own DML festivals. DML has been celebrated in 39 cities across the US, Puerto Rico & Dom Rep.
- Cultural Translations and development of Fotonovelas/picturebooks.
- An Evidence-Based Pilot Project focusing on Education and Navigation of Latinos/Hispanics in 8-Texas cities (Dallas/Ft Worth, Houston, Austin, McAllen, San Antonio, El Paso & Corpus Christi)



What is the Promotores (as) – Community Health Workers Program?

A Texas State Certified Training 160 Hours Program with 8 Core Competencies

<p>I. Communication Skills</p> <ul style="list-style-type: none">a. Listeningb. Use language confidently and appropriatelyc. Ability to read and write well enough to document activities
<p>II. Interpersonal Skills</p> <ul style="list-style-type: none">a. Counselingb. Relationship-buildingc. Ability to work as a team memberd. Ability to work appropriately with diverse groups of people
<p>III. Service Coordination Skills</p> <ul style="list-style-type: none">a. Ability to identify and access resourcesb. Ability to network and build coalitionsc. Ability to provide follow-up
<p>IV. Capacity-Building Skills</p> <ul style="list-style-type: none">a. “Empowerment”—Ability to identify problems and resources to help clients solve problems themselvesb. Leadershipc. Ability to strategized. Ability to motivate
<p>V. Advocacy Skills</p> <ul style="list-style-type: none">a. Ability to speak up for individuals or communities and withstand intimidationb. Ability to use language appropriatelyc. Ability to overcome barriers
<p>VI. Teaching Skills</p> <ul style="list-style-type: none">a. Ability to share information one-on-oneb. Ability to master information, plan and lead classes, and collect and use information from community people
<p>VII. Organization Skills</p> <ul style="list-style-type: none">a. Ability to set goals and planb. Ability to juggle priorities and manage time
<p>VIII. Knowledge Base on Specific Health Issues</p> <ul style="list-style-type: none">a. Broad knowledge about the communityb. Knowledge about specific health issuesc. Knowledge of health and social service systemsd. Ability to find information