



Día de la Mujer Latina.



Día de la Mujer Latina

Culturally Competent, Community Based
Strategy for Health Services Delivery in the
Latino Community since 1997



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Mission

- Día de la Mujer Latina is a national, non-profit organization, founded by a Latina breast cancer survivor, with a determination to address the health disparities in the Latino population.
- DML utilizes an innovative culturally-specific “health fiesta” model, designed to bring preventive health care services directly to the community.
- DML’s strength lies in its coalition and partnership building efforts with community based organizations, local businesses, regional and national government entities, health care providers and key stakeholders and a vision for growth.
- The success of its client service model rests upon the numerous and dedicated Promotoras/Patient Navigators that have been cultivated through certified training programs.



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Management

Experience

- 20 year cancer survivorship
- 15 years of developing culturally and linguistically proficient health education and health literacy
- 26 years of traveling across the globe, learning about other cultures
- 15 years of teaching trusted members of these at-risk communities to teach others about chronic disease through our bilingual signature Promotores training
- 13 years of serving as a consumer reviewer for NIH, NCI, DOD and Susan G. KOMEN Foundation
- Teaching at Baylor College of Medicine: Cultural Competence, Health Literacy and Health Promotion to medical students in addition to researching "Medical Mistrust."

Awards

- Appointed to Health & Human Services (HHS) National Promotores Initiative – Elected Chair
- APHA-Latino Caucus 2011 Distinguished Nationally Known Health Professional AWARD
- Appointed to APHA Executive Leadership Committee on Women's Rights.
- Appointed to HHS Region 6 HEALTH EQUITY COUNCIL – Co-Chair
- Appointed Texas State Health Advisory Council for Promotores/CHW
- Honored by the First Lady Michele Obama at the White House for Breast Cancer Awareness dedication
- 2007 Recipient of the TBS "Movie & a Makeover" July 14, 2007 for Community Work Nationally
- 2006 APHA- "Meritorious Community Organization of the Year"

Publications

- Asamoah K, Rodriguez M, Gines V, et al. 2004. "Use of preventive health services by Hispanic/Latino women in two urban communities: Atlanta, Georgia and Miami, Florida, 2000 and 2001". Journal of Women's Health 13(6):654-661.
- Wong-Kim, E., Chilton, J., Goh, Ginés, V. Breast Health Issues of Undocumented Women in California and Texas, Journal of Cancer Education



Training for Promotores/Community Health Workers-Building Community Resiliency



1. Communication Skills:

- Listening
- Use language confidently and appropriately
- Ability to read and write well enough to document activities

2. Interpersonal Skills

- Counseling
- Relationship-building
- Ability to work as a team member
- Ability to work appropriately with diverse groups of people

3. Service Coordination Skills

- Ability to identify and access resources
- Ability to network and build coalitions
- Ability to provide follow-up

4. Capacity-Building Skills

- "Empowerment" - Ability to identify problems and resources to help clients solve problems themselves
- Leadership
- Ability to strategize
- Ability to motivate

5. Advocacy Skills

- Ability to speak up for individuals or communities and withstand intimidation
- Ability to use language appropriately
- Ability to overcome barriers

6. Teaching Skills

- Ability to share information one-on-one
- Ability to master information, plan and lead classes, and collect and use information from community people

7. Organization Skills

- Ability to set goals and plan
- Ability to juggle priorities and manage time

8. Knowledge Base on Specific Health Issues

- Broad knowledge about the community
- Knowledge about specific health issues
- Knowledge of health and social service systems
- Ability to find information

*Additionally, a 20 hour Community Emergency Response Train the Trainer Course and a Teen Promotores Program in Texas.



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Target Market

- According to the U.S. Census Bureau (2010) an estimated 50.5 million people, or 16.3% of the total U.S. population self identified as Hispanic/Latino.
- Latinos are less likely to be diagnosed early in life which decreases survival rates dramatically. The median age for diagnoses is 62 years.
- Low rates of screening and poor adherence to diagnostic follow-up are thought to contribute to the increased mortality rates among Latinos.
- Research has determined that the occurrence of cancer, heart disease and other preventable diseases is influenced by economic, social and cultural factors.
- It is estimated that 36% of the population live in poverty, of which 28% are Latinos. An estimated 34% have no health insurance, and significantly more have inadequate insurance coverage.



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Key Milestones

- Our **Quinceañera** - 15 year anniversary
- Texas Recognition for Historical Conference in Austin of Promotores/Community Health Workers
- Texas State certified training curriculum
- Over 500 trained health professionals
- Brand awareness in over 39 cities and growing
- Affiliation with academic and research institutions
- Registered over 84,000 women via Health Fiestas
- Expanded core competencies to include cancer, obesity, nutrition, diabetes, autism, and vaccines compliance.
- Promote Community Resiliency with Emergency Preparedness Program.



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The Basic Plan for 2013

- Problem: Latino families are not utilizing preventative care services
- Issue: Mistrust, Lack of Access, Lack of culturally & linguistically proficient healthcare
- Proposed Solution
 - Evaluate needs and beliefs of 6 Latino-populated Cities
 - Increase training programs for Promotores/Community Health Workers and Instructors of P/CHWs
 - Provide affordable preventative services for underserved Latino families via Promotores de Salud
 - Implement services to better serve this population



New Look, New Name & Expanded Mission

- January 21, 2012 – Inaugural Celebration of the new title “*Día de la Mujer Latina y Su familia*”
- Expanding Mission: M.I.N.E. Framework To Motivate, Integrate, Navigate & Empower our Latino Families to Community Resiliency.
- New Look – New Logo



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PLAN OF ACTION

- SITES: Houston (Oct 27, 2012, Miami (Jan 12, 2013) , Puerto Rico (Mar 9), San Diego (April 13), Houston (May 19); Dominican Republic (June 28); Chicago (Aug) New York (Sep 29),
- Trained Promotores & Community Health Workers will present “monthly mini health fiestas” with a specific focus on the health issue of the month.
- Contest from February-April for teens on “Why Should I Get Vaccinated” – entries must be in YouTube format.
- 1st Main Health Fiesta in April is Vaccine Awareness Month and the winners will win \$1000 towards scholarships.
- 2nd Health Fiesta in May - with a concert/fashion show for women/girl’s health
- 3rd Health Fiesta in September Día del Hombre Latino”
- 4th Health Fiesta in December - concert for our Latino Youth.



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Scheduled Community Interventions

- January/*enero*
 - February/*febrero*
 - March/*marzo*
 - April/*abril*
 - May/*mayo*
 - June/*junio*
 - July/*julio*
 - August/*agosto*
 - September/*septiembre*
 - October/*octubre*
 - November/*noviembre*
 - December/*diciembre*
- Women's Cancers
 - Heart Disease
 - Colorectal Cancer
 - Immunization – HPV
 - Mental Health for Mothers
 - Emergency Preparedness
 - Maternal and Child
 - Diet/Nutrition and Fitness
 - Prostate Cancer Awareness
 - Breast Cancer Awareness
 - Diabetes Awareness
 - HIV Awareness



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Competitive Advantages

- Proactive, trusted engagement with growing demographic
- Cultural competent service delivery
- Certified training model that is ready to scale
- Opportunities to scale medical ecosystem
- Job creation and valuable skills training
- Highly educated, engaged and credible leadership
- Unique connection to policy and research opportunities
- Core competencies in subject matter and customer service delivery model
- Strong brand recognition, awareness and credibility
- Solid evaluation and ongoing client engagement model



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Future Opportunities

- National market penetration
- Scale training program for Promotoras
- Expand advisory board
- Integrate clinical trials and research
- Expand job creation opportunities
- Extend reach of Fiesta to over 100,000
- Create networks of trainers, clients, service providers, etc.



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Business Model

- **\$250,000 Program Delivery per city**
 - Training of over 50 Promotores
 - Outreach to over 1,000 clients
- **\$25,000 Fiesta Sponsorship (minimum)**
 - Brand visibility and awareness
 - Speaking engagement potential
- **\$20,000 Corporate Advisory Council (minimum)**
 - Access to relevant and culturally competent data
 - Potential research opportunities



Partnership Opportunities

- Financial investment in local or national program delivery
- Client Service sponsorship
 - Events
 - Service delivery
- Support engagement opportunities for health care providers and/or clients
- Advisory role and advocate



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Promoting Health & Community Resiliency within our Latino Familias

Venus Ginés

(www.diadelamujerlatina.org)