

**Auspiciadores:**



Día de la Mujer Latina.



**Comité Organizador:**



South Texas Promotora Association, Inc.



Día de la Mujer Latina.



Texas Gulf Coast CHW/Promotores Association



FAMILIAS TRIUNFADORAS, INC.



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# The Expanding Role of Promotores Community Health Workers in Health Reform

## Encuentro de Promotores: Ampliando el Rol de los Promotores en la Reforma de Salud

**Agenda :** \*November 10<sup>th</sup>  
\*10 de noviembre

	Event	Evento
11:00 am 2:00 pm	Insurance 101 (CHW Instructors)	Seguros 101 (CHW Instructores)
11:00 am 12:00 pm	Diabetes/Road to Health (CHWs/Promotores)	La Diabetes, camino a la salud (CHW Promotores)
12:00 pm 1:00 pm	Lunch & Learn: Medical Consumerism	Almuerzo y Aprende: El consumerismo Médico
1:00 pm 2:00 pm	Combating Obesity in Children Diet, Nutrition, y Exercise	Combatiendo la obesidad en los niños: Nutrición y ejercicios para los sobrevivientes
2:15 pm 3:45 pm	Plenary Session with Texas DSHS Representatives	Sesión Plenaria con representantes del Departamento de Salud Texas DSHS
4:00 pm 4:45 pm	Time for Open Comment	Tiempo para Comentarios Abiertos
4:45 pm 6:00 pm	Networking Reception & Presentation of Awards	Recepción y Presentación de Premios

\* Also listed in your program.

\* También en su programa.

**Agenda :** \*November 11<sup>th</sup>  
\*11 de noviembre

	Event	Evento
8:00 am 9:15 pm	Breakfast Networking Session for regional CHW groups	Desayuno Spanish Survivorship Program / Las Emociones: ¿Amigas o Enemigas?
9:30 am	Advocacy 101	Abogacía 101
10:30 am 10:45 pm 11:45 am	CHWs' Role in Improving Health Outcomes	Rol de los Promotores en Mejorar los Resultados de Salud
12:00 pm	Lunch & Learn/Dr. Eduardo Sanchez	Almuerzo y Aprende: Dr. Eduardo Sanchez
1:00 pm	Healthcare Reform under the Affordable Care Act	Reforma de Salud bajo el Acta de Cuidado Accessible
1:00 pm 3:00 pm 3:10 pm	Evaluations, Certificates, Prizes, and Closing	Evaluaciones, Certificados, Premios y Cierre

\* Also listed in your program.

\* También en su programa.

**The Planning Committee**

**Día de la Mujer Latina**

**Bienvenidos from Venus Ginés/Welcome**

Since May 10, 1997, more than 64,000 Latinas have been served in our "health fiesta" and more than 5202 have received medical attention.

As a cancer survivor and Instructor of College of Medicine Baylor College of Medicine, I saw the importance of integrating Promotores/CHWs in all community activities to motivate, inform, navigate and educate our vulnerable community in need of early detection screening and follow-up tests. This cultural project is now recognized nationally and being celebrated in 39 cities and also in Puerto Rico. Día De La Mujer Latina, Inc. is a nonprofit organization in the state of GA and TX. Today, Venus is an instructor and DML is approved by TX Dept of State Health Svc to train Promotores/CHWs. [www.dielamujerlatina.org](http://www.dielamujerlatina.org)

**South Texas Promotoras Association**

¡Bienvenido! Promotores Welcome! Promotores

As a Promotora, Instructor and Director of the largest Promotoras Association in Texas, I am happy to be part of this wonderful and historic moment for all Promotores and Community Health Workers to come together and share a common goal. "Promoting a healthier future for all" The mission of South Texas Promotoras Association (STPA) is to create an infrastructure and coordinate hub that enhances the competencies of Promotoras and community health workers (CHWs) to create healthier communities, strengthen the practice of Promotoras, advocate policy positions that promote integration of Promotoras, and conduct scientific research.

**Community Health Center of Lubbock**

The Community Health Center of Lubbock / Community Health Worker Promotor(a) Program is a Texas Department of State Health Services (DSHS) certified training Program. The program provides Continuing Education Units for recertification of Promotores(as) and Community Health Workers (CHWs). Recruitment into the program is on-going throughout the year. Interested Individuals through presentations provided by current Promotor(a) in churches, schools, and other community events. Individuals are also recruited through classes that are provided by the Promotor(a)s, ie: Diabetes self-management classes, Diabetes support groups, and walking clubs. Community Health Center of Lubbock Promotor(a) program has developed a recruiting brochure that explains the concept and activities.

### **Gateway to Care**

The Gateway to Care Community Health Worker Training Institute (CHWTI) is certified by the Texas Department of State Health Services to train Community Health Workers (CHWs). The Institute provides information about resources, service coordination, and health education. CHWs gain skills that enable them to establish and maintain eligibility so services can be received, teach about disease management to promote better, healthier lives, and increase health literacy in their communities. The CHWTI also collaborates with other community members, agencies, hospital systems, clinics and training centers to foster further access and information for CHWs. Collaboration began with the Annual CHW Conference and from there; the Texas Gulf Coast CHW/Promotores Association was formed

### **Texas Area Health Education Center**

Texas AHEC East is working to make our communities healthier by providing training and support for CHWs and CHW Instructors throughout Texas. The 160 hour interactive CHW certification course focuses on building strong core skills to allow CHWs to confidently practice in any environment. A multitude of continuing education courses layer additional information and skills onto the core. Texas AHEC East also offers a 160 hour CHW instructor course focused on preparing individuals to effectively teach community health worker candidates using interactive methodologies. Instructor continuing education provide subject matter refreshers as well as new information training to help instructors stay ahead of the ever change landscape of healthcare..

### **Texas Gulf Coast CHW/Promotores Assoc.**

The Texas Gulf Coast CHW/Promotores Association (TGCCPA) is a regional network of CHWs, CHW training programs, and other stakeholders created for the advancement of the community health worker profession. TGCCPA was established after many CHWs voiced the need for better communication and connectedness during the 4th Annual Houston CHW Conference in April 2010. After many months of planning and establishing the CHW community's needs, TGCCPA was born. Our first general assembly meeting was held on May 11, 2011. One of TGCCPA's main goals is to meet the needs of the diverse CHW workforce working throughout the Texas Gulf Coast. Some areas in the Gulf Coast have many CHWs and resources, but little connections, while others are struggling to the meet their community's needs at a very basic level. TGCCPA aims to help meet the needs of all CHWs by improving communication, access to resources, as well as improving job opportunities for CHWs. TGCCPA has designated a point person in several Gulf Coast counties to serve as a link between the CHWs in that county and the association.

### **A Big Supporter of Promotores & Community Health Workers**

#### **Dr. Eduardo J. Sánchez**



Eduardo J. Sanchez, M.D., M.P.H. serves as Vice President and Chief Medical Officer for Blue Cross and Blue Shield of Texas. Prior to this, he was the Director of the Institute for Health Policy at The University of Texas (UT) School of Public Health. Dr. Sanchez served as Commissioner of the Texas Department of State Health Services from 2004-2006 and the Texas

Department of Health from 2001-2004.

Dr. Sanchez practiced family medicine in Austin, Texas from 1992-2001 providing medical care to the uninsured and underinsured. Dr. Sanchez was the city/county health officer and Chief Medical Officer for the Austin-Travis County Health and Human Services Department from 1994-1998.

Dr. Sanchez received his M.D. in 1988 from the UT Southwestern Medical School in Dallas. He holds an M.P.H. from the UT School of Public Health; an M.S. in biomedical engineering from Duke University, a B.S. in biomedical engineering, and a B.A. in chemistry from Boston University.

Dr. Sanchez chairs the Advisory Committee to the Director of the Centers for Disease Control and Prevention and the National Commission on Prevention Priorities. He chaired the Institute of Medicine ("IOM") Committee on Childhood Obesity Prevention Actions for Local Governments, culminating in a September 2009 report. and he co-chaired the National Governors' Association Center for Best Practices Shaping a Healthier Generation Advisory Council. He is currently a member of the IOM Standing Committee on Childhood Obesity and the Committee on Accelerating Progress in Obesity Prevention.



**Marjorie McColl Petty,  
J.D., M.S.  
Regional Director  
U.S. Department of Health  
& Human Services**

**Marjorie McColl Petty, J.D., M.S.,**

serves as the Regional Director of the Department of Health and Human Services, Region VI. As Regional Director, Ms. Petty serves as HHS Secretary Sebelius' representative responsible for guiding and coordinating HHS policies. Ms. Petty facilitates communication regarding HHS initiatives as they relate to state, local, and tribal governments. Petty's region includes the states of Arkansas, Louisiana, New Mexico, Oklahoma and Texas, as well as 68 Federally-recognized tribes.

Ms. Petty's health care experience and public service include both the public and private sectors. Ms. Petty has most recently served as Director of Public Affairs and Consumer Protection for the Kansas Corporation Commission, beginning in 2003.

She was chair of the board of directors of the Delta Dental of Kansas, a position she held since August 2008, and served on the company's board of directors since 2001. From 2006-2008, she was president of the board of directors of the Delta Dental Foundation, where she reviewed and granted \$2.9 million for oral health projects for Kansans. Previously, she served as a subcontractor for two regional offices of the U.S. Department of Health and Human Services as a public policy manager and was on staff of the Kansas Department of Health and Environment.

The Hon. Petty has also served as a State Senator in Kansas, and a member of the Topeka City Council. She received a JD from Washburn University School of Law and a Masters in Education/Counseling from the University of Kansas. She is a graduate of Texas Christian University