

Día de la Mujer Latina launches the Texas Teen Promotores: Living La Vida Healthier

December 29, 2011, Houston, TX- Día de la Mujer Latina, Inc., dedicated to reducing health disparities within the Latino Communities, proudly accepted the exciting task of creating a Teen Promotores Program with funding for Healthy Kids, Healthy Families, which is an initiative of the Blue Cross Blue Shield of Texas, operated by Health Care Service Corporation.

Since 1997, Día de la Mujer Latina (DML), a 501c3 national Latina health & wellness community-based organization, has been celebrating its signature health fiestas annually in 39 states and Puerto Rico with a complimentary training program for Promotores/Community Health Workers (P/CHW). Today, DML has trained over 400 P/CHW nationally and served nearly 80,000 clients. DML became the 1st Latina CBO to be recognized as a State Sponsored Certification Training Program providing the bilingual 160-hour P/CHW training. In 2010-11, with funding provided by Blue Cross Blue Shield of Texas, DML completed training of over 240 P/CHW and celebrated five DML Health Fiestas, serving more than 6,000 medically under-served and uninsured Latinos from communities in Dallas, Houston, Corpus Christi, McAllen, El Paso and Austin, Texas combined. DML used an innovative bilingual case management system, Navi4Health to track patient barriers, as well as the success of patient navigation by the trained and certified Promotores/Community Health Workers and its Instructors. In 2012, DML celebrates its Quinceañera (15th birthday) and as part of this traditional cultural event, we want to focus on the children of our Promotores, who are the key to ensuring that the messaging of the importance of diet, nutrition and exercise is shared among their peers and their extended families, says Venus Ginés, Founder and CEO.

The 6 week bilingual Teen Promotores training program will consist of curriculum on diet, nutrition and exercises to ZUMBA & Salsa Aerobics. DML will recruit these teens from the network of trained Promotores in Houston, Dallas/Ft Worth and McAllen, Texas.

For further information on DML and its training programs, please visit our website at diadelamujerlatina.org or call 281-489-1111.

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Celebrating our Culture and Navigating your Health since 1997