



Día de la Mujer Latina.

Día de la Mujer Latina, Inc.

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PRESS RELEASE

The Harold P. Freeman Institute for Patient Navigation and Día de la Mujer Latina today jointly announced their partnership to eliminate disparities among the racial and ethnic medically underserved and uninsured patients throughout the US and Latin America.

April 13, 2012, Houston, Texas. As we celebrate National Minority Health Month, renowned surgeon and Healthcare Leader, Dr. Harold Freeman and national Latina advocate, Venus Ginés, agreed to partner in promoting a call to action and unity for a culturally competent healthcare system in the regions, state and local offices of minority health, community health centers, faith-based and community-based organizations, who are committed to reducing health disparities.

To celebrate HHS's theme of "**Health Equity Can't Wait. Act Now in Your COMMUNITY,**" Dr Freeman and Venus Ginés will create a combined national navigator training program, culturally and linguistically proficient for all Promotores/Community Health Workers and Patient Navigators, which also includes education on the Affordable Care Act. Navi4Health™ will conduct the evaluation.

For 20 years, Dr Freeman has pioneered a patient navigation concept for the purpose of eliminating barriers to timely cancer screening, diagnosis, treatment, and supportive care. The frequently encountered barriers that may be eliminated through patient navigation are financial barriers (including uninsured and under insured); communication barriers (such as lack of understanding, language/cultural); medical system barriers (fragmented medical system, missed appointments, lost results); psychological barriers (such as fear and distrust); and other barriers (such as transportation and need for child care). Dr Freeman's Patient Navigation Institute is world renowned. "This combined effort will eliminate barriers to timely diagnosis and treatment for low income and diverse populations," stated Dr. Harold Freeman.

Since 1997, Día de la Mujer Latina (DML), a 501 C3 national Latina health & wellness grassroots organization, has been celebrating its signature health fiestas offering early detection screening to breast and cervical cancer plus other health challenges, i.e. diabetes, hypertension, obesity and HIV, annually in thirty nine states and Puerto Rico with a complimentary training program for Promotores /Community Health Workers. Today, DML has trained over 500 Promotores and served nearly 74,000 clients. DML became the 1st Latina CBO approved as State Sponsored Certification Training Program providing the 160 Hour bi-lingual P/CHW training throughout Texas. DML Promotores, both male and female, are respected, trustworthy community members whose knowledge and relationships in their neighborhoods enable them to deliver one-on-one health education and patient navigation.

"Our mission is to motivate, inform, navigate and empower communities at-risk in a culturally and linguistically proficient manner. DML's programs promote the benefits of prevention and preparedness, stated DML's CEO/Founder, Venus Ginés.

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