

Día de la Mujer Latina CEO /Founder, Venus Ginés is selected to serve as a member of the National Steering Committee for Promotores (as) de Salud/Community Health Workers (P/CHW).by U.S. Dept. of Health and Human Services' Office of Minority Health (OMH)

May 20, 2011, Houston, TX- Día de la Mujer Latina CEO/Founder, Venus Ginés has been honored to have been selected to serve as the Chair of the National Steering Committee for Promotores (as) de Salud/Community Health Workers (P/CHW). The Office of Minority Health in partnership with other US Department of Health and Human Services' agencies is charged with developing and managing the National Steering Committee for Promotores de Salud/CHWs.

The Steering Committee will work in collaboration with the Federal Workgroup for the Promotores (as)/Community Health Workers initiative to provide leadership and guidance in the development and implementation of a newly established National Initiative for Promotores/Community Health Workers focused that on Latino/Hispanic populations. After careful consideration and review of submissions from across the country, the selection committee determined that Ms. Ginés possessed the necessary qualities and experience to collaborate on this new initiative. She was voted to be the Presiding Chair of this initiative by her peers and looks forward to collaborating with other agencies and corporations desiring to integrate Promotores/Community Health Workers as an important workforce.

“I applaud the federal government's initiative to bridge the gap that exists between our healthcare system and our vulnerable Latino communities” said Venus Ginés. “Promotores/Community Health Workers are in a unique position and possess knowledge and skills that can help community members improve their access to and use of local and national resources, education, prevention services, and medical care in a manner that is culturally and linguistically appropriate, especially in the vulnerable Latino/Hispanic communities.”

Since 1997, Día de la Mujer Latina (DML), a 501 C3 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 (P/CHW). Today, DML has trained over 400 P/CHW nationally and served nearly 74,000 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. Since 2010, DML has trained and certified Promotores in Dallas, Houston, Corpus Christi, El Paso and Austin, Texas combined. 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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