



Día de la Mujer Latina, Inc.

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PRESS RELEASE

Día de la Mujer Latina Launches the 1st Train the Trainer Program for Community Emergency Response Team (CERT) consisting of Promotores/Community Health Workers

June 2, 2012, Houston, TX — Dia de la Mujer Latina, Inc., graduated 27 Promotores/Community Health Worker Instructors from 8 cities throughout Texas to the Community Emergency Response Team (CERT) Train the Trainer Program, conducted in Spanish. The CERT concept was developed and implemented by the City of Los Angeles Fire Department (LAFD) in response to the Mexico earthquake in 1985. They recognized that citizens would very likely be on their own during the early stages of a catastrophic disaster. In 1994 the Federal Emergency Management Agency (FEMA) expanded the CERT materials to make them applicable to all hazards and made the program available to communities nationwide. However, there was a paucity of certified trainers who could teach in Spanish. DML's CEO/Founder, Venus Ginés presented at FEMA's Latino Leadership Council in Washington DC on the value of Promotores/Community Health Workers as first responders and convinced management to fund this training initiative. We are very excited about FEMA's commitment to build community resiliency and focusing on the needs of the Whole Community, says Venus Ginés, who is a state certified Instructor for Promotores/Community Health Workers and an Instructor at Baylor College of Medicine, also stated that the graduates came from El Paso, Corpus Christi, Austin, Houston, Galveston, Dallas, Ft Worth and McAllen.

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 thirty seven states and Puerto Rico with a complimentary training program for Promotores /Community Health Workers. Today, DML has trained over 450 Promotores nationally and served nearly 82,000 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 community members whose firm knowledge and relationships in their neighborhoods enable them to deliver culturally and linguistically proficient one-on one education and patient navigation services. "Our mission is to motivate, inform, navigate and empower communities at-risk in a culturally and linguistically proficient manner. DML's bilingual training program consists of 8 Core Competencies, with curriculum on diabetes, hypertension, obesity and cancer, in addition to Emergency Response Training. DML received approval from the Department of State Health Services to implement FEMA's CERT training as a CEU for Instructors.

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

Celebrating our Culture and Navigating your Health since 1997