

Día de la Mujer Latina CEO /Founder, Venus Ginés selected to serve as the Chair 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 (P/CHW) 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.

“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. “(P/CHW) 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 Hispanic/Latino 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. In 2010, with funding provided by Blue Cross Blue Shield of Texas, DML completed training of 161 P/CHW and celebrated five DML Health Fiestas that served more than 6,000 medically under-served and uninsured Latinos from communities in Dallas, Houston, Corpus Christi, 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 certified Promotores. This spring DML provided training to 76 (P/CHWs) in McAllen, Texas and 32 in Houston with a waiting list for the next class in Houston and Dallas.

For further information on DML and its training program, please visit our website at diadelamujerlatina.org or call Toll-Free: [1-877-518-8889](tel:1-877-518-8889).