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PRESS RELEASE

DML to Celebrate 10th Annual Conference on Expanding the Role of Promotores/Community Health Workers in COVID-19

THE CONFERENCE WILL TAKE PLACE ON APRIL 16TH, 2021 & WHICH HAS BEEN PROCLAIMED AS THE COMMUNITY HEALTH WORKER DAY IN THE STATE OF TEXAS

Houston, TX, USA - March 31, 2021: Día de la Mujer Latina® Inc., (DML) has proudly announced that it is celebrating its 10th Annual Conference dedicated to the Community Health Workers and Promotores. The conference will take place on Friday April 16th, 2021 in Houston, Texas, and it is being hosted by DML in collaboration with the Intercultural Center for Health, Research and Wellness. Moreover, the title of this conference is ‘Expanding Role of Promotores/Community Health Workers in COVID 19: Debunking Misinformation, Promoting Telebehavioral Navigation, and Vaccine Confidence.’ The State of Texas has already declared April 16th as the Community Health Worker Day in Texas.

“Community health workers are trusted within their communities, and they are needed by the people now more than ever before, people trust them and they can help greatly in guiding people, especially during the pandemic.” Said Venus Ginés the President and Founder of DML, while sharing her thoughts on the conference. “This conference will also play a great role in empowering these trusted members with tools and tips to navigate our community through the endless series of misinformation about Clinical Trials, COVID 19 and Vaccines.” She added. Venus is recognized nationwide as an effective community advocate on cultural and system barriers faced by Latinas with breast cancer.

In addition to that, the Conference will also include several topics of key importance including Telebehavioral Health, recognizing the triggers that induce more fear and mistrust intensified by disorders such as depression, anxiety, and stigma during the ongoing Global Pandemic. Furthermore, another goal of this conference is to empower the community advocates with guidance, navigation strategies and interpersonal skills to address social determinants of health and vaccine confidence, especially in the medically underserved communities.

The conference will also provide the practical skills and resources they need to debunk misinformation, boost vaccine confidence, and connect people in their communities to mental health care. The mission of Día de la Mujer Latina is to promote healthy behaviors within the underserved Latino community by providing a culturally and linguistically proficient education, facilitating early detection screening, culturally preventative care interventions, promoting wellness with resource information, Promotores/Community Health Workers Training and Patient Navigation for follow-up services.

“Throughout the novel Coronavirus (COVID 19) Pandemic, our community health workers have served countless Texas in need.” Said Greg Abbott, the Governor of Texas, in a state issued proclamation for April 16th, 2021 as Community Health Worker Day. “From ensuring Texans in quarantine to addressing barriers to recovery and increasing participation in therapeutic trials, these public health professionals continue to go above and beyond to deliver essential health care services to Texans facing these unprecedented challenges.” The Governor added.

For more information about this upcoming Conference, please visit the website:

www.diadelamujerlatina.org