

OUTREACHING TO LATINOS ON H1N1 PANDEMIC INFLUENZA

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Latinos in California

- 13 million (36 %) of population in CA are Latinos
 - 5.5 million are foreign-born
- 50% Latinos do not speak English well or at all
- 26% total residents in CA speak Spanish at home
- 34% Latinos uninsured

Key Points on Effective Outreach

- Relevance of the issue for the target audience
- Clear message
- Language appropriate
- Culturally appropriate
- Clear presentation/design, relevant media outlets
- Place and timing of message to be delivered
- The right messenger

Outreach Strategies

- Mass media: radio, TV, newspapers targeting Latinos
- Social media: Facebook, My Space, Twitter
- Web-based information
- Person-to-person communication

Promotores

- Community Outreach Workers, Lay Health Workers, Peer Leaders, Health Advocates
- Natural leaders
- Respected and trusted in their communities
- Community members who promote health in their own neighborhoods.
- Bridge between their communities and the public health care system



- *“People who are Promotores(as) have a gift for service and a noble and kind heart. We think about things and take care of people. We identify with the people and the needs of the community”*

Mirian Perez, Promotora



Origin of *Promotores*



- 1960 in Latin-America *promotores* trained by popular and religious groups
- Well established in most Latin American countries
- Mexico: IMSS Oportunidades, over 164,000 volunteer promotoras serving rural and underserved urban communities.
- The doctors' right hand, eyes and ears in the community



Promotores in the U.S.

- *Community Health Worker National Workforce Study* (HRSA, 2007):
“Approximately 121,000 Community Health Workers in the U.S.”
- “CHW’s not only identify and link people to health or support services, but also coordinate their relationships with multiple service systems”

Who are *Promotores*?

- Promotores are primarily Spanish speaking women, trained to provide accurate, culturally appropriate health information, conduct street outreach, arrange and conduct talks with their peers, make presentations to the community at large; they generally are affiliated with community institutions.
- Some are volunteers; many are hired by health institutions, public, private and non-profit.
- Different levels of training, some are certified.
- Focus mainly on health promotion/education, rather than intervention.
- “Generalists” vs. “specialists”

HIA's Binational Promotoras Program

- Established in 2003
- U.S and Mexican-based outreach workers
- Address the specific health problems faced by the migrant population during the different stages of the migratory cycle
- Binational production of materials on selected migration and health topics
- Trainings, including annual Binational Promotoras Conferences
- Exchanges between U.S. and Mexico



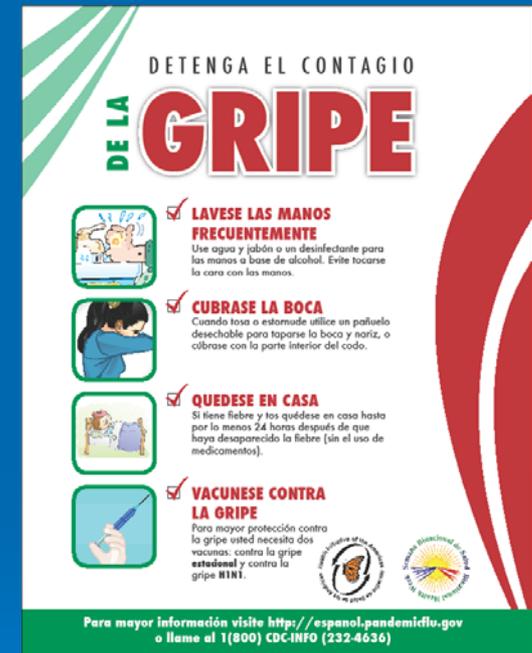
HIA's *Promotoras* Program and H1N1

- May 28, 2009, Binational *Promotores* Conference in Oakland:
 - 370 participants from U.S. and Mexico
 - Presentations on responses to H1N1 from experts in Mexico and California
 - Voices of the *Promotores* as expressed: that they be informed and considered key partners for outreach activities during Public Health Emergencies



HIA's *Promotores* Program and H1N1

- Developed linguistic and cultural appropriate presentation and flyers on H1N1 influenza for Latinos
 - Shared presentation materials with a binational network of over 300 *promotores*
 - Trained 170 Binational Health Week coordinators nation-wide
 - Presentations to community groups (Mexican Consulates, farmworkers, day laborers, parents, pregnant women, etc.)



Final Thoughts

- In Public Health Emergencies it is critical to provide appropriate and timely communication to at-risk populations
- Outreaching to Spanish speaking populations in CA requires appropriate materials and strategies
- *Promotores* are a valuable complement to the public and private sector's efforts
- Improved coordination between Public Health Departments and *promotores* networks is needed

GRACIAS!

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