



PUBLIC HEALTH WEEK

Changing Our Future Together

DAY 3:

Power from Within:

Promotores, Community Health Workers
and Culturally-Centered Care

Wednesday, April 04, 2018

Barlow Respiratory Hospital, Williams Hall
2000 Stadium Way, Los Angeles, CA 90026

2:00pm-4:30pm *Space is limited! Pre-register at:*
<http://publichealth.lacounty.gov/phweek/>

Los Angeles County (LAC) is home to rich racial and ethnic diversity. Most residents belong to groups historically considered minorities, and more than 1 in 3 residents are immigrants. Over 200 languages are spoken, with over a third of households speaking a language other than English.

With the goal of better serving LAC communities, many health and social service agencies are looking to improve their cultural competence. One way to do this is to hire Promotores de Salud and Community Health Workers (CHWs) as integral team members.

Cultural Competence

Cultural competence and cultural humility involve avoiding stereotyping and being open to a client's self-determined cultural identity. Helping individuals and organizations become culturally competent and humble goes beyond sharing factual knowledge about diverse populations. It also includes guiding practitioners to become aware of and adjust their attitudes toward their clients and toward themselves, and to tailor services to the needs of the individual client.

Promotores and Community Health Workers

The roots of Promotor de Salud and CHW models can be traced back to 17th century Russia and the "barefoot doctors" of China. Here in LAC, Promotores and CHWs

fulfill numerous roles. As system navigators, they serve as links between their communities and providers of health and social services. As capacity builders, they are trained to educate and empower communities who often face barriers in accessing care, including linguistic isolation. Their roles also include advocacy, participation in research efforts, and provision of direct outreach.

Promotores and CHWs are trusted community members. Shared experiences and identities – including language, culture, race/ethnicity, age, sexual orientation, lived experience and/or other factors - enable Promotores and CHWs to improve service quality and ultimately elevate community voices in pursuit of healthier lives.

This special event will elevate the voices of Promotores and CHWs and identify strategies for improving cultural competence County-wide. This event is hosted in partnership with Esperanza Community Housing Corporation, Visión y Compromiso, and Health Agency partners Department of Mental Health and Department of Health Services.

Come celebrate Public Health Week by hearing from experienced Promotores and Community Health Workers and discussing ways to improve cultural competence!



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