

# IMPROVING THE HEALTH LITERACY OF LATINO NEWCOMERS: THE IMPACTS OF A PROMOTORAS DE SALUD PROGRAM

Cambio de Colores

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# PROMOTORAS DE SALUD

- ▶ A Program of Centro Latino de Salud in collaboration with the Cambio Center at the University of Missouri, University of Missouri Extension and the Missouri Foundation for Health



# WHAT IS A PROMOTORA?

- ▶ Improves the well-being of their community through health education
- ▶ Improves people's knowledge of the health care system in the United States and Columbia, MO.
- ▶ Increases Access to the Health resources of the community.



# GOALS OF THE PROMOTORAS PROGRAM

- ▶ Promote and increase health literacy for Latinos in Boone County Missouri
- ▶ Improve Access to primary care services
- ▶ Create conditions emphasizing a healthy lifestyle for underserved Latinos in the region
- ▶ Communicate the needs of immigrants to service providers
- ▶ Work with service providers to help the newcomers understand and access local services.

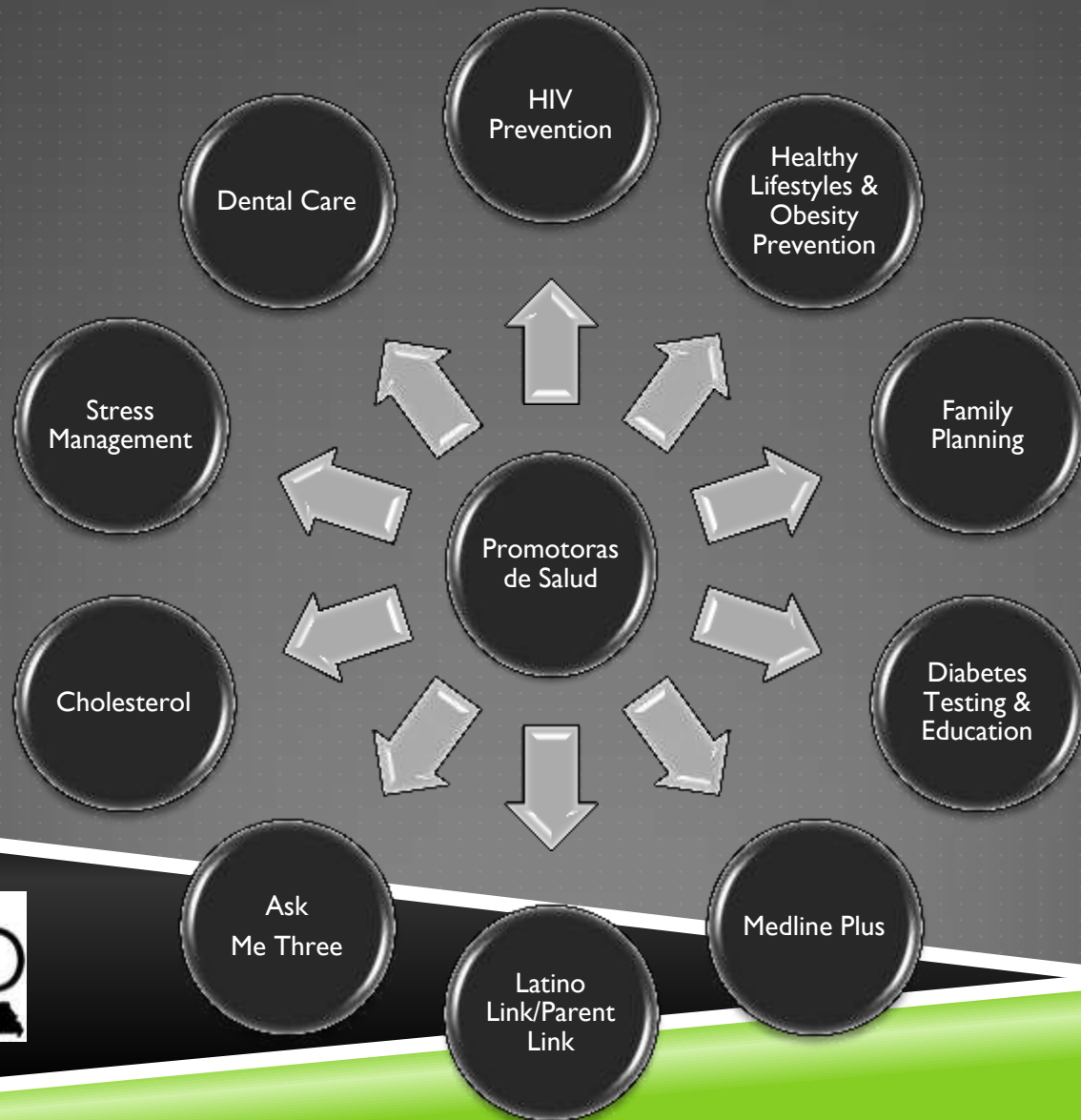


# ELEMENTS OF THE PROGRAM

- ▶ Development and Piloting Educational Programs
  - ▶ 10 program areas
- ▶ Facilitate Access to Health Care Services
  - ▶ Dental Services
  - ▶ Clinical Referrals
  - ▶ Medical Interpreting
- ▶ Provide Public Outreach & Education
  - ▶ Newsletter
  - ▶ Radio Programs
  - ▶ Programs with community partners



# EDUCATIONAL PROGRAM AREAS



# EDUCATION WORKSHOPS

- ▶ Each educational workshop includes:
  - ▶ Brochure
  - ▶ Powerpoint Presentation
  - ▶ Curriculum
  - ▶ Video
  - ▶ Pre/Post Test
- ▶ There were 10 workshops piloted with an average of 10.5 participants for each workshop



# ACCESSING HEALTH CARE SERVICES

- ▶ Building Networks with Health Service Providers
  - ▶ Advisory Board
  - ▶ Mini internships
- ▶ Bridging to Health Services (351 clients, 450 appointments, nearly 10% of the local Latino populations)
  - ▶ Medical Interpreting
  - ▶ Clinical Referral
  - ▶ Social Services





# PUBLIC OUTREACH & EDUCATION

## ▶ Newsletter

- ▶ Printed Quarterly
- ▶ Distributed through local collaborators such as health providers, grocery stores and restaurants
- ▶ Each newsletter promotes health events, provides health education information, profiles a health provider and shares a healthy recipe.

## ▶ Radio Program

- ▶ Programs were regularly scheduled on the local Spanish radio station promoting the programing and sharing access to health literacy resources

## ▶ Collaboration with Community Partners

- ▶ Promotoras worked with other local partners on educational events, health fairs and community events to promote health literacy.

**PROMOTORAS DE SALUD**

# Enlace Latino

1 de Mayo de 2010  
Volumen 1, Número 2

¡Sonríe!

En este número:

Cuidado Dental	1
¿Sabía que...?	1
Destacado del Mes	1
Agenda comunitaria	2
Receta del Mes	2
Adivinanza	2

¡Prevenir es la clave!

¿Sabía que...?

- Una persona promedio pasa 38.5 días de su vida lavándose sus dientes.

¡El programa de Promotoras de Salud ha ayudado a más de 80 latinos en Columbia a tener una sonrisa espectacular! El Cuidado Dental es muy importante para su salud y la de su familia. No sólo le ayuda a verse mejor, sino que también puede ayudarlo a prevenir enfermedades.

ben cepillarse dos veces al día para mantener controladas las bacterias y un aliento fresco y limpio.

Enseñarle a los niños desde pequeños a cepillarse y a tener una rutina de limpieza los ayudará a mantener buenos hábitos de salud bucal en el futuro.

Llevar una dieta saludable también puede ayudarle a mantener sus dientes y su cuerpo fantásticos. Consumir bebidas endulzadas, barras de dulces y refrigerios con muchas calorías pueden terminar en caída

sados les ayudará a mantener la salud de los dientes.

Si usted o algún miembro de su familia comienza a sentir dolor en los dientes o en la boca o sospecha de algún problema de salud bucal, es importante que vea a un profesional. Ignorar los problemas dentales puede causar serias infecciones, desarrollo de enfermedades e incluso cáncer.

Así es que recuerda que prevenir es la clave y cuando se cepille los dientes, ¡no se apure!

¿Tiene preguntas acerca de Cuidado Dental o sa-



# OUTCOMES

- ▶ The Promotoras are a trusted resource for both the healthcare providers and the Latino consumers.
- ▶ Participants in all the workshops showed learning on 85% of the variables tested with the pre/post test instruments.
- ▶ The principle reason for our engagement in the project was to improve health outcomes for Latinos seeking health services. Each of the 351 people served were able to access treatment and 89% were able to complete follow-up treatment. The primary constraint for those who did not complete follow-up treatment were financial—they could not afford the follow-up recommendation.



# EVALUATION

A telephone survey of those who accessed health services was conducted to determine if participation in the program helped them make better health decisions. Phone numbers existed for 171 participants. When contacted, 48 numbers no longer existed, and 71 did not answer. The survey was completed by 52 of the program participants.



# ACCESSING HEALTH SERVICES THROUGH THE PROMOTORA

- ▶ Comfort Level with accessing health services (1 very uncomfortable and 5 very comfortable)
  - ▶ before having the assistance of the Promotora the mean response was 2.59.
  - ▶ accessing health services with the assistance of the Promotoras the mean response was 4.67.
- ▶ “Do you feel your ability to address your healthcare needs has improved because of the assistance of the Promotras program?,” 96% of survey respondents answered Yes.
- ▶ “Did the assistance of the Promotoras program help you understand the healthcare options available to you?,” 98% of the survey respondents answered Yes.
- ▶ “After having been a part of the Promotoras program have you made any changes in your lifestyle?,” 73% of respondents answered Yes and noted a wide variety of changes they had made related to nutrition, exercise, and healthier habits.



# TRUST

- ▶ How likely are you to refer your friends, family or neighbors to the Promotoras?,” (1 Very Unlikely and 5 Very Likely) the mean response was 4.39.
- ▶ How would you rate the quality of care you received from the Promotoras?,” (1 Very Poor and 5 Very High) the mean response was 4.59.
- ▶ How would you rate the thoroughness and accuracy of the Promotoras?,” (1 Very Poor and 5 Very High) the mean response was 4.57.



# SATISFACTION WITH THE PROMOTORAS

- ▶ how satisfied are you with the ease of getting care through a Promotora? 4.41
- ▶ how satisfied were you with the Promotoras translation services? 4.39
- ▶ how satisfied were you with the promptness of return calls from the Promotoras? 4.33
- ▶ how satisfied were you with the Promotoras ability to answer your questions? 4.29
- ▶ how satisfied were you with the level of confidentiality? 4.41
- ▶ how satisfied were you with the Promotoras effort to make you feel comfortable? 4.59
- ▶ how satisfied were you with the referrals the Promotoras made for you to a health provider? 4.27
- ▶ how satisfied were you with the range of services provided by the Promotoras? 4.37

(Scale range: 1 very unsatisfied to 5 very satisfied)



# IMPLICATIONS FOR HEALTH CARE

- ▶ The Promotoras clearly make a difference in terms of the quality of the healthcare experience. Having someone who can serve as a navigator and advocate makes the experience much less stressful.
- ▶ The Promotoras were effective at building trusting relationships with the Latinos which may increase the likelihood that they will follow through with recommended treatment.
- ▶ Those who received the services had high regard for the people who played the role of Promotora and the quality of the services they provided.
- ▶ This program was sponsored by an agency external to the healthcare delivery system. There may be advantages to having Promotoras located in the community rather than in a given healthcare institution.

