

Lesson's Learned

1. The Latina community is enthusiastic to learn about breast health and early detection of breast cancer. They find this model that involves outreach to their own communities empowering.



2. It's a model that expands outreach opportunities regarding how to access the health care system including health insurance programs for which they may meet eligibility requirements.

3. To reach the target population (women 40-65) you can successfully target other groups, (young Latina women and men) to educate and refer women.

In year 1 we exceeded our goals and we're on target to exceed our goals in year 2.

Women are not financial compensated for the work they perform in their communities.

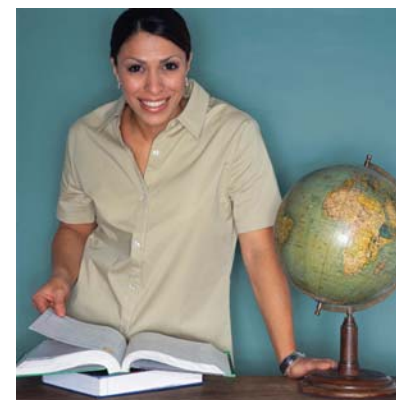


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"Promotoras" Increasing Access to Breast Cancer Education and Screening for Latinas



Why do we need a “Promotora” Project?

Breast cancer is less common among Hispanic/Latina women than their Caucasian and African-American sisters. However, breast cancer is also the leading cause of cancer death among Hispanic/Latina women and their five-year survival rates remain lower than those in other ethnic groups.

Spanish-speaking women encounter many barriers to accessing health care services and mammogram screenings. These include a language barrier, lack of insurance, immigration and cultural issues.

Dr. Amelie Ramirez, a member of the Susan G. Komen for the Cure National Hispanic/Latino Advisory Council, comments that Hispanic women are less likely to do a breast self-examination. Hispanic women often just don't talk about breast cancer and they feel that if something irregular is detected that it's always cancer, which is not true. (The Silence of Breast Cancer in Hispanic and Latino World, *Advances in Oncology*, January 7, 2003).

Promotora Project in King County

The Promotora model is a culturally sensitive, lay health educator for the Latina community. It has been used throughout the United States, Mexico and Central America to address domestic violence, chronic disease and oral health.



The Access & Outreach team operates from an integrated model offering brief health education contacts within the context of outreach to increase access to health care and eligibility assistance. The Promotora project (funded by the Susan G. Komen for the Cure) was designed to bring together both elements.

Our Promotoras, which are similar to health navigators, become part of the outreach team. They are recruited and trained by our Access & Outreach teams' Health Specialist and Health Educator. The Promotoras assist in the brief education contacts and recruitment from the Latina Community. Then they are referred to our Access & Outreach team who assist in referral to screenings and mammograms. Once referred they are helped with issues related to Medicaid, Basic Health, health insurance issues and health care access.

Promotora Outputs & Outcomes

Our goals are to increase the number of Latina women who understand the importance of breast health screenings and to increase the number of Latina women who obtain early detection services, mammograms/clinical breast exams.

1. Recruit and provide training and support to Promotoras.
2. Each Promotora will be asked to refer women for screenings and mammogram.
3. Each Promotora will provide education on breast health and track their data.
4. Health Specialist and Health Educator will develop mobile screenings in South King County.
5. Health Specialist and Health Educator will conduct interviews with the Promotoras' and have them complete surveys.