

Personal Benefits for Promotores

- Promotores value learning about the health benefits for which they are eligible and helping other in their community to become informed about those benefits.
- Promotores, the majority of whom are low-income women with little previous professional work experience, report a new sense of pride and accomplishment and increased self esteem as a result of their participation in the Promotores Program.



- Promotores value the opportunity for personal and professional development and opportunities to learn.
- Promotores appreciate contributing to the financial health of their own families through the gift cards, which they receive as reasonable reimbursement for expenses they incur while serving as volunteers.

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Promotores de Salud

En su comunidad...



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Introduction

In early 2007, King County Executive Ron Sims, the King County Council, and community partners established Children's Health Initiative (CHI) to identify and enroll children in Medicaid and CHIP. About 15,000 children were estimated to have no health coverage (4.4% of all children in the county).

The CHI uses culturally-tailored community-based outreach approaches, such as the Promotores de la Salud de los Niños Program, which is composed of volunteer Latino community health workers. The Promotores were trained as health navigators to work within their own Latino communities to enroll uninsured children into public health coverage and assure that they received medical and dental care.

The CHI Promotores Program began in May of 2007 and 39 Promotores have been trained since then, 28 of whom continue to actively participate in the program to varying degrees.

Though the majority of Promotores are women, there are two men in the CHI Promotores Program. The volunteers receive reasonable reimbursement of expenses they incur while serving as volunteers in the form of gift cards.

The Promotores also refer families to other CHI outreach workers, when appropriate, for assistance with other programs, such as, Basic Food, Energy Assistance, and the Breast & Cervical Health Program increasing the visibility of outreach efforts.



Successful Strategies

- Promotores have success in reaching families who are often on periphery of the health system because they are part of the Latino community in which they volunteer.

- Promotores primarily use personal networks to locate eligible children, which include, family, friends, neighbors, schools, churches, neighborhood apartment complexes, and word-of-mouth referrals.
- Promotores help families to navigate the complexities of publicly funded agencies that oversee the medical programs and the healthcare system in this country.

