Hey Community Engagers,

On May 18th, the U.S. Department of Health and Human Services (HHS) announced an initiative to promote utilization of promotores de salud as a means of strengthening outreach and education on the availability of health services and insurance coverage to underserved Hispanic/Latino communities (see attached announcement). Our own Fernando Pineda Reyes is on the national steering committee for this initiative. While this is a brand new enterprise, please feel free to contact Fernando (fernando@crearesults.org) if you want to talk about it.

Time to brag a bit! One of our CCTSI CE PACT Round 3 pilot grants have been accepted to present at the 2011 Pedagogy of Privilege Conference at DU! Congratulations to pilot grantees Diane King, Cathy Grimm, Shari Wilkins, and Leslie Wright! The conference is August 15 & 16, 2011, in Craig Hall (Graduate School of Social Work) at the University of Denver. Currently, Cathy Grimm, Shari Wilkins, and Jennifer Boggs are scheduled as the presenters on the topic "GLBT SUSTAIN (Seniors Using Supports to Age in Neighborhoods): Developing a Naturally Occurring Retirement Community for GLBT Seniors." GLBT SUSTAIN Project is a community-based participatory research project funded by the Colorado Clinical and Translational Sciences Institute. The presentation will focus on the development of productive community partnerships between research institutions and community providers that seek to strengthen a disenfranchised community. Additionally, preliminary results from focus groups and interviews with GLBT Seniors will be shared along with ideas for using these results to inform durable community building interventions that outlive the SUSTAIN funding. For more information on the conference, see https://portfolio.du.edu/pc/port?portfolio=pedagogy_of_privilege.

ResearchMatch is now very active on Facebook and Twitter! Support ResearchMatch and help boost the number of volunteers near your institution by "liking" RM on Facebook, "following" RM on Twitter, and placing reciprocal links on your institution’s web sites and social networking pages. Be updated on all news related to ResearchMatch and other health awareness notifications. Facebook and Twitter are places for researchers and volunteers to share experiences with ResearchMatch and to help serve the research community better!

Speaking of ResearchMatch, here's a link to another of Dr. Marc Ringel's KUNC commentaries, aired last Sunday.

http://www.kunc.org/post/god-bless-everybody
Getting to Know You ... **Christin Sutter, Community Liaison**

Christin is a Community Liaison for the High Plains Research Network (HPRN) through the CCTSI Community Engagement Core. She was born and raised in northeast Colorado where she currently lives with her husband and three young daughters. She received her Bachelor of Science degree in Health and Exercise Science from Colorado State University. With HPRN, Christin works with primary care clinics and communities in the nine counties of northeastern Colorado to implement, maintain, and evaluate studies and does community outreach to increase the region’s awareness of the HPRN and benefit of health research. She has contributed to projects on colon cancer, asthma, home blood pressure management, childhood obesity and smoking cessation. Christin is working currently as a Quality Improvement Coach for the Patient Centered Medical Home program being offered to primary care practices in the HPRN.

Have a great weekend!
Jack Westfall
HHS Announces Promotores de Salud Initiative

The U.S. Department of Health and Human Services (HHS) today announced an initiative to promote utilization of promotores de salud as a means of strengthening outreach and education on the availability of health services and insurance coverage to underserved Hispanic/Latino communities.

Promotores, who are sometimes known as community health workers, peer leaders, patient navigators or health advocates, typically work in their own communities to convey information to their neighbors and other community members on health and wellness, the availability of support services and access to health services. Promotores have become increasingly active in U.S. Hispanic/Latino communities for the past 50 years and for longer in some Latin American countries.

The HHS initiative aims to develop a national program to recognize the work of promotores, develop a database of promotores networks, which will include information on their training and where they work, and to foster cooperation among various networks. The project also aims to develop an English-Spanish web site with information and resources to assist community workers and their networks.

"Promotores are remarkably successful at helping people recognize the importance of health in their lives and connecting them with reliable information and services," said Dr. Garth Graham, HHS deputy assistant secretary for minority health and director of the HHS Office of Minority Health. "Through this initiative, we hope strengthen those community-based outreach efforts, help people enroll in public programs and the forthcoming health insurance exchanges and use new services that the Affordable Care Act provides."

Fifteen experienced promotores from across the U.S. will regularly supply information to the HHS Office of Minority Health and a federal work group that is guiding the initiative.

The Affordable Care Act authorizes promotion of these community health workers to provide culturally and linguistically appropriate information and enrollment assistance to underserved Hispanic/Latino populations. The HHS Action Plan for Reducing Racial and Ethnic Health Disparities calls for increasing the use of promotores to stimulate participation in health education, behavioral health education, prevention and health insurance programs.

The federal work group guiding the initiative comprises representatives of the Office of the Secretary, Administration on Aging, Administration for Children and Families, Centers for Disease Control and Prevention, Centers for Medicare & Medicaid Services, Health Resources and Services Administration, National Institutes of Health, Substance Abuse and Mental Health Services Administration and Office of Global Health.

For more information, visit: http://minorityhealth.hhs.gov/promotores.

Promotores Initiative Steering Committee

CHAIR  
Venus Ginés, Chief Executive Officer/Founder  
Dia de la Mujer Latina, Inc.  
Manvel, TX
CO-CHAIR
Laura Bahena, Network Coordinator
Chicago Community Health Workers Local Network
Chicago, IL

Merida Escobar, President and CEO
South Texas Promotora Association, Inc.
Edinburg, TX

Lilia Gomez, Special Populations & Outreach Coordinator
Washington Association of Community & Migrant Health Centers
Olympia, WA

Lupe Gonzalez-Hernandez, Director of Health Programs
Esperanza Community Housing Corporation
Los Angeles, CA

Margarita Holguin, Director
Chula Vista Community Collaborative
Chula Vista, CA

Maria Lemus, Executive Director
Visión y Compromiso
El Cerrito, CA

Genoveva Martinez, Program Coordinator
Migrant Health Promotion
Weslaco, TX

Rosamaria Murillo, Director of Special Initiatives
Texas Department of State Health Services
Austin, TX

Fernando Pineda-Reyes, CEO/Program Director
Community + Research + Education + Awareness (CREA) Results
Denver, CO

Brendaly Rodriguez, Manager,
South Florida Center for Reducing Cancer Disparities
University of Miami
Miami, FL

Sylvia Sapien, Promotora Program Director
La Clinica de Familia
Las Cruces, NM

Emma Torres, Executive Director
Campesinos Sin Fronteras
Somerton, AZ

Rosa I. Villoch-Santiago, Director, Health Disparities
American Cancer Society
Greenbelt, MD

Alicia Wilson, Executive Director
La Clinica de Pueblo
Washington, DC