

### **Promotores/Community Health Outreach Workers**

Programs Description: P/CHOW play a critical role in promoting community-based health education and prevention, particularly in communities historically underserved by the U.S. health care system. Promotores and Community Health Workers represent a rich spectrum of characteristics that make them the bridge between health care institutions, professional providers and community residents in need of health care services. Promotores have a natural capacity to provide "genuinely holistic health prevention is the notion of "ecological relevance." Promotores are indigenous to Latino immigrant communities they serve, speak the same language, are intrinsically involved in the host community, and are committed to providing "servicio de corazon" (heartfelt service). As a result, they are able to provide culturally sensitive service, establish trust in the community and receive feedback from communities. The Promotores/Community Health Worker continuum includes diverse titles and roles within health and human service agencies such as peer educator, health advocate, outreach worker, block parent, community health worker, and Promotores, among others. Promotores and Community Health Worker strategies aim to increase the capacity of community members and health outreach workers who serve as liaisons between their community and social service organizations.

There are PEI Promotores in the following communities:

### **Program Contact Information**

Phoebe Leung, RD  
Assistant Director  
Stanislaus County Health Services Agency  
820 Scenic Dr  
Modesto, CA  
209-558-7116