

The Health Promoter for Diabetes Care in the Hispanic/Latino Community

Ada Caranton, BA

Program Manager

Southeast Chicago Development Commission

acaranton@southeastchicago.org

Presentation to Quality Improvement Organizations

July 16, 2008

Presentation Objectives

- To describe the multiple roles of Health Promoters or Community Health Workers
- To describe activities and responsibilities of health promoters

- **Who is a Community Health Worker or Health Promoter?**

Definition

- Is a person who helps and serves his/her community, lives in it, and shares the language, culture and the community norms
- Has gained the respect of community residents and leaders

Definition...

- May have no or limited background or training in health care
- May have limited formal education (most of our health care promoters have less than a high school degree)
- For our diabetes programs, we prefer people who live with diabetes or have family members who are living with diabetes.

Terms used to refer to Health Promoter

- Community /neighborhood Lay Worker
- Community Health Advisor
- Community Health Representative
- Outreach Worker
- Community Health Aide
- Community Health Educator
- Lay Health Worker
- Peer Educator

Why Community Health Workers/ Promoters?

1. Rapid Hispanic/Latino population growth in the U.S.
2. Health disparities
3. Shortage of bilingual health professionals
4. Other justifications

1. Population growth: US census 2000

1990-2000

	<u>Population</u>	<u>% Change</u>	
Hispanics	35.3 million	12.5%	60%
Blacks	36.4 million	12.6%	20%

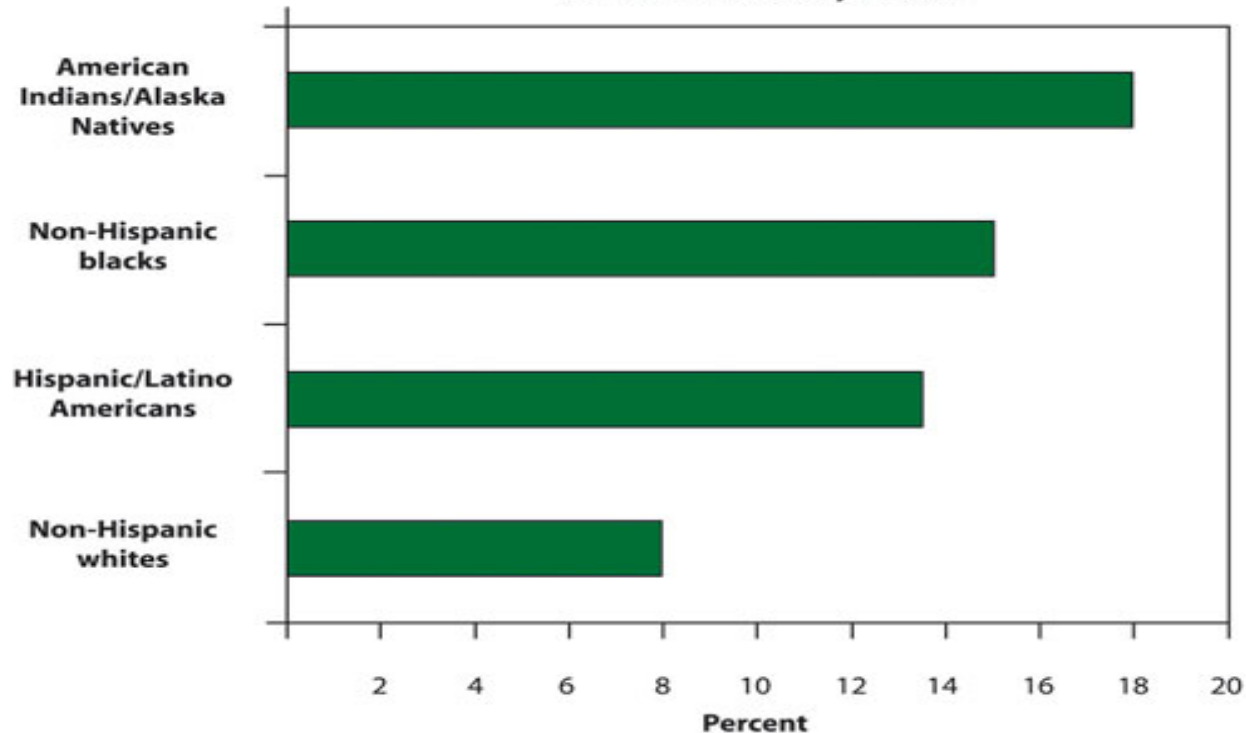
Hispanic count does not include PR or undocumented workers, or census undercount errors.

2. Health Disparities

Prevalence of diagnosed and undiagnosed diabetes in the United States - all ages - 2007

- People with diabetes: 23.6 Million
- Diagnosed: 17.9 Million
- Undiagnosed: 5.7 Million

**Estimated age-adjusted total prevalence of diabetes
in people aged 20 years or older, by race/ethnicity—
United States, 2005**



Source: For American Indians/Alaska Natives, the estimate of total prevalence was calculated using the estimate of diagnosed diabetes from the 2003 outpatient database of the Indian Health Service and the estimate of undiagnosed diabetes from the 1999-2002 National Health and Nutrition Examination Survey. For the other groups, 1999-2002 NHANES estimates of total prevalence (both diagnosed and undiagnosed) were projected to year 2006.

* Graph and information obtained from CDC (Center for Disease Control and Prevention) website at <http://www.cdc.gov/diabetes/pubs/estimates05.htm#prev4> on December 1, 2006.

3.Shortage of Latino and bilingual health professionals

- Over 50% of Latino students do not complete high school degree
- Those that go to college do not choose health professions

4. Other justifications to use CHWs

- High need for culturally and linguistically competent diabetes programs
- Few Hispanics/Latinos and other racial and ethnic minorities receiving diabetes education
- Managed-care programs allow limited time for physicians and nurses to engage in health education

Other Justifications...

- Limited knowledge and skills on how to navigate the health care system
- CHW effectiveness in diabetes and in other areas such as cancer, HIV/AIDS, maternal and child health

Recruitment Process

- DEEP sessions
- Support groups
- Schools councils
- Church prayer groups
- Health fairs
- Community screenings
- Neighborhood events

Ideal Health Promoter

- People's skills
- Leadership skills
- Cultural sensitivity
- Care for the community
- Generous spirit
- Fast learner
- Prior knowledge/ experience and/or understanding of diabetes
- Availability/Interest in becoming diabetes educators

Training Opportunities for Health Promoters

- DEEP train of trainers
- Diabetes Today
- Women's Health Conference
- Case Management training
- Facilitators skills training
- Cultural sensitivity training

How to keep health promoters

- Respect
- Appreciation for their contribution
- Incentives
- Training/education opportunities
- Networking
- Salary support (?)

Special activities to motivate participants

- Phone calls previous to class
- Offer transportation for the elderly
- Offer sessions at their own facilities:
Seniors centers, schools and churches
- Allow participants to choose day and time for classes

Special activities to motivate participants (cont.)

- Involve participants in class activities:
 - Bringing a healthy recipe
 - Leading physical activity
 - Helping in delivery of teaching activities
 - Offer support group following class sessions
- Dancing, exercise

Special Issues with the Elderly

- Healthy food
- Participatory and interactive class
- Phone calls day before the class
- Flexibility when setting the class day & time
- Offer transportation or bus tickets

Lessons Learned

- Health fairs as a way to recruit participants
- Phone calls before the class
- Train health promoters to be sensitive to the group background
- Better communication between doctors and patients
- More familiarity with medical terms when talking to doctors

Role of the Health Promoter

At the UIC Midwest Latino Health Research, Training & Policy, under the CDC Racial and Ethnic Approaches to Community Health (REACH) 2010, CHWs are utilized to engage in:

- **TARGETED ACTIONS, and**
- **SYSTEMS CHANGE**

2. CHWs role as Diabetes Case Manager or Patient Navigator

- The Diabetes Self-care Center engages in in diabetes case management, at the individual level
- Patient Navigator
 - Educate patients on how to appropriately use the health and human services system, get appointment, and to assure that they get the best care
 - Provide interpreter services, as needed
 - Maintain communication with patient and health care providers to assure that patients are well taken care of

Role of the Health Promoter

IN TARGETED ACTIONS

- CHWs as Educators
- Facilitators of support groups
- Case managers
- Patient navigators: provide resources, interpreter, communicator
- Outreach workers (e.g., health fairs)

IN SYSTEMS CHANGE

- Community organizing and Coalition-building
- Advocacy
- Change in social norms

Targeted Action: Activities at the Diabetes Self-care Centers

- Cardiovascular Program
- DEEP classes
- Aerobics Classes
- Nutrition classes
- Health Fairs
- Textile Workshop
- Walking Activity
- Swimming Classes
- Reading Club
- Computer Classes
- Others

Training Health Promoters

- Initial enrollment of HP as volunteers
- Receive on-going training, weekly supervision, and class role playing rehearsal (“coaching”)
- After training, trainees are offered paid positions
- Have a professional staff (nurses, physicians with public health background) to supervise HPs and to begin the planning of the diabetes classes

DEEP Program Implementation

- Collaboration is established with community health centers through Memorandum of Agreement
- The health centers identify persons with diabetes in their caseload and make appropriate referrals to diabetes classes
- Health care center collect clinical data, once patient consent is obtained
- Classes are conducted in health care centers



Targeted Action

Aerobics classes at the East Side Community Center

- Held Mondays, Wednesdays and Fridays, 9:00-10:00 a.m.
- Participants sign consent forms.
- Jane Addams Park: 7:00 to 8:00 a.m
- Mann Park: Swimming Classes



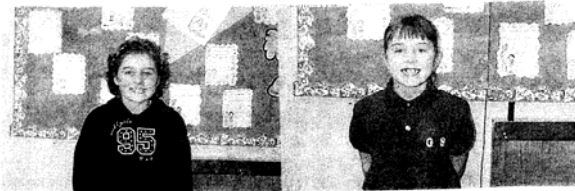
ELEMENTS OF PROGRAM SUCCESS

- Participatory teaching methods (horizontal approach)
- Simple language in describing concepts
- Games and role-playing
- Build social support among participants creating social capital
- Include music and prayers (Latino culture)

Targeted Action...

George Washington Elementary School

*Picture from nutrition class in school
newsletter*



YOUNG AUTHOR REGIONAL WINNERS— MARY WOZNIAK and SARA FLICK CORMAN were winners in the AREA 18 YOUNG AUTHOR'S COMPETITION. They will be invited to the Area 18 Award's Presentation.

PERFECT ATTENDANCE FOR MARCH

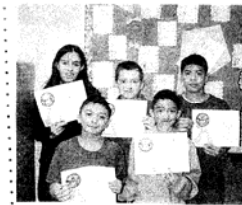


Clarissa Rodriguez, 203, Cesar Pulido, 214 and Michelle Campos, 307, were our March Perfect Attendance Winners. They each selected a prize from the PTA motivation box.

BOOK REPORT WINNERS FOR MARCH



Book Report Winners for March were Daniel Kerber, room 101, Cody Okilancec, room 107, and Jodi Kmpotich, room 301. They are shown with the prizes they selected from the PTA Prize Bin. You need to be here and read to be successful in school and our PTA supports both achievements.



The Knights of Columbus Free Throw Championship has several GWES entries. Lucy Cazares, Alex Zecevic, Jesse Chavez [back] and Alex Villa, Leonel Villa are shown with their certificates.



This Parent Group has been meeting regularly for their Nutrition Classes. We have other parent classes scheduled on 4/21/04— come on out at 9:30.

Page 2

KINDERGARTEN REGISTRATION will be taken starting March 8, 2003. Preschool students need a new registration. FUSKIGHT AIRMEN 312-409-5821 offers kid 7-14 their FIRST PLANE RIDE absolutely free at the Gary Airport. Call *on the list.* Every Young Eagle will need to be accompanied by a parent or guardian.

Targeted Action – Health Fairs



Participants at Sept. 26th Ewing Community Center Health Fair

Targeted Action

- **Textile Workshop:**
Lessons Learned:
When designing support groups for persons with chronic disease, the intrinsic benefits of artistic expression should not be overlooked.



Community and Systems Change

- Health promoters as community mobilizers for policy change
- Diabetes Awareness Activities at community organizations
- Schools including health programs as part of their activities
- Churches requesting Center participation for special events
- Restaurants and Chambers of Commerce

Health Promoter Responsibilities

Assisting in:

- Planning & organizing class content and logistics
- Screening potential participants
- Registering class participants
- Teaching diabetes classes
- Helping Participants:
 - Weighing-in
 - blood pressure
 - using the glucose meter

Health Promoter Responsibilities

- Record data in participants' charts/files
- Follow-up phone calls or home visit
- Assist in administration of questionnaires and follow-up survey
- Convene & facilitate diabetes support groups

People involved in Center activities

- Health Promoters
- UIC Staff
- Physicians
- Nurses
- Business owners
- Community

In Summary

The concept of health promoters is applicable to many cultures and communities, to all age groups, and to a wide variety of health topics. This health promoter program model has proved to benefit a wide variety of settings, targeting populations and needs specific to the community.. These programs have succeeded because they are culturally appropriate and are integrated into key community activities.