

## Why partner with *Promotores de Salud*?

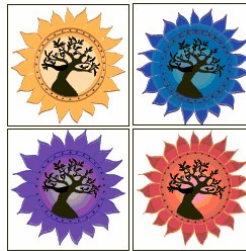
- Promotores de Salud works to provide successful health education in communities from Harrisonburg north to Winchester.
- We understand cultural and linguistic barriers to health and health care—and how to empower others to overcome these and to take charge of their health
- We use our knowledge of the community and of health and health care to address local health disparities and needs.
- Promotores de Salud partners with programs such as Blue Ridge AHEC's *Community Health Interpreter Service* to provide a range of culturally-appropriate services



## More about *Promotores de Salud*

- As a non-profit organization, our bottom line focuses on improving community health.
- Promotores de Salud improves community health through education and empowering community members to take responsibility for their health and well-being.
- We understand that a healthy community is a healthy place for all to live and do business.

### *Promotores de Salud*



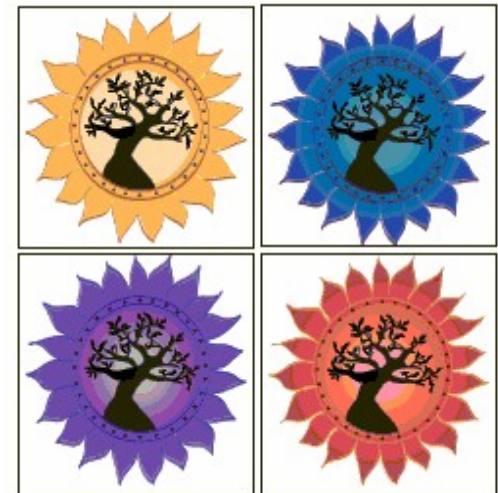
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An employers' guide to

## *Promotores de Salud*



An initiative of the Blue Ridge  
Area Health Education Center (AHEC)

Blue Ridge AHEC is a program of the  
Institute for Innovation  
in Health and Human Services  
at James Madison University

## Mission of Blue Ridge AHEC and *Promotores de Salud*

The mission of the Blue Ridge AHEC, including its Hispanic lay health promoter program, *Promotores de Salud*, is to promote healthy living in our community, particularly among Hispanic and other ethnic populations, by reducing health disparities through health education and improved access to health care.



## Who are *Promotores de Salud*?

*Promotores de Salud* (health promoters) are Hispanic men and women trained to serve as lay health resource persons for their relatives, neighbors and friends. The program empowers Hispanic men and women to become participants, partners and directors of health care in their families and communities.

## What do *Promotores* do?

Promotores use their training to:

- Detect health problems in family, friends, church members and surrounding neighborhood through health screenings (blood pressure, safety, nutrition, etc.)
- Refer people with health needs to existing health care systems
- Assist in enrolling eligible children in Medicaid or supplemental insurance plans
- Distribute and explain Spanish language health materials
- Participate in community health activities in churches, neighborhoods and worksites
- Serve as volunteers in medical centers, hospitals & community service organizations.



## What do health care providers say about *Promotores de Salud*?

- “The (Hispanic) lay health promoters serve as a valuable link between the clinic and Hispanic patients.”  
*Ellie Swecker, Executive Director, Harrisonburg-Rockingham Free Clinic*
- “Several of the women in the class have made multiple referrals to our nurses for clients to come to family planning, pediatric and maternity clinics”...(one promoter) “had already discussed several of the health issues and done an excellent job...She had an obvious rapport with the client, so open and willing to help in any way she could.”  
*Marion Sharp, Public Health Nursing Supervisor, Harrisonburg-Rockingham County Health Department*