

Centro Latino

*Promotoras de Salud:
A Community-based Approach to Health
Literacy in Boone County, MO*




Promotores de Salud program

- In 2007 the Centro received a capacity-building grant from the **Missouri Foundation for Health** to begin a program to empower members of the Hispanic community through the PDS program.



May 2008- First three participants

Goals of the program

- Promote and increase health literacy for Latinos in Boone County, Missouri
- Improve access to primary care services
- Create conditions emphasizing a healthy lifestyle for underserved Latinos in the region.
- Communicate the needs of immigrants to service providers
- Work with services providers to help the newcomers understand and access local services.

What is a promotora?

- Improves the well-being of their community through health education
- Improves people's knowledge of the health care system in the United States and Columbia, MO.



Needs the program addresses

- Latinos make up 14% of the population.
- Twice as many are uninsured compared to the general population.
- Three times less likely to have a consistent source of medical care.
- One and a half times more likely to use the hospital ER as primary source of care compared to the general population.

Public Health and Social Services





Partnerships

- Health Department
- WIC Program/ Nutrition Classes
- Puertas a la Salud (PALS)
- Family Dental Center
- Clinics
- MedZou Free Clinic



PDS Program Findings

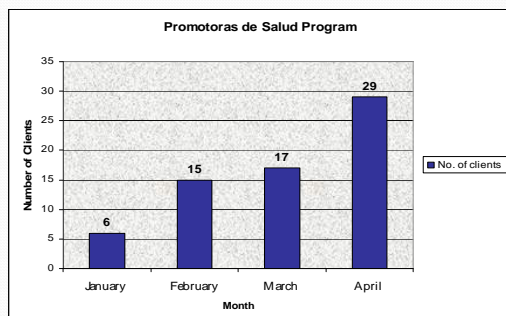
January-April 2009



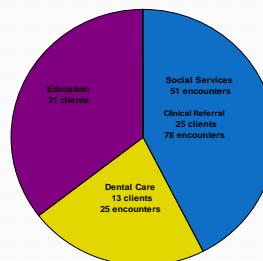
First Quarter Findings

- Most individuals who come to Centro Latino are not aware of the local health resources available to them.
- Most of them seek medical care as a last resort. They do not have regular check-ups.
- Most children have some kind of health insurance.
- Fewer adults have health insurance, but often it does not include dental care.
- Those who are uninsured pay for medical fees in cash.

By the numbers...



Medical Interpreting

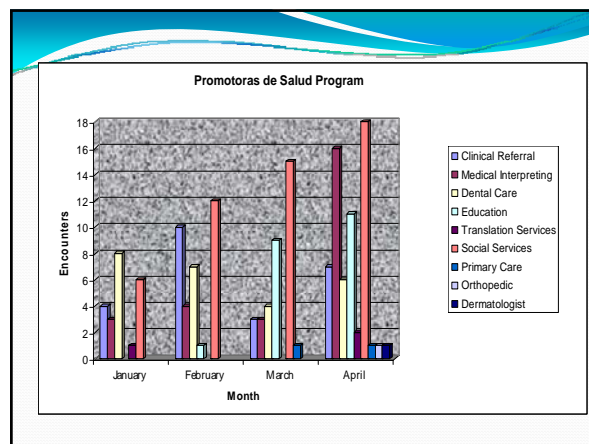


Total number of clients: 67
Total number of encounters: 154

Data from January 15- April 30, 2009

Health Literacy Issues

- Dental care: Since January we have seen 13 clients in need of dental care but most clients need 2 or 3 interventions.
- Clinical Referrals: 25 clients since January. Most are referred to Family Health Center and MedZou Free Clinic.
- Medical Interpreting: provided at each appointment made with most health providers.
- Other issues include: dermatology, heart issues, orthopedics.



To be continued...



Centro Latino Promotoras de Salud Program

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