California Hospital Volunteer Leadership Conference

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Children’s Hospital Los Angeles
SALUD Promotora Program

Building Connections for Healthy Communities

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Workshop Objectives

• Overview of CHLA’ SALUD Promotora Program
• Promotora Perspective
• Applying the Promotor(a) model
Children’s Hospital Los Angeles

We create hope and build healthier futures.
Los Angeles County
Community Priority Areas

• Access to care
• Health Promotion and Prevention
• Obesity Prevention
• Workforce Development
OSHPD Grant

- CHW/promotor(a) model
- Workforce development
- 1:1 Preceptor:Promotor(a) ratio
- Defined budget requirements
- Address a local health concern
- 100 hr community project
A person who is a **trusted member** of and/or who has an unusually close **understanding of the community** served in the delivery of health-related services through either working directly with providers or their partner organizations.

This trusting relationship with the community enables community health workers to **serve as a liaison** between health and social services and the community to facilitate members’ access to services and **improve the quality and cultural competence** of services delivered.

Community Health Workers **build individual and community capacity** by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.” (APHA, 2014)
Social determinants of health
Los Angeles County Service Planning Areas
CHLA SALUD Overview

- Pilot Program-$20k budget
  - Program staff
    - 5 promotor(a)s/CHWs
    - 5 preceptors
    - Administrative resident
    - Project leader
  - Identified local health concern - Proper hand hygiene & Flu prevention
  - Targeted areas- SPA 4 (Boyle Heights) & SPA 6 (South Los Angeles)
  - Reach 5,000 Individuals
Figure adapted from: Community Health Workers and Promotores in California
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Outreach Sites
Methods of Communication
Methods of Communication
Lessons learned, Best practices

• Mission-driven

• Understand your Community

• Find the best fit for Program

• Consider impact of funding/program framework on promotor(a)s roles and responsibilities

• Need program oversight and support

• Incorporate promotor(a) insights and experience
Considering the CHW/Promotor(a) model?
Questions?
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Thank you!