

Models of peer support in the U.S.-residing Latino/Hispanic* community: Promotores de Salud

Guadalupe X. Ayala, PhD, MPH

Associate Professor, San Diego State University

Co-Director, San Diego Prevention Research Center

Senior Core Investigator, Institute for Behavioral and Community Health

**Emphasis on Mexican-origin population*



Overview

- Promotores as peer supporters in the Latino community
 - Promotor models in health
- Designing your own program
- Limitations in what we know

Promotores are peers¹...

- ❖ Workers who live in the communities they serve
- ❖ Identified by the community
- ❖ Accountable to the community they work in
- ❖ Receive (short), defined training
- ❖ Not necessarily attached to any formal institution

¹ WHO (1987)

...who are innately able to provide different types of **social support**¹...

- **Instrumental:** teaching how to access diabetes services²
- **Informational:** educating on how to modify a typical dish³
- **Emotional:** empathize with the challenges of reducing environmental tobacco exposure⁴

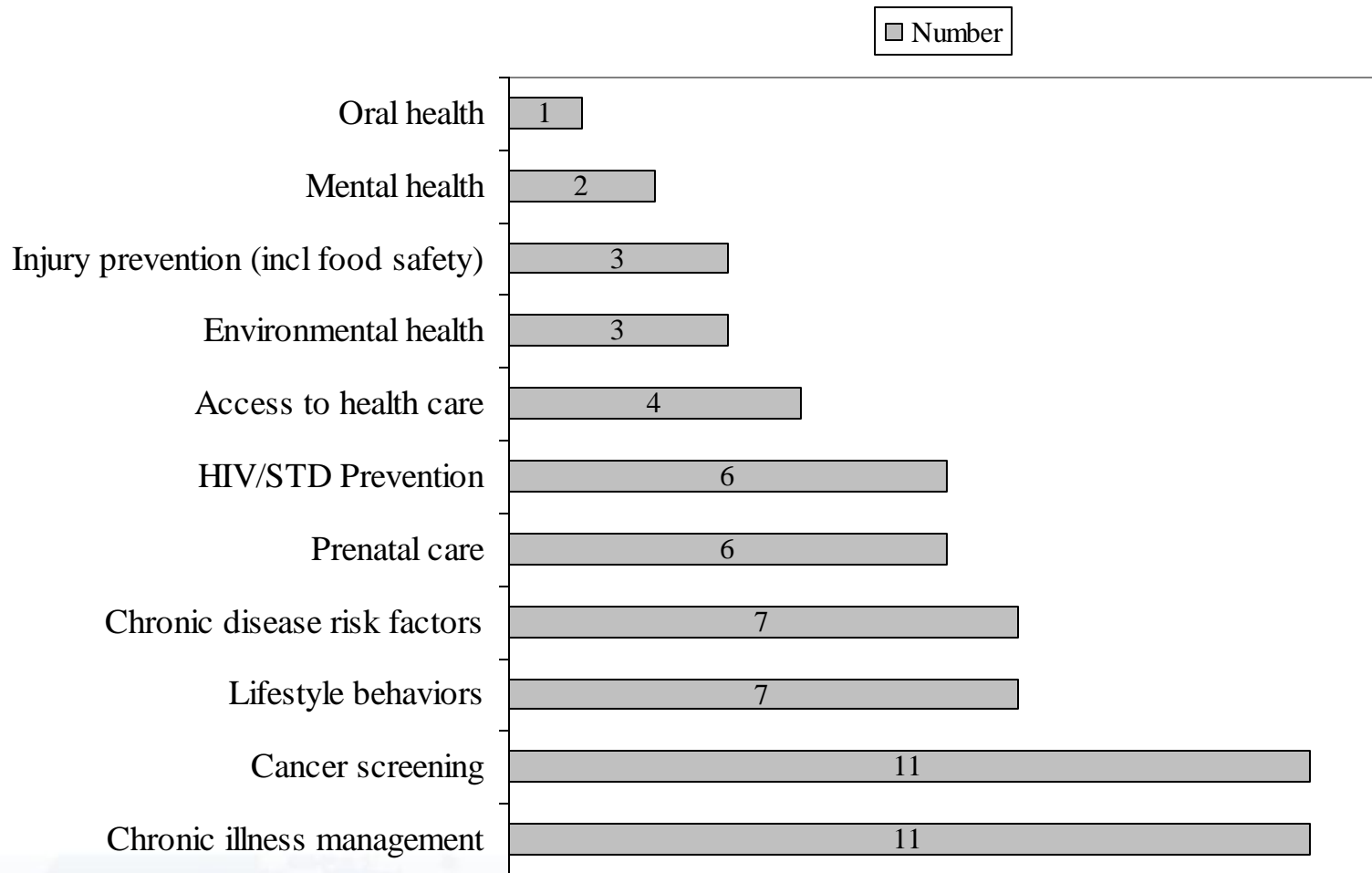
¹Ayala et al., 2010, HER

²Corkery et al., 1997

³Elder et al., 2007

⁴Woodruff et al., 2007

...on a variety of health topics...



Health topics

Reducing Home Triggers for Asthma: The Latino Community Health Worker Approach

MOLLY A. MARTIN, M.D., MAPP,^{1,*} OLIVIA HERNÁNDEZ,² EDWARD NAURECKAS, M.D.,³ AND JOHN LANTOS, M.D.³

Effectiveness of Community Health Workers for Promoting Use of Safety Eyewear by Latino Farm Workers

Linda Forst, MD, MPH,^{1*} Steven Lacey, PhD,¹ Hua Yun Chen, PhD,¹ Rocio Jimenez,¹ Susan Bauer, MPH,² Sara Skinner, MPH,³ Ramona Alvarado,² Leslie Nickels, MD,¹ Joseph Zanon, MLR,¹ Robert Petrea, PhD,⁴ and Lorraine Conroy, PhD¹

Promovisión: Designing a Capacity-Building Program to Strengthen and Expand the Role of Promotores in HIV Prevention

Rebeca L. Ramos, Apolonia Hernandez, João B. Ferreira-Pinto, Melchor Ortiz and Gerlinda Gallegos Somerville
Health Promot Pract 2006; 7; 444 originally published online Jul 13, 2006;
DOI: 10.1177/1524839905278868

Salud Para Su Corazón-NCLR: A Comprehensive Promotora Outreach Program to Promote Heart-Healthy Behaviors Among Hispanics

Hector Balcazar, Matilde Alvarado, Mary Luna Hollen, Yanira Gonzalez-Cruz, Odelinda Hughes, Esperanza Vazquez and Kristine Lykens
Health Promot Pract 2006; 7; 68
DOI: 10.1177/1524839904266799

SONRISA: A Curriculum Toolbox for Promotores to Address Mental Health and Diabetes

Kerstin M. Reinschmidt, PhD, MPH, Jenny Chong, PhD

Promotora Diabetes Intervention for Mexican Americans

Josefina Lujan, Sharon K. Ostwald and Melchor Ortiz
The Diabetes Educator 2007; 33; 660
DOI: 10.1177/0145721707304080

Longitudinal Intervention Effects on Parenting of the Aventuras para Niños Study

Guadalupe X. Ayala, PhD, MPH, John P. Elder, PhD, MPH, Nadia R. Campbell, MPH, Elva Arredondo, PhD, Barbara Baquero, MPH, Noe C. Crespo, MPH, MS, Donald J. Slymen, PhD

Understanding the Success of Promotoras in Increasing Chronic Disease Screening

Kerstin M. Reinschmidt, PhD, MPH
Jennifer B. Hunter, MPH, MA
M. Lourdes Fernández
Charles R. Lacy-Martínez, MPH
Jill Guernsey de Zapien, BA
Joel Meister, PhD

Pilot Test of an Assessment Instrument for Latina Community Health Advisors Conducting an ETS Intervention

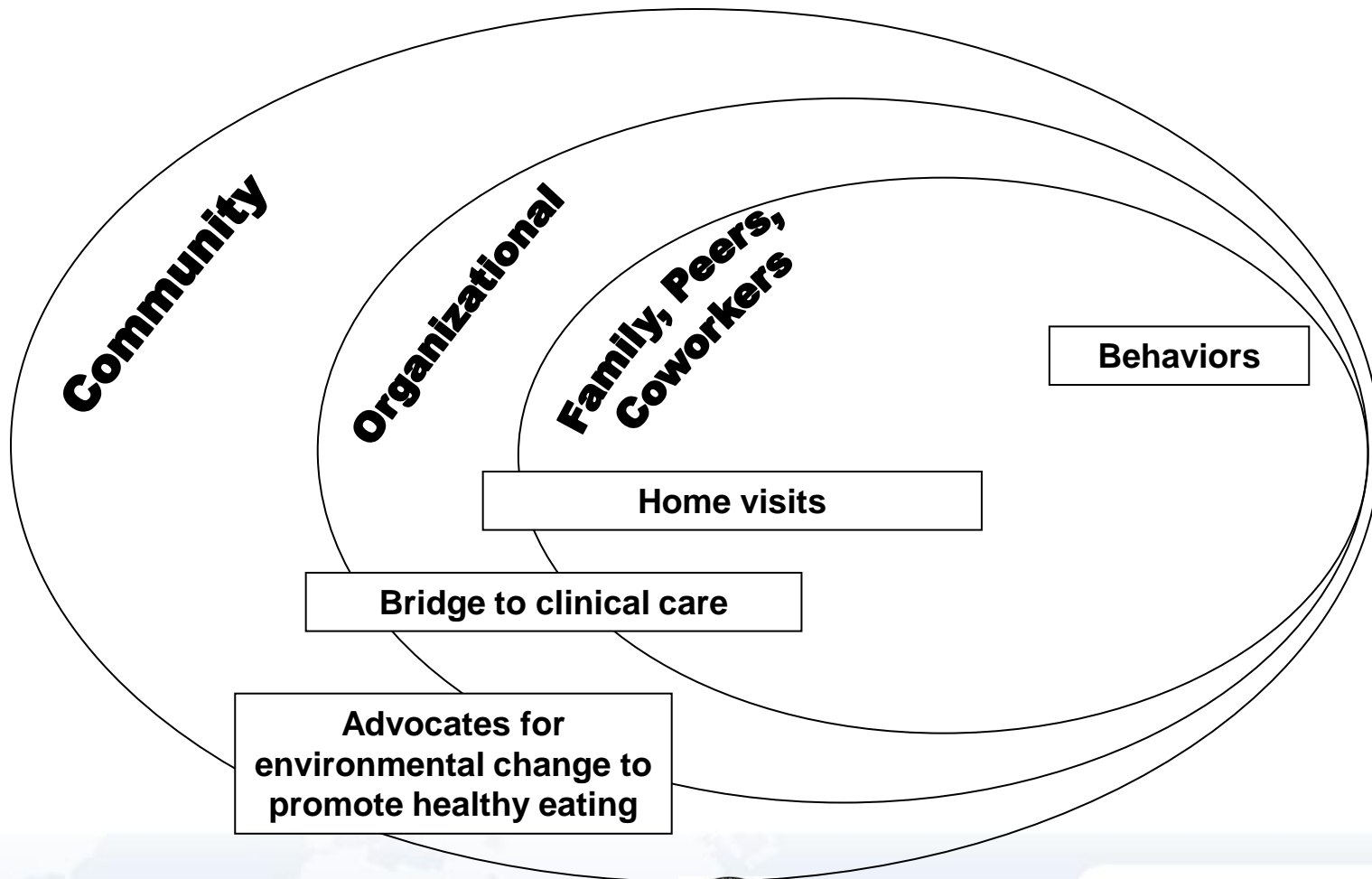
Vanessa M. Rodriguez,¹ Terry L. Conway,^{1,2} Susan I. Woodruff,¹ and Christine C. Edwards¹



SAN DIEGO STATE UNIVERSITY
Research Foundation
Science • Service • Solutions

www.peersforprogress.org

...by targeting multiple levels of influence...important for sustained changes...



...and by assuming a variety of roles.

Home visits

Teaching classes

One-on-one counseling

Leading support groups

Individual health education

Providing clinical services

Assessment

Case management

Health screening

Making referrals to other services

Conducting follow-ups

Connecting people to services

Organizing health fairs

Outreach

Advocacy

Presentations in schools, churches, neighborhoods

CHALLENGES OF USING THE PROMOTOR MODEL:

1. Having organizational/administrative culture open to promotor empowerment
2. Striking the balance between placing restrictions on promotores and allowing for personal autonomy
3. Dealing with the tension between volunteer versus paid positions
4. Recruiting the right person for the job of promotores using sometimes subjective criteria
5. Dealing with cultural, gender and educational differences between promotores and clients, and between promotores and supervisors/partner agencies

Themes identified from interviews

CHALLENGES OF USING THE PROMOTOR MODEL:

6. Maintaining community support and involvement
7. Anticipating and preparing promotores for non-health issues
8. Training non-traditional learners
9. Not burdening promotores with “academic” requirements
10. Allowing for sometimes frequent turnover of promotores, embracing empowerment & encouraging promotores to move on (educational and professional growth)
11. Recruiting and retaining promotores despite low pay

Themes identified from interviews

Designing your own program

3 factors that influence program design:

- Prevention vs. Management
- Compensation vs. volunteer
- Dense Latino community vs. new immigrant receiving community

Prevention vs. Management

- ✦ Recruitment of promotores
 - ✦ Prevention: interested in promoting behavior change
 - ✦ Management: ideal for promotor to have first hand experience with disease/health condition
- ✦ Training of promotores
 - ✦ Prevention: helpful to understand the socio-ecologic model
 - ✦ Management: ideal if knows disease specific information
- ✦ Responsibilities of promotores
 - ✦ Prevention: provision of information and skill building
 - ✦ Management: serve as a bridge to other clinical services

Compensation vs. volunteer

- ✱ Recruitment of promotores
 - ✱ Compensated: looking for a job
 - ✱ Volunteer: looking for a community service or professional development opportunity
- ✱ Training of promotores
 - ✱ Compensated: Required to meet a certain standard
 - ✱ Volunteer: Motivate involvement
- ✱ Responsibilities of promotores
 - ✱ Compensated: Guidelines and protocols
 - ✱ Volunteer: Recommendations

Density of Latino community

- ✱ Recruitment of promotores
 - ✱ Dense: bilingual or monolingual
 - ✱ Not dense: bilingual
- ✱ Training of promotores
 - ✱ Dense: capitalizing on Latino cultural norms
 - ✱ Not dense: cultural sensitivity, navigation of services
- ✱ Responsibilities of promotores
 - ✱ Dense: identify resources
 - ✱ Not dense: translation services

Assessing the work of the promotor (process evaluation)

- ✱ Reach or # of people contacted by each promotor and by the program as a whole
- ✱ Dose or # of contacts between each promotor and his/her target members
 - ✱ Plus,...frequency of this contact over a given period of time

Think about?- How will promotor(a) know that s/he has been successful in his/her work?

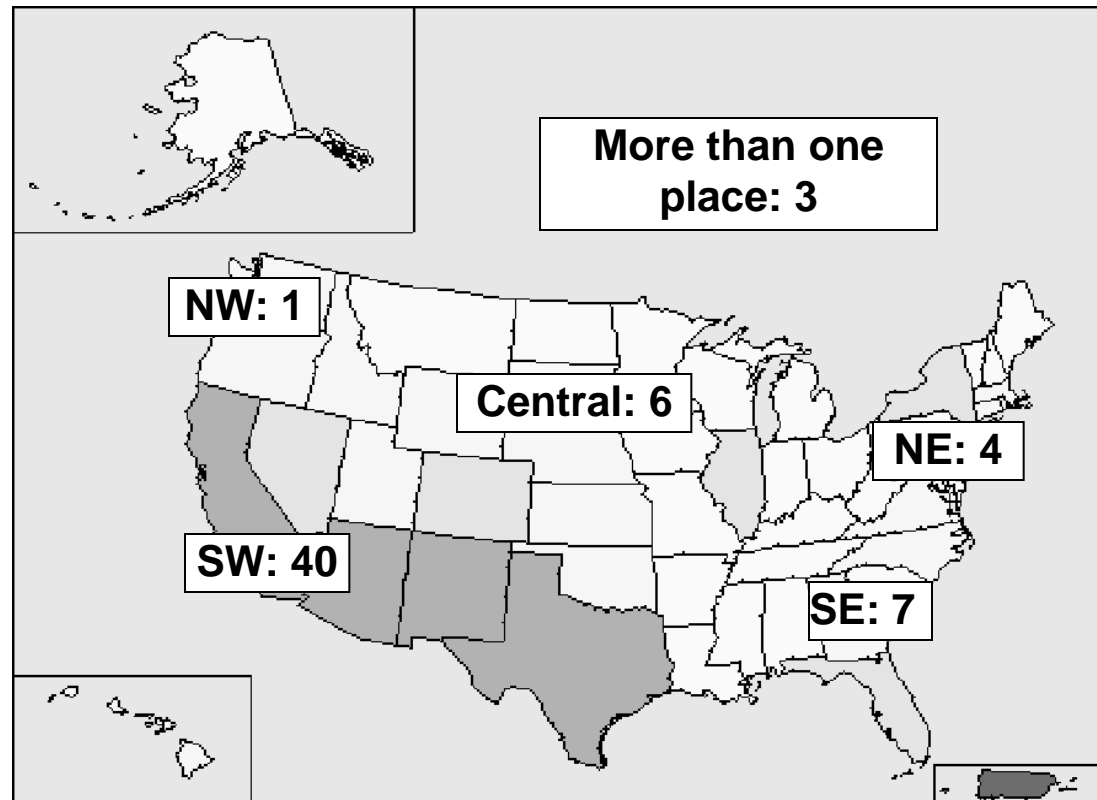
Assessing the work of the promotor (outcome evaluation)

- ✦ Improvements in knowledge in people reached
- ✦ Improvements in health behaviors and health care access
- ✦ Improvements in health status

Think about?- How can you attribute these successes to the work of the promotor?

Limitations of what we know

- **Representativeness of results**



Darker color=greater density of Latinos/Hispanics (U.S. Census 2000)

Limitations of what we know

- Representativeness of results
- **Effects on the promotores**
 - Elected to the board of directors of a health center and employment as staff at health agencies¹
 - Better use of local services, nutrition practices, etc²

¹Watkins (1990). PHR

²Hinton (2005) FCH

Acknowledgements of local and national collaborators and funders

Local

John P. Elder, PhD, MPH...IBACH & SDPRC

Elva Arredondo, PhD... IBACH & SDPRC

Moshe Engelberg, PhD, MPH...IBACH

Sheila Gahagan, MD, MPH... UCSD

Leticia Ibarra, MPH...CSDSP, Inc.

Ming Ji, PhD...IBACH & SDPRC

Hala Madanat, PhD...IBACH & SDPRC

Konane Martinez, PhD...CSUSM

Simon Marshall, PhD...IBACH & SDPRC

Joni Mayer, PhD...IBACH

Thom McKenzie, PhD...IBACH & SDPRC

Jeanne Nichols, PhD...SDPRC

Cheryl Rock, PhD...IBACH

Jim Sallis, PhD...IBACH & SDPRC

Donald Slymen, PhD...IBACH

Greg Talavera, MD, MPH...IBACH & SDPRC

Michelle Zive, MS, RD...IBACH

National

Andrea Cherrington, MD, MPH

University of Alabama at Birmingham

Betsy Sleath, PhD

UNC at Chapel Hill

Joel Gittelsohn, PhD, MPH

John Hopkins University

Laura Linnan, ScD, MPH

Barbara Baquero, MPH, PhD

UNC at Chapel Hill

Funders

AAFP Peers for Progress

American Cancer Society

Centers for Disease Control and Prevention

National Cancer Institute

National Heart, Lung, and Blood Institute

University of California at San Diego

Thank you!

¡Gracias!

For more information, please contact:
Guadalupe X. Ayala, PhD, MPH, MA
at 619-594-6686 or
ayala@mail.sdsu.edu
www.ibachsd.org