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

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*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 peers\textsuperscript{1}…

- 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

\textsuperscript{1} WHO (1987)
…who are innately able to provide different types of social support...

– **Instrumental**: teaching how to access diabetes services

– **Informational**: educating on how to modify a typical dish

– **Emotional**: empathize with the challenges of reducing environmental tobacco exposure

1 Ayala et al., 2010, HER
2 Corkery et al., 1997
3 Elder et al., 2007
4 Woodruff et al., 2007
...on a variety of health topics...

- Oral health: 1
- Mental health: 2
- Injury prevention (incl food safety): 3
- Environmental health: 3
- Access to health care: 4
- HIV/STD Prevention: 6
- Prenatal care: 6
- Chronic disease risk factors: 7
- Lifestyle behaviors: 7
- Cancer screening: 11
- Chronic illness management: 11
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

Promovisión: Designing a Capacity-Building Program to Strengthen and Expand the Role of Promotores in HIV Prevention
Rebeca L. Ramos, Apolonio 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: 10.1177/1524839904268799

SONRISA: A Curriculum Toolbox for Promotores to Address Mental Health and Diabetes
Kerstin M. Reinschmidt, PhD, MPH, Jenny Chang, 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-Martinez, MPH
Jill Guernsey de Zapier, 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
...by targeting multiple levels of influence...important for sustained changes...

Advocates for environmental change to promote healthy eating

Behaviors

Home visits

Bridge to clinical care

Family, Peers, Coworkers

Organizational

Community
...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 agencies\(^1\)
  – Better use of local services, nutrition practices, etc\(^2\)

\(^1\)Watkins (1990). PHR
\(^2\)Hinton (2005) FCH
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Thank you!
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