

Reducing Uncertainty By Enhancing Certainty-Role for CHWs

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Objectives



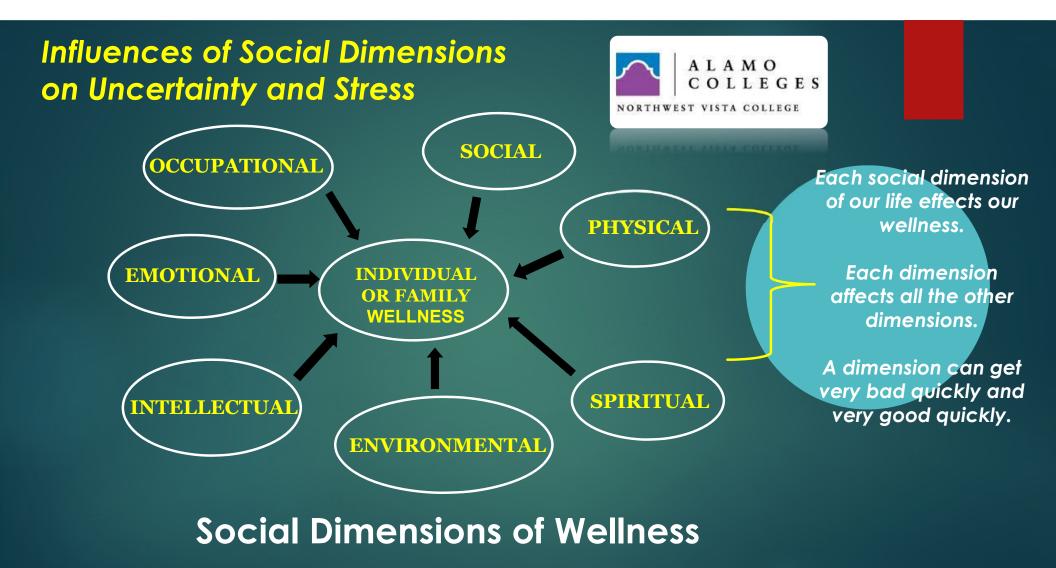
 Examine the uncertainty and stress of our environment.

2. Review our roles as CHWs during uncertainty and high, chronic stress.

3. Review a case study in reducing uncertainty and stress.

4. Provide Q&A session.





Planning, Implementing and Evaluating Health Promotion Programs, fifth edition, James F. McKenzie, Brad I. Neiger, and Rosemary Thackberry. Pearson/Benjamin Cummings, Publishers, 2009. ISBN-10: 0321542169



What Do Promotores Do In An Environment of Uncertainty and Stress?

- Reach Out to Underserved Populations.
- Improve Health Literacy.
- Reduce Health Disparities.
- Bridge Cultural and Language Gaps.
- Achieve Behavioral Change.
- Improve Adherence to Clinical Advice to Prevent or Control Chronic Diseases.
- Free Up More Costly Health Personnel.

CHW Super Powers Peer Relationships



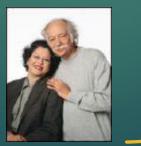


Similar Experiences

Similar Language

Similar Social Status





Influence Behavior

Stronger

Relationships

Case Study: Diabetes Garage

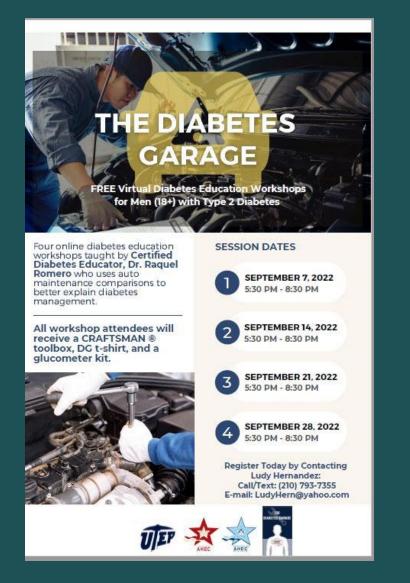


Diabetes Prevention, Improving Control Education and Motivation



HOW TO REACH A VULNERABLE POPULATION?

Ludivina Hernandez, CHWI Community Outreach Coordinator/CHW-I/Promotora UT Health San Antonio ReACH Center





- Male Centered
- Remote/Zoom Format
- Incentives
- Automotive language
- Peer Interaction
- Strengthen Relationships
- Change Behavior



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Questions and Answers



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