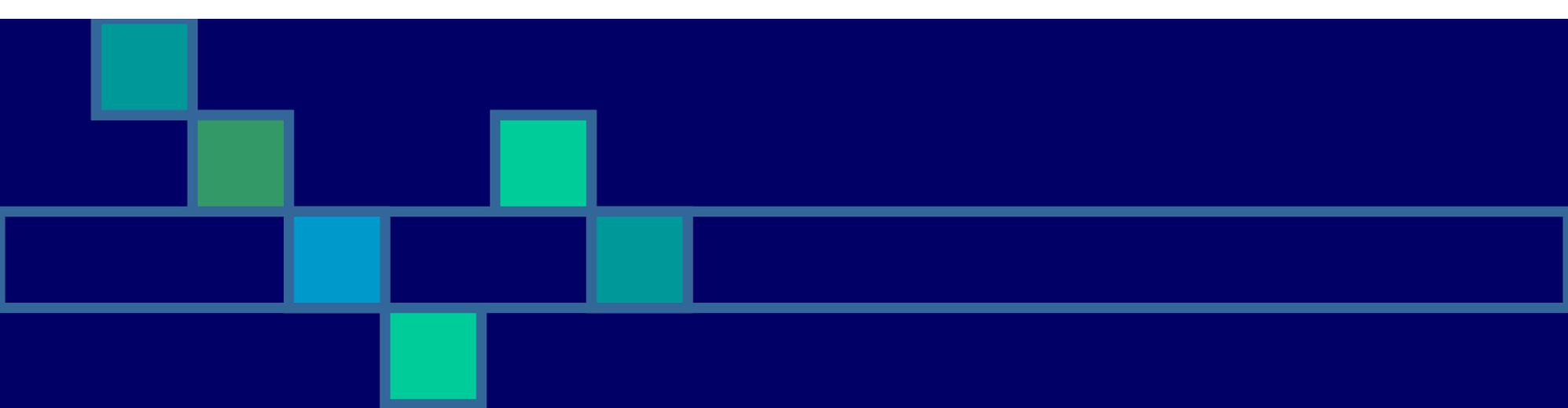




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The Promotora Model: a Model for Children's Environmental Health Education in Southern Arizona?

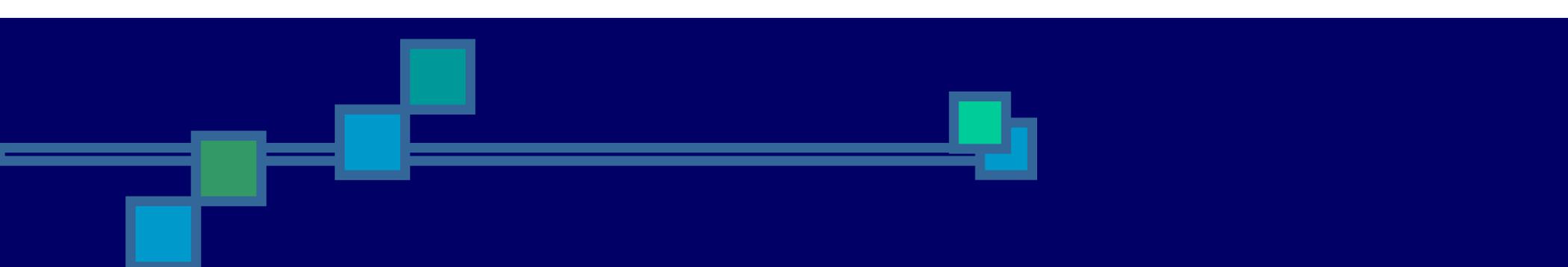


Ramon Estrada, EMBA

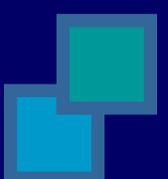


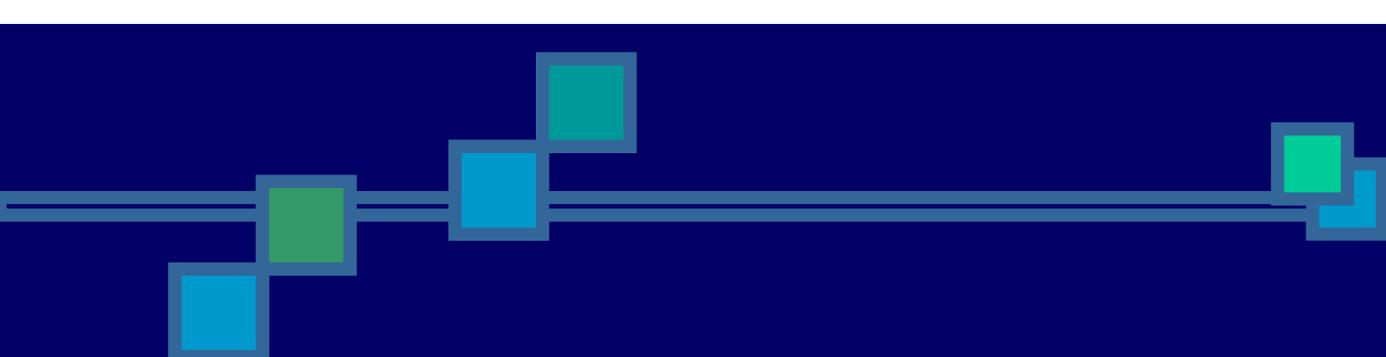
Community Assist of Southern Arizona



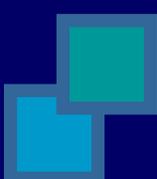


Community Assist of Southern Arizona Mission is

- To assist Southern Arizona communities in evaluating environmental risk, to protect their children from environmental hazards, to inform the communities about making healthy choices and to enhance awareness of upper respiratory illnesses.
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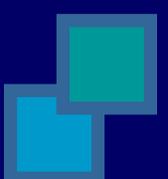


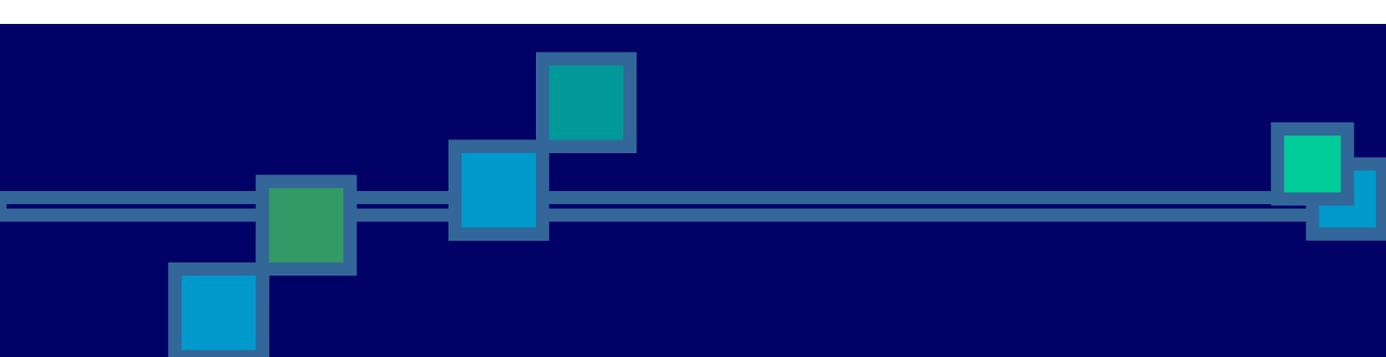
THE PROMOTORA MODEL

- The Promotora (community health worker) model is used because promotoras are effective disseminators of information, and act as the bridge between governmental and non-governmental systems and the communities they serve. Promotoras also act as change agents within their naturally occurring social networks. (<http://www.wayheart.org/promotora.html>)
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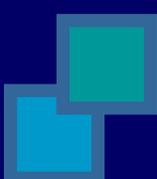


Most residents of Southern Arizona

- obtain their health information word of mouth rather than through a visit to the doctor, from a computer or general announcements, such as fliers, commercials, and newspaper ads. In-home visits and community health fairs are culturally acceptable methods and provide the one-on-one contact which best serves the community.
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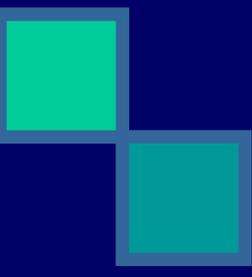
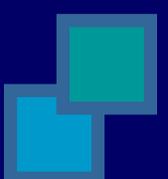


Home Visit

- Promotoras use a home assessment tool that goes beyond general information and looks specifically home.
 - Promotoras are able to assess opportunities for physical changes to the home and for life style changes for individuals and the family.
 - Promotoras educate families about asthma, potential environmental health issues, and discuss life-style changes.
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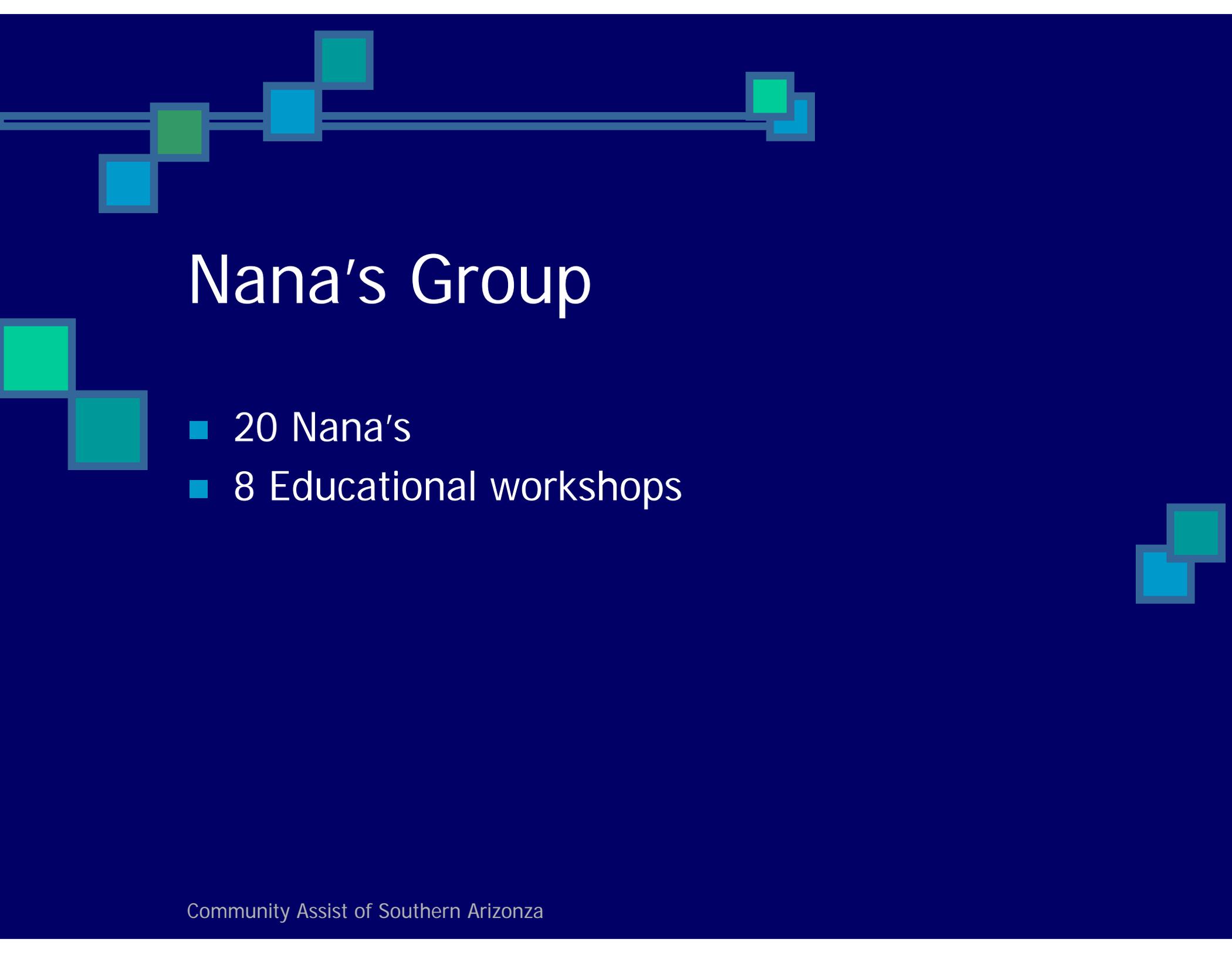
Topics Discussed During Home Visit

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- Tucson Water
 - Lead
 - Household Hazardous Waste
 - Tobacco Issues
 - Indoor Air Quality
 - Asthma
 - Beryllium
 - Chemicals
 - Pesticides
 - West Nile Virus
 - Valley Fever
 - Outdoor Air Quality
- 

Rose Family Resource and Wellness Center



- In August 2003, 44 community members volunteered to participate in 20 hour training.
- 19 Promotoras emerged from the group.
- 2 Promotoras became known as Team Leaders.
- Together they completed 270 home visits In between Aug and Dec 2003.

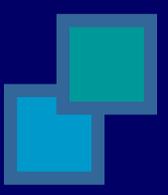


Nana's Group

- 20 Nana's
- 8 Educational workshops



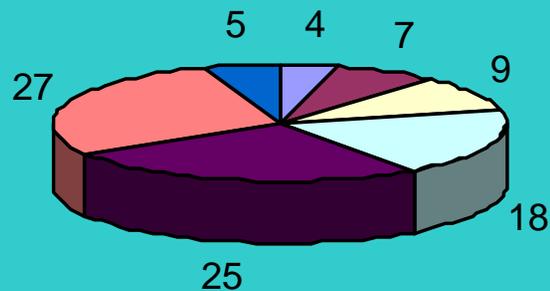
Combined efforts here in Tucson

- 351 home visits have been completed.
 - 4 participates that have requested and received mitigation services.
 - 22 community workshops for parents and children have been presented.
 - Five community events have been attended.
 - One radio broadcast was completed
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Lead Sources Found in Tucson Homes

79 homes tested positive

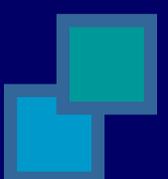
95 sources of lead tested positive

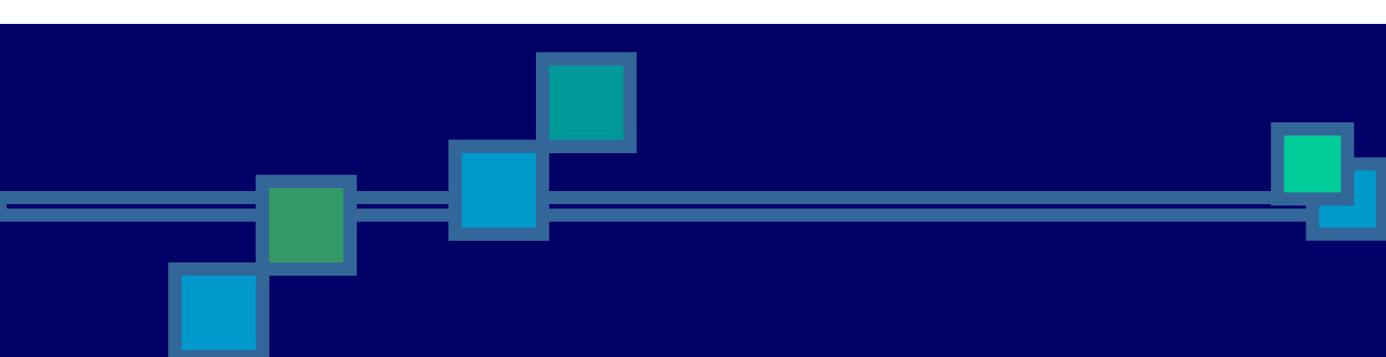


- Metal /brass/ other
- Porcelain glass/ dishes
- Blinds
- Crystal glasses/decorations
- Mexican pottery/Pots
- Ceramic plates/ glass/ figurines
- Interior Paint WA, DF bedrooms, bathrooms

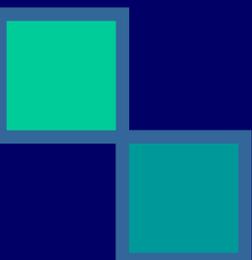


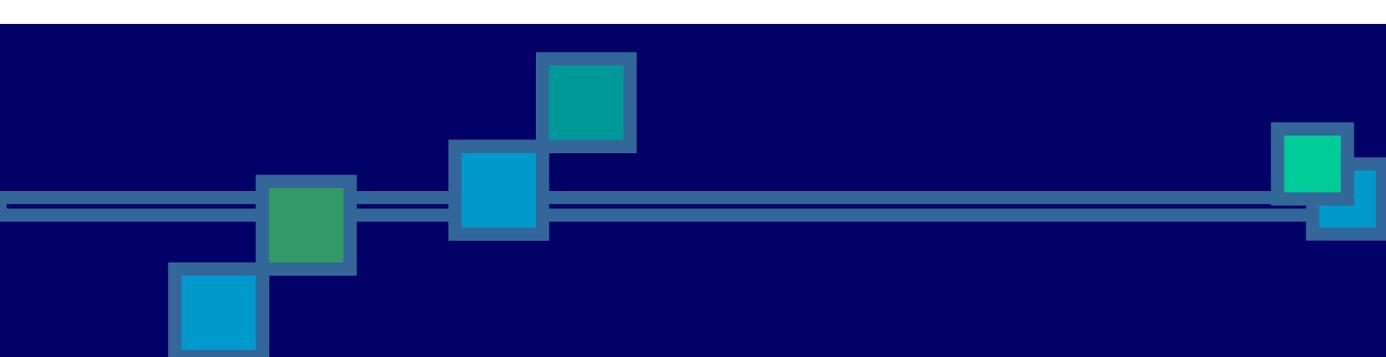
Current Efforts

- Rose Family Resource and Wellness Center, CE Rose Elementary, and CASA are working together to establish the program at the school.
 - Target Population: CE Rose Families
 - Train the Trainer
 - Training additional Promotoras
 - Continuing to do outreach
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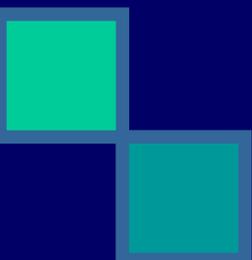


Future Efforts

- Train additional Promotoras
 - Continue to do outreach work
 - Extend the program to additional schools in Tucson.
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The Promotora Model

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- Has the Promotora Model been an effective model for the Children's Environmental Health Education in Southern Arizona?
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