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DIABETES INITIATIVE
A National Program of The Robert Wood Johnson Foundation



Promoting Healthy Coping Skills in Migrant Farmworker Communities

Campeños Sin Fronteras

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Campeños Sin Fronteras

- **Campeños Sin Fronteras (CSF) is a community based organization serving the US-Mexico border communities of South Yuma County, Arizona (Yuma, San Luis, Somerton, Wellton, Dateland)**





What a Promotor/a Program is..



- ❖ A Promotor/a Program is one that recruits and employs community members as Community Health Workers/"Promotoras de Salud" to integrate information about health and health care systems into the community's culture, language, and value systems, thus reducing barriers to health care.



Promotores/as are Referred to by Numerous Terms:

- ❖ Lay Health Workers
- ❖ Camp Health Aides
- ❖ Resource Mothers
- ❖ Peer Health Educators
- ❖ Comadres/Consejeras
- ❖ Community Health Workers



Who is a Promotor/a

- Promotores are members of the community who function as natural helpers to address some of their communities' unmet health/human service needs.
- They are trained individuals who can improve the health of their communities by linking their neighbors to health care and social services, and educating their peers about disease and injury prevention.





Who Is A Promotor/a Cont.

- ❖ A Promotor/a is someone who represents the ethnic, socio/economic and educational traits of the population he/she serves.
- ❖ Promotores are respected and recognized by their peers
- ❖ Promotores have the pulse of the community's needs.
- ❖ They have high work ethics, confidentiality, honesty, are respectful and non- judgmental



Promotora Roles/Formal and Informal



- ❖ Link between communities and health and human services
- ❖ Provide informal counseling and support
- ❖ Provide culturally appropriate health education
- ❖ Advocate for better services
- ❖ Build trust and become almost part of the family
- ❖ Often have to take the role of a mother, daughter, sister, or trusted friend.
- ❖ Provide capacity building on individual and community levels



Promotora Capacity Building Training and Certification

- ❖ Types of certification and cross training
 - Topic-specific curriculum, public speaking, documentation, work ethics, organizational and leadership skills

- ❖ Importance of personal and professional development training
 - ESL/GED/College





Campesinos Diabetes Management Program (CDMP)





Barriers Faced by CDMP Participants

- ❖ Low Social Economic Status/low wages and High Unemployment rates
- ❖ Uninsured and lack of resources to buy medication
- ❖ Lack of culturally appropriate Behavioral Health Providers
- ❖ Lack of Registered Dietitians/Diabetes Educators in South Yuma County
- ❖ Legal Status
- ❖ Limited public transportation
- ❖ Language and cultural Issues
- ❖ Many live alone or are isolated from family members



CDMP Services

- Diabetes education and self management classes, cooking classes
- Support groups addressing goal setting and problem solving
- Home Visits and follow-up
- Collaboration with local medical providers, referral, and advocacy within the health care system
- Workshops on: Nutrition, physical activity, Self-Esteem, Communication, Stress, Depression, and Emotional Issues





Promotoras Offer Support Through...

- Home visits, Phone calls and hospital visits
- Support groups and walking clubs
- Basic Diabetes Education
- Healthy Coping skills





Diabetes, Then Why Depression?



Workshop/Training



Muscle Relaxation Therapy

- Promotoras implement Chronic Disease Self-Management depression relaxation therapy exercises, with diabetes support groups.
- 90% of group participants reported feeling relaxed after the Muscle Relaxation exercise
- 40% of participants reported falling asleep while listening to the Muscle Relaxation tape





Physical Activity During Support Group





“Lupita’s” Story





Program Results

- 300 participants in ongoing support groups
- 288 have attended at least once with an average of 19 groups
- Some have attended 100 groups
- Participants report that being part of the program has helped them feel comfortable talking about their diabetes with their family and friends
- CDMP clinical data demonstrates that a decrease in HbA1C, HB pressure, lipids, and triglycerides have occurred in most diabetic participants. Thus reducing their risks for complications and increasing their years of quality of life.



Results Cont.

- Participants who suffered from depression have been able to reduce/control it either by the education obtained, sharing in the support groups or by the mental health referrals/assistance obtained.
- High risk participants (HbA1C>6.9) lowered their HbA1C an average of 1% in a program year.
- Both participation in support groups and advocacy from promotoras are correlated with decreases in HbA1C

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Thank You!