**Promotoras de Salud in Mexican American Healthcare: Comparing Literature with Reality**

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**Background**
- The Mexican American (MA) population is largely uninsured and disconnected to U.S. healthcare system, resulting in consistent poor health outcomes.
- MA populations in TX experience comparatively higher rates of obesity and diabetes, putting them at risk for further health complications.
- Studies indicate one solution for improving patient outcomes is utilization of Promotoras de Salud (promotoras).
- Promotoras are a subcategory of community health workers (CHWs) serving MA populations.
- Promotoras certified as CHWs by TX Department of State Health Services have completed seven skill competencies—communication, interpersonal relations, service coordination, capacity building, advocacy, teaching, organization, and knowledge based on specific health issues.
- Promotoras benefit MA populations across U.S. but are not formally and consistently recognized as a vital part of MA healthcare team in every state.

**Project Purpose**
- Explore promotoras de salud roles and responsibilities in the context of Mexican American healthcare.

**Methods**
- Conducted literature search and summarized findings to describe promotora utilization in healthcare.
- Following qualitative content analysis design, interviewed two female bi-lingual promotoras from the Dallas-Fort Worth (DFW) metroplex using open-ended questions.
- Transcribed interview narrative verbatim and employed content analysis to organize data.
- Formulated practice implications for promotoras utilization in DFW.

**Content Analysis (selected excerpts)**

<table>
<thead>
<tr>
<th>Document/Section</th>
<th>Meaning Unit</th>
<th>Connoted Meaning Unit</th>
<th>Code</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interview Questions</td>
<td>“We are not nurses, we are community heal-th workers. We are proponents of what Community health workers and promotoras do, and different words have the same thing.” (Promotora A)</td>
<td>Community health worker (CHW) in promotora</td>
<td>CHW and promotora be seen</td>
<td>Basic Promotion</td>
</tr>
<tr>
<td>Interview Questions</td>
<td>“To promote the health of the family.” (Promotora B)</td>
<td>Promotoras are community members providing education</td>
<td>Educators</td>
<td>Certified in 2 components</td>
</tr>
<tr>
<td>Interview Questions</td>
<td>“I work with the health of the family.” (Promotora A)</td>
<td>Promotoras provide family health</td>
<td>Health promoters</td>
<td>Community leaders</td>
</tr>
</tbody>
</table>

**Significance**

**HEALTH DISPARITIES IN THE LATINO POPULATION**

| 1 in 3 Hispanic Men will die from Cancer |
| 1 in 5 Hispanic Women will die from Cancer |
| 1 in 6 Hispanic Women more likely to develop cervical cancer |

**Results**
- Overlapping roles in literature and promotoras’ interview: positions as research team members, culturally competent members of MA community, patient educators, and trained supporters of family cancer caregivers.
- Patient education topics: nutrition, physical activity, navigation of U.S. healthcare system, diabetes management, environmental health, medication adherence, and cancer caregiver education.
- Role in decreasing cost through promoting patient self-care, increasing quality of life for diabetics, and decreasing caregiver burden.

**Discussion**
- Data collected informs nursing practice of benefits for promotora inclusion as a consistent member of MA healthcare team to provide culturally sensitive care, promote patient self-sufficiency, and establish successful patient outcomes.
- Interview data revealed job settings not previously discussed in literature—hospice, public schools, veterinary services, and employee health.
- Further research should focus on possible employment settings and promotora roles identified in qualitative interview.
- Additional research comparing Dallas and Fort Worth promotoras’ roles and barriers could provide solutions for addressing promotoras underutilization in DFW area.
- Research on health professionals’ attitudes towards promotoras and CHWs in DFW area could identify possible explanations for promotoras underutilization.

**Selected References**
- Acknowledgment: Funded by TCU Center for Oncology Education and Research (COER)
- Full references available upon request