



Prevenir es Vivir • Prevention is to Live A Community Education and Outreach Program

The California Medical Association (CMA) Foundation's AWARE Project is partnering with the Centers for Disease Control and Prevention to initiate a pilot project to expand education and outreach to California's Latino community regarding antibiotic resistance and appropriate use.

AWARE Project

AWARE, the Alliance Working for Antibiotic Resistance Education, initiated by the California Medical Association (CMA) Foundation in 2000, is long-term, statewide effort to promote the appropriate use of antibiotics. The partnership includes physician organizations, healthcare providers, health systems, health plans, public health agencies, consumer and community based organizations, federal, state and local government representatives and the pharmaceutical industry.

Project Goal:

This project will develop a sustainable antibiotic awareness program model that can be implemented in ethnic communities nationwide. Culturally and linguistically appropriate curriculum and resources will also be developed. This model will focus on the Latino community and includes two approaches. The first is a collaboration between Promotoras and Latino physicians. Promotoras will work with the Latino community to increase awareness of appropriate antibiotic use, management of acute respiratory illness within their families and worksite, and provide culturally appropriate messages that discourage the purchase of antibiotics without a prescription. The second approach will partner Promotoras and Latino physicians with ethnic media to communicate messages about appropriate antibiotic use. These strategies will demonstrate the importance of key partnerships to disseminate culturally and linguistically appropriate messages that discourage inappropriate antibiotic use and prevent resistance.

Key Tasks:

- Establish and convene a national advisory committee.
- Conduct four (4) focus groups (two (2) per region) to assess community knowledge of antibiotic use, antibiotic resistance, and methods for prevention and management of acute respiratory illness.
- In two (2) regions of California, pilot two (2) approaches that will influence a change in knowledge, attitude and behavior regarding safe and appropriate antibiotic use within the Latino community.
 1. Collaboration between Promotoras and Latino physicians.
 2. Partnership with Promotoras, Latino physicians and ethnic media.
- Develop an evaluation plan to assess pre and post intervention strategies.
- Develop Promotora antibiotic awareness curriculum and materials.
- Develop media plan and physician and Promotora spokesperson toolkit.
- Develop a pilot project action plan for 2008 implementation.
- Train Promotoras to conduct antibiotic awareness presentations and conduct outreach.

Who are Promotores and Promotoras?

The Spanish word, *promotor*, signifies an individual who promotes information – most often related to health. Promotores, are trusted community leaders who increase access to health care and health education. Fundamental components of their work are the interactive presentations and outreach activities that reduce cultural and linguistic barriers to services and knowledge. At the heart of a Promotora's work is the reinforcement of health care messages patients receive from their providers. Promotoras work in conjunction with health care providers to reinforce health care messages, increase positive health outcomes and promote healthy lifestyles. The Promotoras serve as liaisons between their ethnic community and health, human and social services organizations.

Why the Promotora Model?

In the United States, organizations have successfully implemented Promotora projects to increase health care access and education. A majority of these projects have raised awareness of reproductive health, cancer prevention and detection, and chronic disease prevention and management. The Promotora model is an effective method to reach ethnic communities due to its culturally and linguistically sensitive approach. The fundamental strategy of this model builds upon a Promotora's existing social networks to reach ethnic communities, increase social knowledge of health topics and access to services.

Promotoras are ideal partners to increase community knowledge of health issues, ultimately influencing changes in attitudes and the behavior of individuals. As trusted community members, Promotoras speak the language and understand the socio-economic challenges individuals face. Promotoras have often overcome similar experiences themselves and identify with the individuals they reach. Promotoras have the credibility to suggest safe acquisition of medications, inform individuals of appropriate antibiotic use and consequences of antibiotic resistance.

Promotoras partner with providers to identify cultural norms that influence compliance or comprehension of a patient's health status. Once a provider is made aware of these cultural barriers, a clinician can develop a plan with their patients that will increase positive health outcomes. Prior to a medical consultation, a Promotora encourages patients to develop a relationship with their providers by asking questions and discuss the importance of disclosing their medical history and medications. Providers can recommend that a Promotora work with a patient to ensure a patient is following their recommended plan and utilize this community resource.

In addition to working in a medical office, Promotoras are best known for their ability to conduct presentations and outreach in non-traditional settings. Promotoras work in unique locations that include, but are not limited to residential homes, laundromats, hair salons, worksites, health and community fairs, churches, worksites and schools.

To promote antibiotic awareness, appropriate use, and reduction of resistance, Promotoras will reach hotel service employees at the worksite and families at Migrant Head Start schools. Employers promote employee wellness and access to services by partnering with Promotoras to conduct on-site illness prevention and antibiotic awareness. Employers and employees both benefit from on-site education as the total number of hours missed due to illness is reduced through emphasizing proper handling of soiled items and proper handwashing techniques. At the school sites, parents and children receive consistent health messages that can be practiced in the home. Children miss less days of school due to illness when messages taught in school can be reinforced by parents. Together in this project AWARE and Promotoras, will support Latino employees and families alike to achieve better health outcomes, increase appropriate antibiotic use and reduce antibiotic resistance .

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