

Promotores de Salud Fact Sheet



A [promotor/a de salud](#) is a frontline public health worker who is a trusted member of and/or has an especially close understanding of the community served.

Promotores are often included under the umbrella of community health workers (CHW). [In the 1960s](#), *promotores de salud* emerged in Central and South America as a new way for communities to take charge of their health by addressing environmental and social factors that contribute to poor health.



Promotores have diverse roles in healthcare, so it can be difficult to estimate their impact. Still, [the Health Resources and Services Administration's Health Workforce Simulation Model](#) estimates that the **demand for CHWs for adults will increase by 14% from 2016 to 2030.**

[In 2016](#), a study on Boston Children's Hospital Community Asthma Initiative, a CHW program serving mostly Black and Hispanic youth, showed participants' health improved after 12 months in the program:

- 79%** decrease in asthma-related hospitalizations.
- 56%** decrease in emergency department visits.
- 42%** decrease in missed school days.
- 46%** decrease in missed parent/guardian workdays.
- 29%** decrease in days of limited physical activity.



[In a 2013 study](#), Hispanic women participating in the *promotoras* program AMIGAS (*Ayudando a las Mujeres con Informacion, Guia, y Amor para su Salud*, or "helping women with information, guidance, and love for their health") were **more than twice as likely to get screened for cervical cancer.**



Many roles held by *promotores* are [grant-funded](#). Advocating for steady funding for these jobs is necessary to sustain the profession. To that end, [Centers for Medicare & Medicaid Services](#) has [proposed](#) including new codes to pay for the interventions CHW's provide in the Physician Fee Schedule.



The [Community Preventive Services Task Force](#) recommends CHW programs for preventing and managing a variety of conditions that disproportionately affect racial and ethnic minority populations, including colon cancer, heart disease, and type 2 diabetes.

Additional Information & Resources

AHRQ | [Impact of Community Health Worker Certification on Workforce and Service Delivery for Asthma and Other Selected Chronic Diseases](#)

CDC | [Collaborating with Community Health Workers to Enhance the Coordination of Care and Advance Health Equity](#)

USAID | [Community Health Worker Assessment and Improvement Matrix \(CHW AIM\): A Toolkit for Improving CHW Programs and Services](#)

Article | [Community Diabetes Education \(CoDE\) For Uninsured Mexican Americans: A Randomized Controlled Trial of a Culturally Tailored Diabetes Education and Management Program Led by a Community Health Worker](#)

PCORI Study | [Collaborative Goal Setting with or without Community Health Worker Support for Patients with Multiple Chronic Conditions](#)

CDC | [Addressing Chronic Disease through Community Health Workers: A Policy Brief on Community Health Workers a Policy and Systems-Level Approach](#)

Article | [Exploring Latino Promotores/a de Salud \(Community Health Workers\) Knowledge, Attitudes, and Perceptions of COVID-19 Vaccines](#)

BLS | [Health Education Specialists and Community Health Workers](#)

HRSA | [Community Health Worker National Workforce Study](#)



The HHS Office of Minority Health offers a free, online [Think Cultural Health](#) course for community health workers. The course is available in both [English](#) and [Spanish](#).



Visit the [CHW Core Consensus Project](#) or the [National Association of Community Health Workers](#) to learn more about CHWs and available training and certification programs.