

August 31, 2020

Dear Chair Haschak and Members of the Board:

My name is Roseanne Ibarra. I am a Mendocino County resident and founding member of the Mendocino Latinx Alliance (MLA). MLA is a countywide group of volunteers that provide a platform to elevate issues of importance to the Latinx community and to inspire Latinos to step into leadership roles. I am deeply concerned about the disproportionate impact of COVID-19 on my Latinx community. I know the County is seeking Spanish-speaking community volunteers to assist with contact tracing. This is an urgent need. I strongly advocate that our community implement and fund *Promotores de Salud*. These are community health workers that come from the Latino community, speak fluent Spanish and who are trained to deliver community health information.

Promotores can assist with contract tracing and promote COVID-19 information and education among our monolingual Spanish speaking community members. Information on websites and social media is not sufficient. We are not reaching community members that don't know how to access the county's Public Health website or social media pages. Safe, social-distanced, masked face-to-face contact in neighborhoods is the best way to get critical information to marginalized communities.

It would be ideal to have *Promotores* in all regions of our county - North County, North Coast, South Coast, Anderson Valley and Greater Ukiah Valley. Laura Diamondstone contacted me regarding a *Promotores de Salud* proposal she developed for Anderson Valley. This pilot would target agricultural workers. Please see the attached proposal developed by Ms. Diamondstone. I strongly recommend our community implement this proven community health worker model. Ms. Diamondstone's proposal is an example of what it would take to develop such a program.

I believe any resources we invest now should go toward building a strong infrastructure for future community emergencies. With a network of *Promotores* in Mendocino, we could have a direct means of disseminating information across the county to our Latino community.

Promotores de Salud is a step toward greater health equity in Mendocino County. This is a solution that I strongly recommend.

Roseanne Ibarra
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Enclosure - *Pilot Program Proposal for Trained Promotores de Salud by Laura Diamondstone*