

Pilot Program Proposal for trained Promotores de Salud to interrupt COVID transmission in Mendocino County

Our contact tracing system is designed only for those who test positive for COVID-19 and tracing of their contacts, while our testing is inaccessible to many. Our bilingual and translation outreach with information, education and resources lagged many months and required the advocacy of community organizers and leaders. The Hispanic/Latinx community represents about 25% of County residents and currently over 65% of all, and over 75% Mendocino County's COVID-19 cases with identified ethnicity. Even with translation of county educational material there are gaps in access due to cultural, language and other barriers including internet access.

The high risk circumstances of some of the Latinx community are well documented, including front line work, lower wages that also necessitates obligation to work when ill, cramped car and van pools, less access to health insurance coverage and care, monolingual status, and close quarters and sharing space in overcrowded and/or multi-generational homes.

Internationally these disparities are addressed by community health workers (CHWs) known by various names including Promotores de Salud. Promotores are an integral part of Mexico's health programs. In the U.S., there are examples of both integrated and independent CHW programs. Several COVID-19 specific programs have grown from established CHW programs. In common with evidence-based models, CHW programs have proven effectiveness and cost savings when those from the communities they serve are engaged with health promotion and defined roles with care delivery.

Mendocino County has an untapped human resource with the potential to address health inequities, reach vulnerable populations, and interrupt the transmission of COVID-19. Because this would be a de novo program, this proposal is for a small pilot program to recruit, train, mobilize and support Promotores.

This proposal is for a small pilot program consisting of three Promotores (monolingual or bilingual), one bilingual coordinator/program manager, one part-time translator / support person, and a volunteer support team to reach the target population of Anderson Valley agricultural workers. This target population was selected as recent COVID-19 testing suggests potential outbreak conditions, coupled with harsh work-related conditions enhanced by wildfire smoke, occasional inability to maintain physical distancing at work and/or home, and limited access to COVID-19 information. Although Anderson Valley Health Center proposed an educational effort at the clinic, Promotores have the potential to deliver information and access to resources that are individualized with cultural competence, for varying language acquisition levels, in various formats to match different learner types, and in easily accessible settings before or after work.

Trained Promotores can strengthen COVID-19 response by serving as trusted members of and advocates for the community. They can function as liaisons to health providers, clinics, and county public health programs and services. Mendocino County, a rural area with limited

resources, has an opportunity to remediate gaps in COVID-19 outreach, education, and support by utilizing Promotores de Salud. This pilot is also an opportunity not only for interrupting COVID-19 transmission, but has the added benefit of workforce development - trained Promotores can be sourced for post-pandemic health promotion programs.

Following is a streamlined projected budget of ~\$85,000 for the six month pilot. The upfront costs for program materials development would be minimized when rolling out replication programs in other geographic areas.

Bae projected budget ~ \$85,000 (base salaries without fringe benefits)

Personnel	n	Hrs/Wk	Base Hourly	Total 6 month
Coordinator	1	40	20	\$20,800.00
Translator/ Coordinator Support	1	20	18	\$9,360.00
Promotores	3	36	18	\$50,544.00
Volunteer trainers/supports				
POSSIBLE CONTRACT for HIPPA requirements				
<u>Total Personnel</u>				<u>\$80,704.00</u>
Supplies				
PPE Masks and sanitizer				\$250.00
Cell Phones x 6		70/m for 4 lines, 30/m 4 phones		\$600.00
Laptop & printer		donation or pro-bono		
Office supplies		folders, clipboards, paper		\$400.00
Program materials printing Manual, SOP, schedules		printing costs for manuals		\$300.00
Promotional materials		e.g. 250 flyers @ \$125		\$200.00
Resource materials in variety of formats				\$1,000.00
DSL Installation and monthly		60 /m + 100 install, equip, fees		\$460.00
Locking cabinet		donation or pro-bono		
Mileage/Travel		\$0.575 / mi		\$1,000.00
Community and Promotore food and beverages		\$10/person x 20 people x 5		\$1,000.00
Rent		pro bono		
<u>Total Supplies</u>				<u>\$5,210.00</u>
<u>6 month pilot budget</u>				<u>\$85,914.00</u>

[Link to budget spreadsheet](#)