



# Reducing Healthcare Disparities in Latino Communities

Monday, October 7, 2019



Health and healthcare disparities remain a major issue across the United States. To help achieve health equity among medically underserved populations, Pfizer's Multicultural Center of Excellence (MCoE) partners with key multicultural groups across the country.

One of our long-standing MCoE partners is Día de la Mujer Latina, a national non-profit organization focused on promoting healthy behaviors within the Latino community by providing a culturally and linguistically proficient education, facilitating early detection screenings and providing preventative care interventions through *promotores* - trained and certified community health workers. The organization was founded by Venus Ginés, a breast cancer survivor who, after her own diagnosis, was inspired to help others with their health journeys.

Through her organization, Venus trains *promotores* to share health information, including patient assistance programs available to eligible U.S. patients through Pfizer, with their

local communities in culturally relevant ways. Since our partnership began, the organization has reached individuals in more than 40 cities.

To learn more about Venus' organization and their work across the United States, visit <https://diadelamujerlatina.org/>.

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