



Celebrating Community Health Worker Innovation



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"I want to express my heartfelt thanks to [my promotor] for inviting me to the Health Fair. That invitation led me to meet wonderful, kind-hearted people who listened to me with compassion and offered support at a time when I truly needed it. Since that day, I have felt seen, valued, and supported. What moved me most was the respect, trust, and confidentiality I was given." – Ivonne Martin, community member

“Over the past six months, we've witnessed how one person's dedication can make a meaningful difference. Through [one of our promotores] tireless efforts, dozens of families have received not only essential health services but also hope, guidance, and empowerment. His work is not only about health – it's about human dignity, access, and walking alongside others.” – Greater Health Now Accountable Community of Health (ACH)

In recognition of National Community Health Worker (CHW) Awareness Week (August 25-29) we want to celebrate CHWs and Promotoras/Promotores de Salud. They are indispensable bridges between institutions and the communities they serve - especially communities that have been historically marginalized and disproportionately affected by COVID-19. Their work spans from short-term through emergency response to long-term through systems change. Over the past 4 years, Washington's most impacted communities have benefitted from a CDC grant that catalyzed transformative progress in the work of CHWs and Promotoras/Promotores.

Community-Led Systems Change

In September 2021, Providence Population Health, then a Care Connect WA Hub, partnered with Vital Wines to hire Vital's first Promotora in the Walla Walla Valley. The new Promotora created a framework to connect with and support communities most in need. Partnerships with grassroots organizations and trusted community leaders led to the co-creation of guidelines and pilot projects that reflect the lived realities of those most at risk.

“Implementing the... framework across our region has truly been a journey of both learning and growth. For our team of Promotoras/Promotores, this framework has served as both a map and a compass, guiding us as we respond to the unique needs of each county while staying rooted in a shared spirit of service.” – Maria Remington, Community Outreach Manager at Greater Health Now

Key Outcomes at a Glance

- Regional Coalition Development: A new advisory structure was shaped to support workforce

Building Capacity, Expanding Reach, Innovating Solutions

The grant focused on three core pillars:

- Building CHW and Promotora/Promotor capacity through regional coalitions and advisory structures.
- Enhancing existing CHW and Promotora/Promotor efforts with culturally responsive models like the Promotora expansion in the South-Central Region.
- Developing innovative approaches to integrate CHWs and Promotoras/Promotores into care coordination and community infrastructure.

These efforts have not only increased access to health services but also strengthened trust, improved health outcomes, and reduced reliance on emergency care.

strategies.

- Promotora Model Expansion: Greater Health Now Hub scaled outreach across American Viticultural Areas (AVA) regions, blending cultural insight with grassroots engagement.
- Growth of Culturally Specific Organizations (CSOs): CSOs are designing prevention and chronic disease management programs rooted in cultural values and community voice.

Looking Ahead

Even though the grant is ending this month, we continue to build on the momentum it started. We remain committed to elevating CHWs and Promotoras/Promotores as agents of equity and resilience. What we've learned from this grant is already helping shape future funding strategies, policy advocacy, and building culturally specific organizations infrastructure.

Together, we are not just responding to crises – we are reshaping systems to center dignity, trust, and belonging.

