

Benefits of Certification

WHY IS CERTIFICATION IMPORTANT? AND WHAT DOES IT MEAN TO ME?

- ❖ The State of Texas acknowledges that promotores(as) or community health workers (CHWs) are an effective workforce in the community.
- ❖ Certification brings recognition to promotores(as) or community health workers for their work in their communities.
- ❖ Certification recognizes the promotor(a) or CHW's diverse skills, including language translation.
- ❖ Certification acknowledges promotor(a) or CHW training and work experience.
- ❖ Certification increases your employment opportunities.
- ❖ Certification can help build self-esteem and self-worth.
- ❖ Certification can further career goals.
- ❖ Certification can help develop job market opportunities for paid employment and more respect for the work of promotores(as) or CHWs.
- ❖ Certification can increase opportunities for further formal education.

Here's What Promotoras or Community Health Workers Are Saying About Certification!

“What is power? Health is power. Money is power. This is why I am participating in the certification program. If you wish to be a volunteer, that's fine. I've been a volunteer, too. This certification will help us get paid for our work. I am told that I am one of the best paid promotoras, but I don't think I earn that much. The eyes of the nation are upon us as Texas moves towards certification...”

Lorenza Zuniga, Promotora, El Paso, Texas Tech University

“I've been a migrant farmworker since I was nine-years-old. Promotoras are from the community, they help the community because they want to do this and love to help. As a volunteer, I did not think about compensation or recognition. But, now things have changed. We all need to survive in this world...”

Graciela Camarena, Promotora, Mercedes, Migrant Health Promotion Promoviendo Vidas Saludables

“Before the Fall of 1997, I had absolutely no idea what a promotora was or what she did. Five years later I take great pride in being called a promotora. I stand tall and proud with a group of women that have touched and changed for the better the lives of many people. Promotoras are wisdom figures in the community who are in the business of helping others. Texas acknowledges and recognizes this fact by offering certification. I for one, choose to be acknowledged by applying for certification.”

Maria Teresa de Llano, Promotora, Brownsville, Proyecto Dignidad

Thanks to the countless efforts of promotores(as) or CHWs and others like you, certification in Texas is now a reality!