




How to Organize a Health Fiesta

Dia De La Mujer Latina, Inc.



Objectives

By the end of this training, participants will be able to:

- Conduct a basic community assessment by identifying priority health needs and barriers to care.
 - Apply environmental scanning techniques to identify local screening resources and access considerations.
 - Demonstrate preparation skills required to plan a community-responsive Health Fiesta.
 - Participate in a supervised practicum experience supporting at least one screening activity.
 - Explain the role of Promotores and CHWs in early detection, education, and navigation using plain language.
 - Document and reflect on Health Fiesta outcomes to support continuous improvement.
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What is a Community Assessment?

A Community Assessment is a structural process used to:

- Understand priority health needs
- Identify barriers to care
- Recognize cultural and environmental factors
- Identify community strengths and resources
- Guide Health Fiesta planning and screening selection



Community Assessments | The Planning Council

Key Elements of a Community Assessment

Community Assessments may include:

- Conversations with community members
- Input from Promotores and CHWs
- Review of local health trends and screening gaps
- Feedback from previous Health Fiestas
- Partner clinic and provider input



Six Principles for Meaningful Community Conversations | Not in Our Town

Community Assessment: Key Questions

During a community assessment, we ask:

- Are women accessing breast and cervical cancer screening?
- Are blood pressure or diabetes going undiagnosed or unmanaged?
- Are vision problems affecting daily activities?
- What fears, myths, or misinformation exist?
- What barriers prevent people from seeking care?



What is Environmental Scanning?

Environmental scanning is the process of examining the systems and surroundings that affect access to care, including:

- Availability of health services
- Eligibility requirements
- Transportation and accessibility
- Community locations and safety
- Referral and follow up options

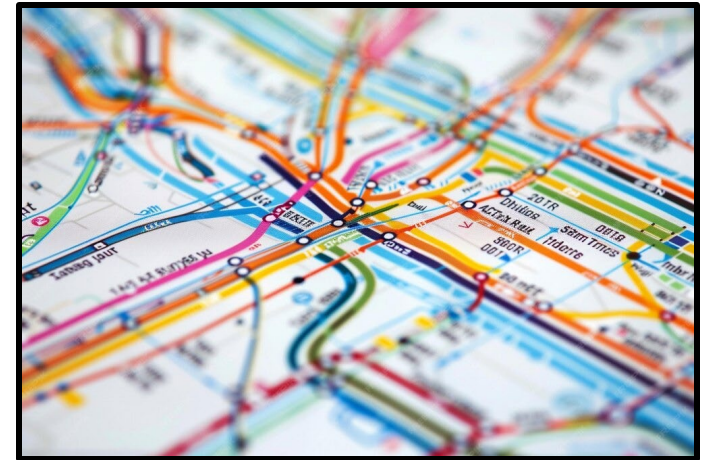


Understanding the Role of Community Health Centers: Vital Pillars of Healthcare

Environmental Scanning in Practice

Environmental Scanning may include:

- Identifying clinics, FQHCs, and mobile units
- Understanding referral pathways and wait times
- Reviewing eligibility and documentation requirements
- Mapping transportation options
- Assessing venue layout and screening flow



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Why Environmental Scanning is Critical

Environmental Scanning ensures that :

- Screenings are accessible and appropriate
- Referrals are realistic and achievable
- Participants are not screened without follow-up options
- Promotores and CHWs are prepared to navigate services
- Health Fiestas lead to care, not confusion



Latest Health Fiesta Recap – Dia De La Mujer Latina

Health Fiesta Planning Overview

Health Fiesta planning is a coordinated process that includes:

- Community assessment findings
- Environmental scanning results
- Defined goals and intended population
- Clinical and non-clinical coordination
- Clear roles for Promotores and CHWs



Houston Health Fiesta Tour Recap – Día De La Mujer Latina

Committees and Roles

Effective Health Fiesta planning includes defined committees such as:

- Planning and Coordinating Committee
- Clinical Subcommittee
- Administrative Subcommittee
- Facilities and Logistics Committee
- Outreach and Community Relations Committee



Houston Health Fiesta Tour Recap – Dia De La Mujer Latina

Clinical and Administrative Coordination

Clinical and administrative coordination includes:

- Planning and Coordinating Committee
- Clarifying scope of practice and roles
- Establishing referral and follow-up plans
- Preparing registration and consent forms
- Ensuring privacy and respectful engagement

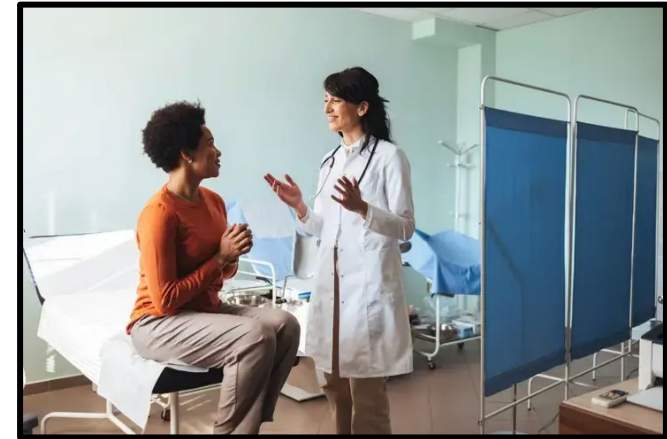


Smart Doctor Holding Medical Report while Standing at Laboratory. Ingenuity. Stock Image - Image of person, laboratory: 336931439

Logistics, Flow, and Safety

Logistics Planning focuses on:

- Event layout and participant flow
- Accessibility and safety
- Privacy for screenings
- Clear signage and directions
- Staffing and scheduling coverage



Cancer Screenings | CalOptima Health

Health Fiestas as Applied Learning (Practicum)

At Día de la Mujer Latina, Health Fiestas serve as practicum experiences where Promotores and Community Health Workers:

- Apply community assessment findings
- Support real-world health education activities
- Assist with screening coordination
- Practice navigation and referral skills
- Build confidence in community settings
- All practicum activities are supervised and aligned with Promotores/CHW scope of practice.



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Screenings Offered at DML Health Fiestas

Based on community needs and preparation, Health Fiestas may include:

- Breast cancer early detection education and screening
- Cervical cancer education and screening referrals
- Blood pressure screening
- Diabetes screening
- Vision exams



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Practicum 1: Breast Cancer Early Detection

Acquired Skills:

- Health education using culturally appropriate language
- Risk communication
- Emotional support and empathy
- Guidance and explanation of follow-up care



Practicum 2: Cervical Cancer Screening

Acquired Skills:

- Sensitive communication regarding women's health
- Stigma reduction
- Guidance on referrals
- Cultural competence in building trust with the community



Practicum 3: Blood Pressure Screening

Acquired Skills:

- Explanation in plain language
- Chronic disease education
- Motivational communication
- Navigation to primary care



Practicum 4: Diabetes Screening

Acquired Skills:

- Risk communication
- Health literacy
- Navigation
- Emotional support and reassurance



Practicum 5: Vision Screening

Acquired Skills:

- Plain Language Education
- Resources for Navigation
- Problem Solving
- Advocacy for Preventive Care

Role of Community Health Workers

During Health Fiestas, Promotores and CHWs play a key role by:

- Providing culturally and linguistically appropriate education
- Explaining screenings in plain language
- Addressing fears, myths, and misinformation
- Assisting with registration and forms
- Supporting navigation and follow-up care



Community Health Workers: Key Players in Advancing Value-Based Care | VBCExhibitHall Library

Communication & Trust

- Effective communication during Health Fiestas includes:
 - Using clear, simple language
 - Avoiding medical jargon
 - Respecting cultural beliefs and experiences
 - Listening without judgment
 - Encouraging questions and dialogue



The importance of speaking the language of your patients to ensure safe care

Evaluation Tools

Health Fiesta evaluation may include:

- Participant feedback forms
- Exhibitor or provider evaluations
- Screening counts and service data
- Promotores/CHWs reflections
- Follow-up and referral tracking



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Closing the Loop: From Screening to Care

Effective Health Fiestas ensure:

- Participants understand their screening results
- Referrals are clearly explained
- Navigation support is available
- Follow-up pathways are identified
- Care continues beyond the event



Doctor Explaining Medical Test Results Patient
Stock Photo 603021188 | Shutterstock



How CHWs Can Apply & Benefit from This Information

Community Health Workers and Promotores can apply this knowledge by:

- Educating community members about disease prevention and early warning signs
- Encouraging regular health screenings and preventive care
- Supporting individuals in adopting healthier lifestyle behaviors
- Helping clients understand medical instructions and treatment plans
- Connecting individuals to healthcare providers and community resources
- Promoting early action when symptoms of serious illness appear
- Reducing myths and misinformation through culturally appropriate education
- Serving as trusted bridges between healthcare systems and the community

<https://interculturalhealth.org/dml/>

Reflection & Continuous Improvement

After each Health Fiesta, teams reflect on:

- One success
- One challenge
- One opportunity for improvement
- Lessons learned for future events



Community Children's Environmental Health Program | Philadelphia Regional Center for Children's Environmental Health



References & More Information

- ❑ [Community Health Worker Program | Texas DSHS](#)
- ❑ [Health Resources and Services Administration | HRSA](#)
- ❑ [Centers for Disease Control and Prevention | CDC](#)
- ❑ [CDC Program Evaluation Framework | Program Evaluation | CDC](#)
- ❑ [Plain Language Materials & Resources | Health Literacy | CDC](#)
- ❑ [Prevention, Cancer Screening, and Early Diagnosis](#)
- ❑ [What does a Community Health Worker \(CHW\) do? Career Overview, Roles, Jobs | NASWWA](#)
- ❑ [Clinical Administrative Coordinator Job Description \[Updated for 2026\]](#)
- ❑ [Event Committees: 7 Types and Their Duties - A2Z Events](#)
- ❑ [Houston Health Fiesta Tour Recap – Dia De La Mujer Latina](#)
- ❑ [Dia de la Mujer Latina Inc. www.interculturalhealth.org](#)

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