



The Promotor Model for Community Transformation and Wellbeing

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PROMOTORES THROUGHOUT HISTORY

INTERNATIONAL ORIGIN



COMMUNITY PARTICIPATION & COMPREHENSIVE HEALTH



In 1979, the World Health organization (WHO) held a conference in Russia and identified **community participation in health** as a key component of primary care.



The Ottawa Charter presented in Canada at the first International Health Promotion Conference in 1986, states that the conditions and requirements for health are **peace, shelter, education, food, income, a stable ecosystem, sustainable resources, social justice and equity.**

WHO ARE PROMOTORES?



PROMOTORES ARE...

Promotores

Block
Parents

Outreach
Workers

CHWs

Advocates

Health Educators

Case Workers

They may have diverse roles and functions.



COMMUNITY

FAMILIES

PROMOTORES

"Many of us are leaders in our community. We are compassionate and have this desire to serve. We don't just work at an office from 9 to 6. No, we live in the community. And we have to be able to go and talk to people who are in need late at night or during the day—whenever they need it. This is the work and we give it with our hearts."

The graphic features a purple and yellow geometric patterned background. In the center is a blue circle containing a yellow circle, which in turn contains a red heart. The words 'COMMUNITY', 'FAMILIES', and 'PROMOTORES' are stacked vertically within these shapes. Below the graphic is a quote in white text.

PROMOTORAS ARE EFFECTIVE CATALYSTS FOR COMMUNITY CHANGE & SUPPORT

- Promotores are **community members** who act as natural helpers and liaisons to their neighbors and local neighborhoods; they are characterized by **servicio de corazón**—service from the heart.

- Promotores are powerful advocates for individual and community transformation. They **share information** with community residents about local resources and have the capacity to **influence policies** related to critical issues facing their communities.

- The role of the promotor extends far beyond the disease-related functions (Bio-medical Model) of community health to a passion for **human rights and social justice** (Socio-ecological Model).



THE COMMUNITY TRANSFORMATIONAL MODEL

If the promotor model is allowed to function according to the theory of change, promotores will:

**BUILD
EGALITARIAN
RELATIONSHIPS**

**SHARE
INFORMATION**

**MOTIVATE
COMMUNITY
PARTICIPATION**

**Increase
individual
and family
health**

“Many of us are leaders in our community. We are compassionate and have this desire to serve. We don’t just work at an office from 9 to 6. We live in the community and we have to be able to go and talk to people who are in need late at night or during the day—whenever they need it. This is the work and we give it with our hearts.”

THE PROMOTOR MODEL: POPULAR EDUCATION

I don't think many people understand how important popular education is to the model. The critical analysis it brings is transformative. Popular Education helps us create a space for people to begin to analyze root causes of issues affecting their communities—upstream and downstream. They start to recognize their own roles and responsibilities and the problem, analyze the attitudes, and come to understand why things are the way they are. Then they can think about what they need to do to first change their own lives and then help others to change theirs, too.



HEALTH EQUITY & SOCIAL DETERMINANTS OF HEALTH

Health equity is achieved when “every person has the opportunity to ‘attain his or her full health potential’ and no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances.”

There are many factors that affect the ability to achieve health equity, including the circumstances in which people are born, grow, live, work, and age, as well as the systems in place to deal with illness, which are known as social determinants of health.

These, in turn, influence safety and adequacy of housing, air and water quality, crime rates, behavioral health, and access to preventive health care.

Promotores can influence social determinants of health including:

- ✓ Income
- ✓ Education
- ✓ Employment status
- ✓ Transportation
- ✓ Housing
- ✓ Health care
- ✓ Exposure to pollution

Census

COVID

Vaccination

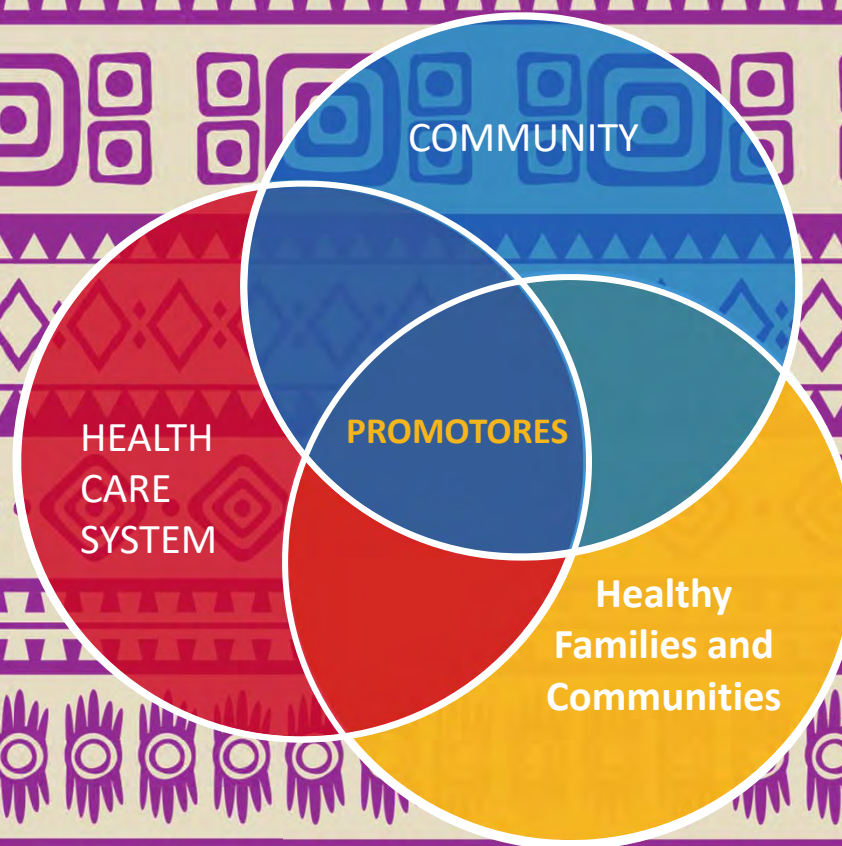
REDUCING DISPARITIES & PROMOTING HEALTH EQUITY

PROMOTORES

- Naturally connect with and maximize existing social networks
- Increase trustworthiness
- Local workforce development
- Provide cost-effective services
- Reinforce cultural values and norms
- Encourage community participation in improving health

As liaisons, they help:

- Keep appointments
- Increase access to prevention, scope of services and follow up care
- Decrease effect of cultural and linguistic barriers for organizations



PRIMARY CHARACTERISTICS & VALUES OF PROMOTORES

“We are not hard to reach. You don’t know how to reach us.”

1. Promotores create and cultivate egalitarian relationships based on mutual trust, understanding and respect.

2. Promotores are committed to sharing information and resources.

3. Promotores approach the community with empathy, love and compassion.

4. Promotores are accessible and trusted members of the community where they live.

5. Promotores share similar life experiences as the community.

PRIMARY CHARACTERISTICS AND VALUES OF PROMOTORES

“Warmth and an attitude of service is something we have been raised with— it is not something you can get from a training.”

6. Promotores have a profound desire to serve the community, are tireless in their service, and limitless in their generosity of spirit.

7. Promotores communicate in the language of the people and are knowledgeable about the community's cultural traditions.

8. Promotores are a two-way bridge connecting the community to resources and ensuring that institutions respond to community needs.

9. Promotores are natural advocates who are committed to social justice.

10. Promotores are effective role models for community change.

OUR CHALLENGE. OUR OPPORTUNITY

Census

- Canvassing door-to-door
- Deeper into community
- Virtual classes
- Facebook Live educational sessions
- Phone calls / texting campaign

COVID

- ... all those listed above and
- Coordinated testing navigation
- Community caregiving for those sick
- ... all those listed above and

Vaccination

- Work with promotores-employment
- Build awareness
- Education
- Deepen reach with community partners
- Serve as emissaries
- Work with local counties, clinics, hospitals, plans:

- Accessibility
- Safety
- Support promotores expertise

PROMOTORES ADDRESSING COVID 19

- Partnered with California Community Foundation and Department of Public Health.
- Hired and trained a team of 23 Promotores.
- Training topics on COVID 19 safety protocols; handwashing, social distancing and appropriate use of Personal Protective Equipment.
- Main target areas: San Fernando Valley and Southeast Los Angeles.

LOS ANGELES COUNTY SERVICE PLANNING AREAS

1. Antelope Valley
2. San Fernando Valley
3. San Gabriel Valley
4. Metro
5. West
6. South
7. East
8. South Bay



San Fernando Valley

- North Hills
- Pacoima
- Panorama City
- Van Nuys
- Sun Valley

Southeast Los Angeles

- South Gate
- Cudahy
- Bell
- Bell Gardens
- Downey

METHODS OF OUTREACH



❑ Promotores conducted 4740 Outreach Activities during 7 weeks (November and December 2020) through:

- In Person Individual Outreach
- In Person Venue Outreach
- Virtual Group Meeting
- Virtual Individual Outreach



METHODS OF OUTREACH



- ❑ Promotores reached 16,596 individuals through:
 - Interaction with small businesses
 - Food distribution (food baskets or in line)
 - Info Tables in front of establishments
 - Door to door
 - Phone calling and texting
 - Social Media: Facebook Lives
 - Virtual Presentations



OUR CHALLENGE. OUR OPPORTUNITY



"It is not just the promotora who must fit the organization, but the organization must fit the cultural values of the community-based model too. Organizations who truly understand promotores use popular education methodology appropriate for the community transformational model. Core competencies are also linked to the model. System readiness means you already have in place values and principles to support the model and you understand what the model needs to be successful."

—San Diego County

PROMOTOR/CHW PRACTICE

Promotores

- Community-based
- Lives in community
- Informal assistance
- Person-to-person interaction
- Little formal recognition
- Volunteer & PT

CHW

- Institutional-based
- May reside outside community
- Formal assistance
- Formal recognition
- Employed PT & FT

“We are promotoras, community leaders, community health workers, community health advocates, community health outreach workers, family health workers, navigators, and many more. But the principles and values we use in this model are the same. Mostly, we all focus on the needs of the community. It is the funding that creates professional separation and drives the title.”

KEY ROLES OF PROMOTORES IN COMMUNITY HEALTH



HOW DO WE GET THERE?

SUPPORT

the integration of the promotor model across sectors

CONTINUE

to support community training and base building

INTEGRATE

the promotor model at the local, county, and state levels

SUPPORT

the capacity of community based organizations with historical success in supporting promotores

DEVELOP

innovative mechanisms to fund to community based programs

BUILD

community capacity to engage with local, county and state agencies



Working Towards a Healthy and Dignified Life

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