



# Integrating the Promotoras Community Transformational Model

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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?



# 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).



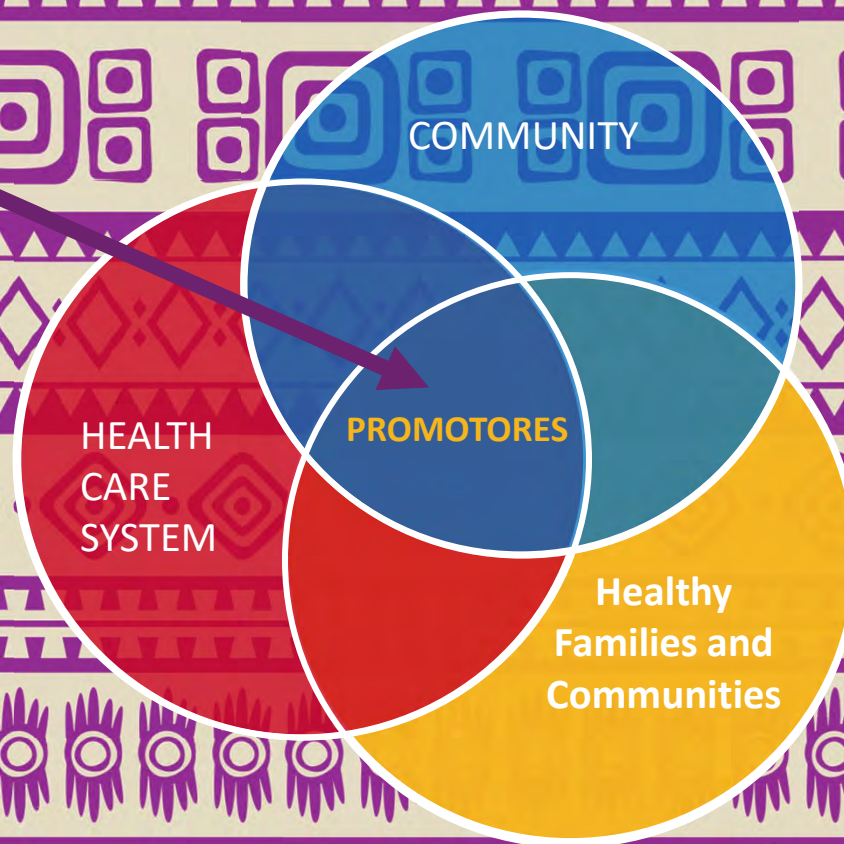
# REDUCING DISPARITIES & PROMOTING HEALTH EQUITY

## 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



# 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

# KEY ROLES OF PROMOTORES IN COMMUNITY HEALTH



EDUCATION

NAVIGATION  
& ADHERENCE

PROMOTION

PROVISION  
(OF ESSENTIAL  
DRUGS)

PREVENTION  
& CONTROL

TREATMENT



# 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.”

# Visión y Compromiso™

## IMPORTANT CONSIDERATIONS

- Understanding the role of the Promotor/CHW on the care team is essential.
- The Promotor/CHW on the care team is key and needs adequate support from the team as well as from Promotores/CHWs that work in the community.
- Continuous training, supervision is key for effectiveness.
- Promotores/CHWs have a unique understanding of the challenges/barriers patients, clients and participants face day to day.
- Promotores/CHWs can provide practical solutions when working with patients, clients, participants.

## KEY WORKFORCE PRIORITIES FOR THE COMMUNITY TRANSFORMATION MODEL

<http://visionycompromiso.org/publications-resources/>

# 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

# VISON Y COMPROMISO

## Network of Promotoras & CHWs

- 14 Regions in CA
- Nevada

## Training

- Promotor Institute
- Workforce Training for Promotores
- Organizational Readiness Training
- Technical Assistance to Organizations

## Project Management

- Over 30 projects that employ Promotores and focus on chronic illness prevention & management, mental health, Medi-Cal access, COVID-19 mitigation, Census 2020 and more

## Advocacy

Thank you on behalf of Visión y Compromiso  
"HACIA UNA VIDA DIGNA Y SANA"



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