

WHO ARE PROMOTORES?

Promotores and community health workers are liaisons or links between their communities and health and social service providers.

Because they share the same language, culture, ethnicity, status and experiences of their communities, promotores are able to reduce the barriers to health education and services that are common for native-born and immigrant communities. The result is better health for more individuals, families and communities.

Promotores may be volunteers or paid workers, and are also known as patient liaison, peer educator, health advocate, family educator, outreach worker or system navigator. Regardless of what they are called, promotores build and maintain relationships of trust and respect within their communities, and understand the reality of how people live and the obstacles that keep them from success.

Promotores work to improve conditions so that their children, and all children, will be healthy, better educated and productive citizens.

WHAT IS THE PROMOTOR MODEL?

Promotores are community members who act as natural helpers and liaisons to meaningful information and resources for their neighbors and neighborhoods.



Visión y Compromiso™

STAFF

Maria Lemus

Executive Director

maria@visionycompromiso.org

Melinda Cordero-Barzaga

Associate Director

melinda@visionycompromiso.org

Alma Esquivel

Director of Training and Education

alma@visionycompromiso.org

Hugo Ramirez

Director of Programs

hugo@visionycompromiso.org

**Network of Promotoras
and Community Health Workers**
melinda@visionycompromiso.org

Northern California

1970 Broadway, Suite 760
Oakland, CA 94612

Southern California

1000 North Alameda St.
Los Angeles, CA 90012
213-613-0630

Central Valley

(844) 289-8150

info@visionycompromiso.org

www.visionycompromiso.org

Visión y Compromiso™



Visión y Compromiso is committed to community well being by supporting promotores and community health workers.



www.visionycompromiso.org

OUR NETWORK

In 2001 we established the first and only Network of Promotoras and Community Health Workers in California.

The Network now includes more than 4,000 promotores in 12 regions of California and one region in Nevada. In 2015 we also expanded to a National Network to include additional community networks in five states: Washington, Oregon, Colorado, Nevada, and Arizona. The Network provides leadership, training and advocacy for promotores and community health workers.

Regional Committees, divisions of the Network, provide promotores with workforce development and professional training. They help to build leadership and peer support and develop organizing and advocacy skills. The Regional Committees offer a structure that brings individual promotores together and allows them to share resources and best practices.



TECHNICAL ASSISTANCE

We conduct organizational assessments and offer support to public and private agencies interested in integrating promotores into their workforce.

- **Workforce and Career Development**
Develop training curricula and career pathways that support the personal and professional needs of promotores, promote a living wage, advancement/upward mobility, and guaranteed benefits for promotores.
- **Employer Engagement**
Technical assistance and training to institutionalize the Promotor Model among health care agencies and community based organizations.
- **Leadership Development**
Provide mid-level training for promotores, offer advanced training to experienced promotores, identify and disseminate opportunities for leadership and career development.
- **Research and Evaluation**
Collaborate with university, agency and community partners to promote culturally relevant research and evaluation that integrates promotores as equal partners in conducting research.

TRAINING

Our innovative training programs are designed to give promotores the information, skills and understanding they need to communicate with and advocate for their communities.

POLICY & ADVOCACY

Visión y Compromiso prepares promotores to participate with other stakeholders in decision making and policy development, convenes forums that support policies reflective of community needs and beneficial to promotores, hosts an annual policy conference in Los Angeles, collaborates with California policy organizations, and organizes the annual Promotores Legislative Day in Sacramento.

PROJECT MANAGEMENT

Visión y Compromiso collaborates with diverse partners representing the private and public sectors to provide project management services, focusing on a variety of health topics. Visión y Compromiso integrates the Community Transformational Promotor Model and supports the workforce development of promotores through the projects we manage.