

Visión y Compromiso™



The Promotor Model for Community Transformation

October 24, 2018

THE TRANSFORMATIVE PROCESS

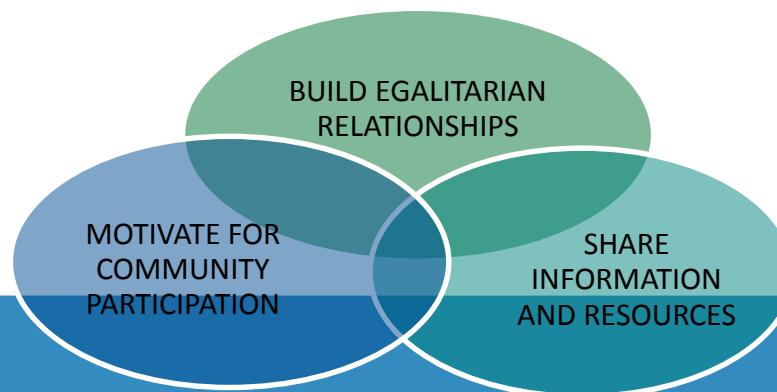


“Many of us are leaders in our community. We are compassionate and have this desire to serve. We don’t just work at an office from 9 to 6. No, we live in the community. And we have to be able to go and talk to people who are in need late at night or during the day – whenever they need it. This is the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

THE COMMUNITY TRANSFORMATIONAL MODEL

THE PROMOTOR MODEL

The Promotor model in California is a social change model. It can be implemented with any issue (i.e. diabetes, neighborhood safety, breast cancer) because it is the quality of the relationships, not a particular issue area, which has the potential to create community change. If the Promotor model is allowed to function according to the theory of change, Promotores will:



THE PROMOTOR MODEL



"Each promotora has personal and family challenges that are unique, it's incredible really. You can offer group training but they each need different training and support. First, you need to focus on the individual – their self-esteem and identity. Then you can focus on their preparation to work in the community and their social responsibility. Only then can you raise their awareness about the issue you want to address and build their advocacy skills."

"I don't think many people understand how important popular education is to the model. The philosophy of any curricula must be based in popular education – no matter if it is for an immunization campaign or domestic violence. 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. When people begin to analyze the situation, they start to recognize their own roles and responsibilities. They learn to recognize 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."

PROMOTORES THROUGHOUT HISTORY

International Origin



WHO ARE PROMOTORES?

- 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 – (Visión y Compromiso, 2003).
- 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).



COMMUNITY PARTICIPATION



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.

COMPREHENSIVE HEALTH

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 eco-system, sustainable resources , social justice and equity.*

To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health is, therefore, seen as a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being.



COMMUNITY HEALTH



Healthy communities are defined by a process that includes: 1) A high degree of public participation in and control over decisions affecting one's life, health and well-being; 2) A clean, safe, high-quality physical environment (including housing quality); 3) The meeting of basic needs (food, water, shelter, income, safety, work) for all people; and 4) A strong, mutually supportive and non-exploitative community. In this way, health promotion "requires the empowerment of individuals and communities, enabling them to exert more control over all of the factors that contribute to their health and well-being. This means that the community— both as individuals and as members of community and neighborhood organizations – has to be centrally involved in the process of creating a healthier environment. They, or their representatives, need to be at the table as active participants." (Breslow, 2002)

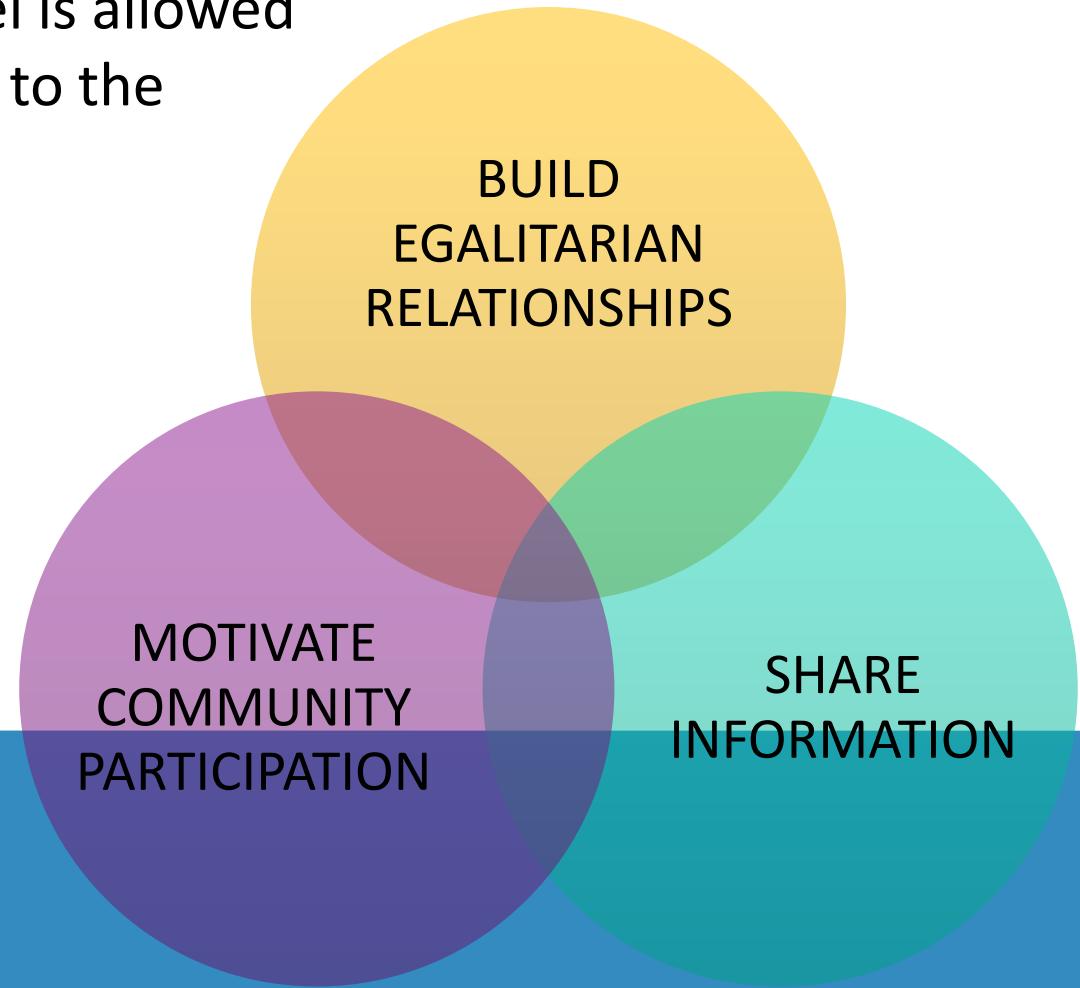
ROLE OF PROMOTORES IN COMMUNITY HEALTH

In 1987, WHO adopted a definition of **community health advisors** and identified several key roles:

- Education
- Promotion
- Prevention and control
- Treatment
- Provision (of essential drugs)

THE COMMUNITY TRANSFORMATIONAL MODEL

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THE COMMUNITY TRANSFORMATIONAL MODEL



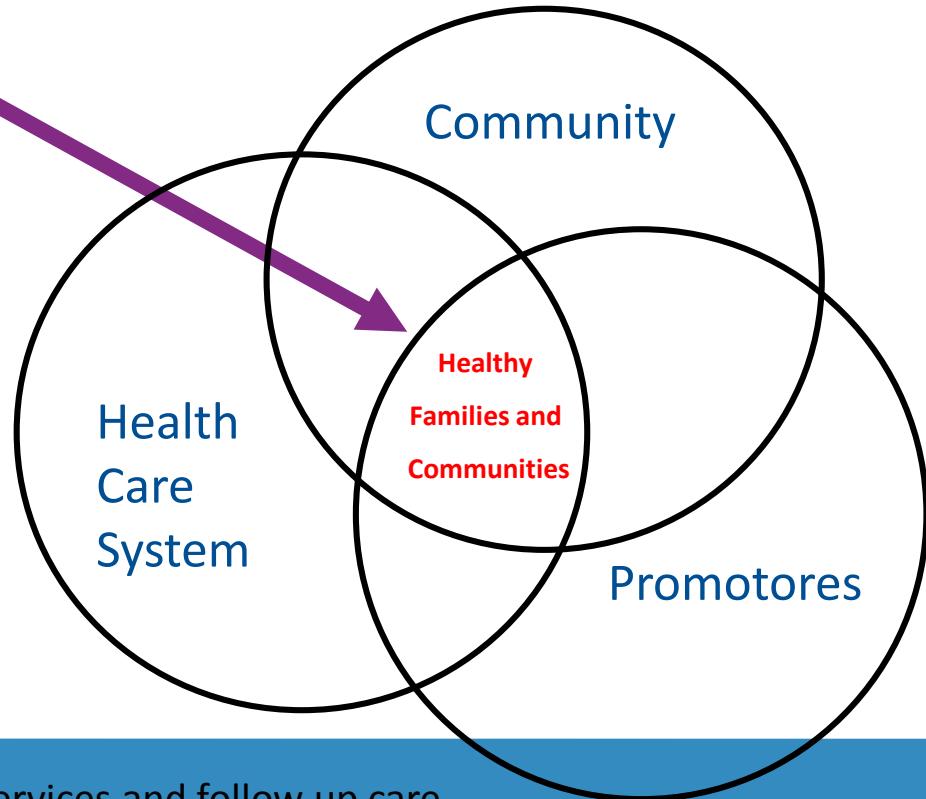
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“We are Promotoras, community leaders, community health workers, community health advocates, community health outreach workers, family health workers, navigators, and many more. But the principles and values we use in this model are the same. Mostly,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

PROMOTORES REDUCE DISPARITIES

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 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.”

- 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.
- 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



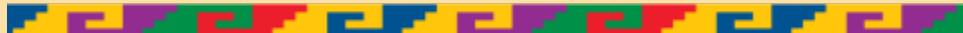
“It is not just the promotora who must fit the organization, but the organization must fit the cultural values of the community-based model too. Organizations who truly understand promotores use popular education methodology appropriate for the community transformational model. Core competencies are 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

OUR VISION Y COMPROMISO



Visión y Compromiso™



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VIDEO SHARED DURING PRESENTATION:
<https://www.youtube.com/watch?v=bLaTPplQOWY>

*Toward a Healthy and
Dignified Life*