

# Visión y Compromiso™



## The Community Transformation Model

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**16<sup>th</sup> Annual  
Promotoras and  
Community Workers  
conference  
October 5, 2018**



## Sectors Where the Model is Found

- 18 years incorporated
- Represents the voice of Promotores/CWs in CA and 4 other states
- The only statewide network of Promotores/CWs
- 14 regional committees throughout CA
- Over 5,000 Promotores/CWs in our database





# Visión y Compromiso

We provide support to Promotores, organizations and agencies through:

- Education and Training
- Technical Assistance
- Regional Forums and Convenings
- Annual Conferences



# Visión y Compromiso

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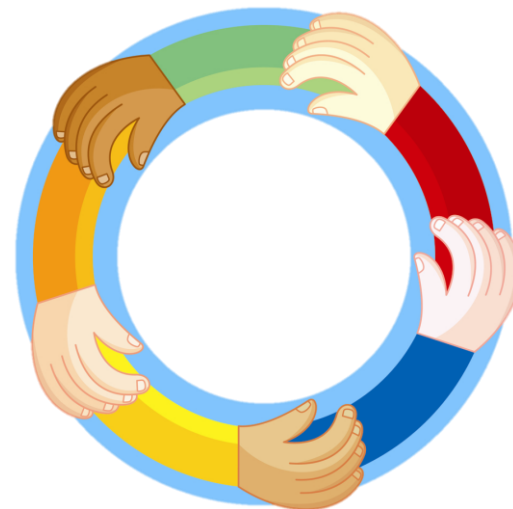
## Departamento de Programas





# The Promotor Model

## INTERNATIONAL ORIGIN





## What is a Promotor?

- 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 of community health to a passion for human rights and social justice.

## Valuing and Validating Promotores

- *“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.”*

San Francisco Bay Area

- *“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.”*

Orange County/Inland Empire





## Challenges and Opportunities

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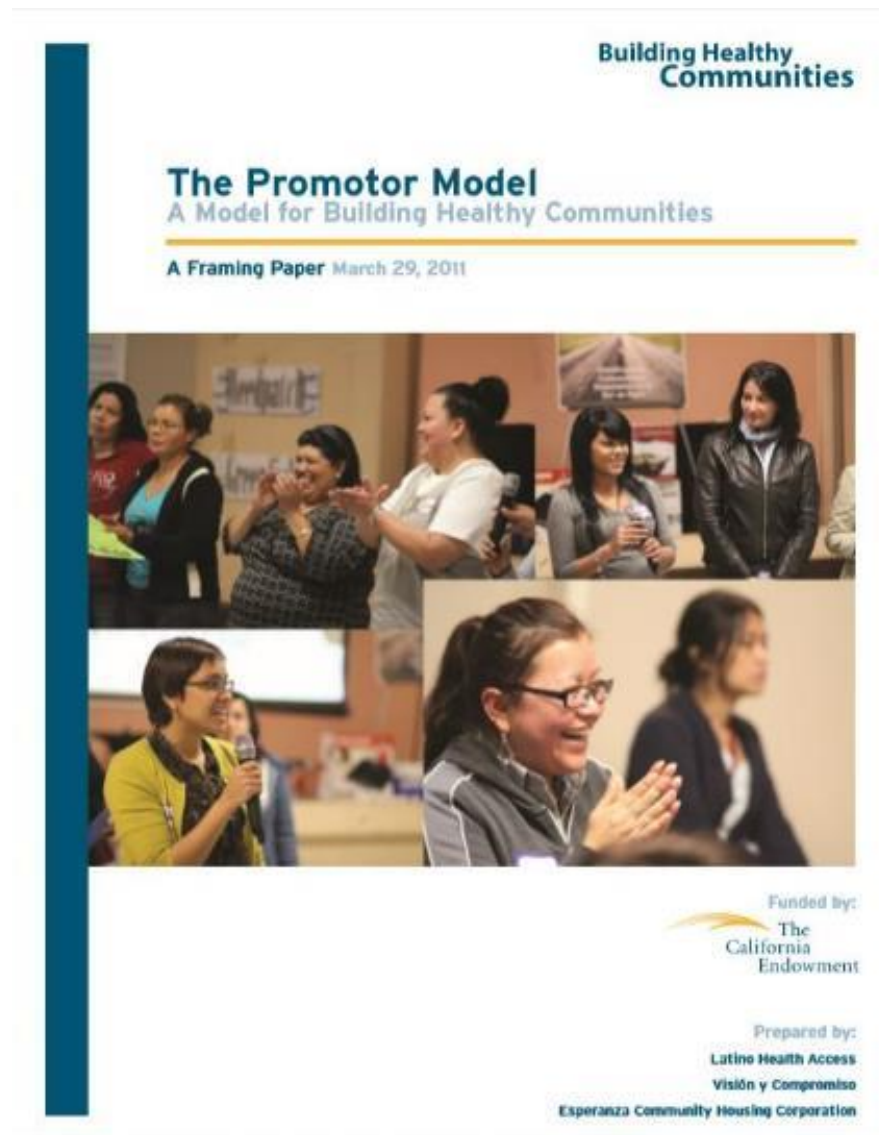
# The Role of the Promotor in Community Transformation

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



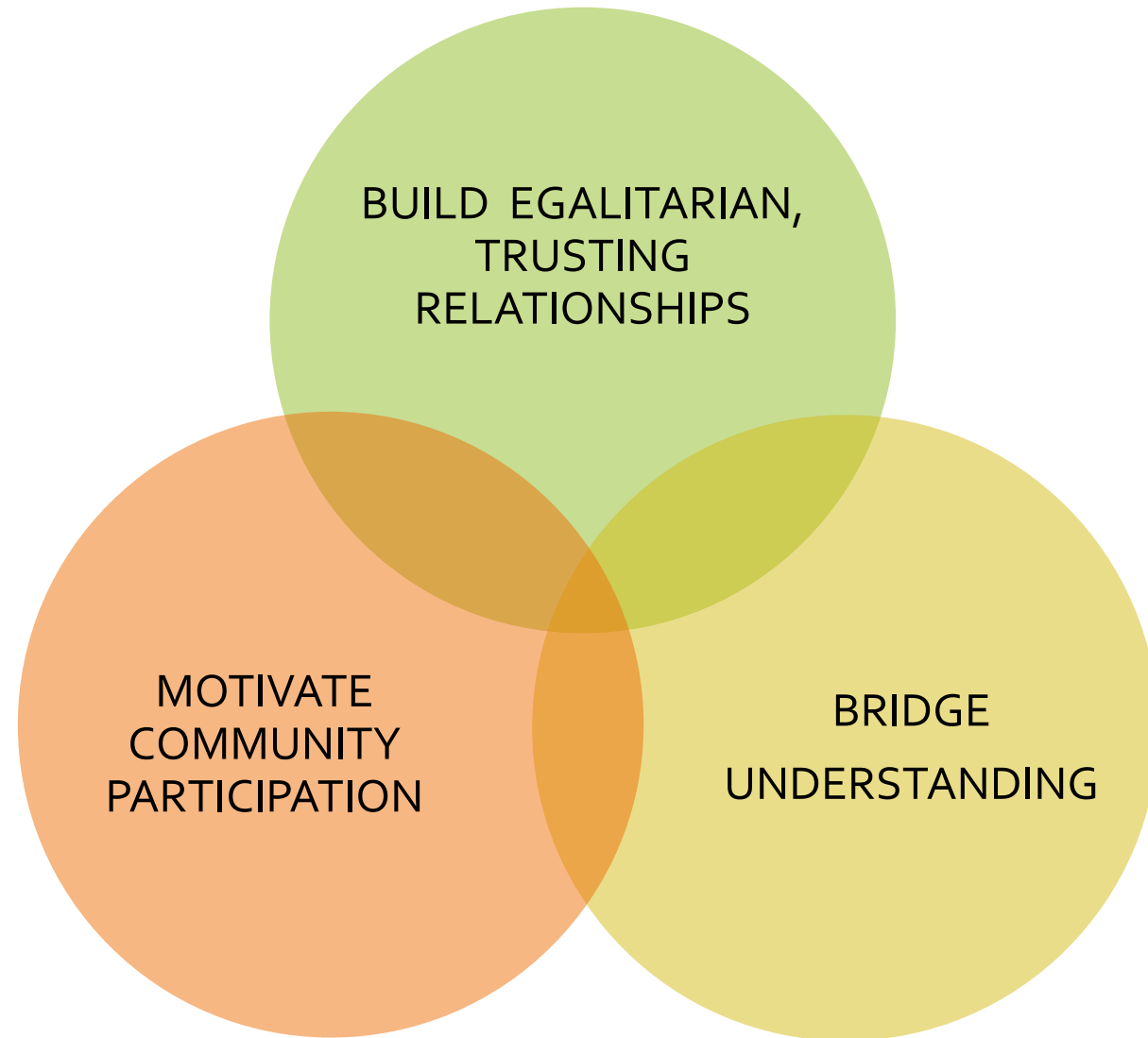


# Valuing and Validating Promotores

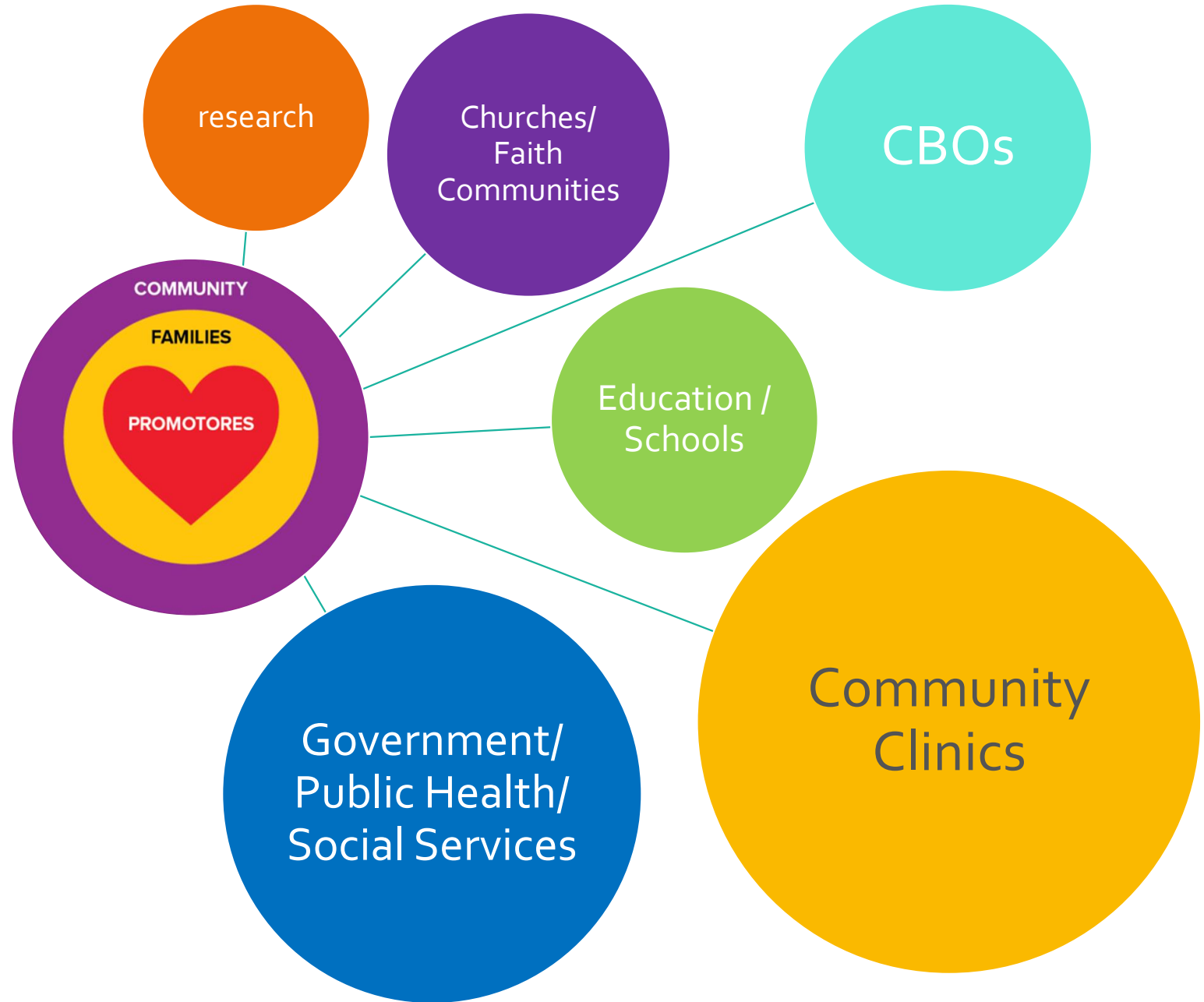




# The Community Transformation Model



# Sectors Where the Model is Found





## The Role of the Promotor/CHW in Public Health

- *A CHW is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served.*
- *The trusting relationship enables the CHW to serve as a liaison/ link /intermediary between health/ social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.*
- *A CHW also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.”*

American Public Health Association



# The Role of the Promotor/CHW in Public Health

Promotores/CHWs facilitate:

- Access to appropriate medical care and/or community programs
- Access to culturally competent and multi-lingual health and social services
- Adoption of healthy behaviors and environments
- Self-management of chronic diseases
- Enrollment in appropriate public insurance programs



## A Challenge. Our Opportunity.

*“It is not just the promotora who must fit the organization, but the organization must also fit the cultural values of this community-based model. 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 Workforce Integration Efforts

Visión y Compromiso™

## KEY WORKFORCE PRIORITIES FOR THE COMMUNITY TRANSFORMATION MODEL



2017

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## 6 Workforce Priorities

1. The Promotor Model Is A Model For Community Transformation
2. Training And Professional Development
3. Core Competencies And Curricula
4. Credentialing
5. Supervision
6. Funding And Program Sustainability



# Priority 1: The Community Transformation Model

## Challenges and Opportunities

### Challenges

- Model creates change, but “it takes time”
- Promotores “not at the table”
- Organizations that “don’t understand the Model” cannot adapt the Model
- Institutional policies and training must be linked to the model: HR, compensation, supervision, evaluation
- There is no “one-size-fits-all approach” because the model gets implemented differently
- “Funders don’t always align with the Model” which affects Promotores’ community work
- Economic compensation varies

### Opportunities

- Transformation Model is based on “social justice”
- As experts, Promotores should be part of “defining the Model” for the organization
- It is an “Integrated model” which incorporates both personal and professional strengths
- Promotores recommend “Focusing on similarities based on core skills not job titles”
- It is critical to educate funders about the Model and increase knowledge and raise visibility of Promotores in the community



## Priority 2: Training and Professional Development

### Challenges and Opportunities

- Core skills training
- Advanced training
- Evidence-based practice
- Innovative partnerships
- Statewide coordination needed



## Priority 3: Core Competencies and Curricula

### Challenges and Opportunities

- Promotor-centered and Promotor defined
- Proficiency
- Institutional barriers



## Priority 4: Credentialing

### Challenges and Opportunities

- Preserve the essence
- Two-tiered system
- Exclusion
- Community trust
- Economic justice
- Alternative pathways



## Priority 5: Supervision

### Challenges and Opportunities

- Non-hierarchical leadership
- Promote from within
- Specialized training





## Priority 6: Funding and Program Sustainability

### Challenges and Opportunities

- Increased awareness among funders
- A culture of sustainability



# Visión y Compromiso: Next Steps

We are working to provide entire communities – Promotores, agencies and institutions – in the US with:

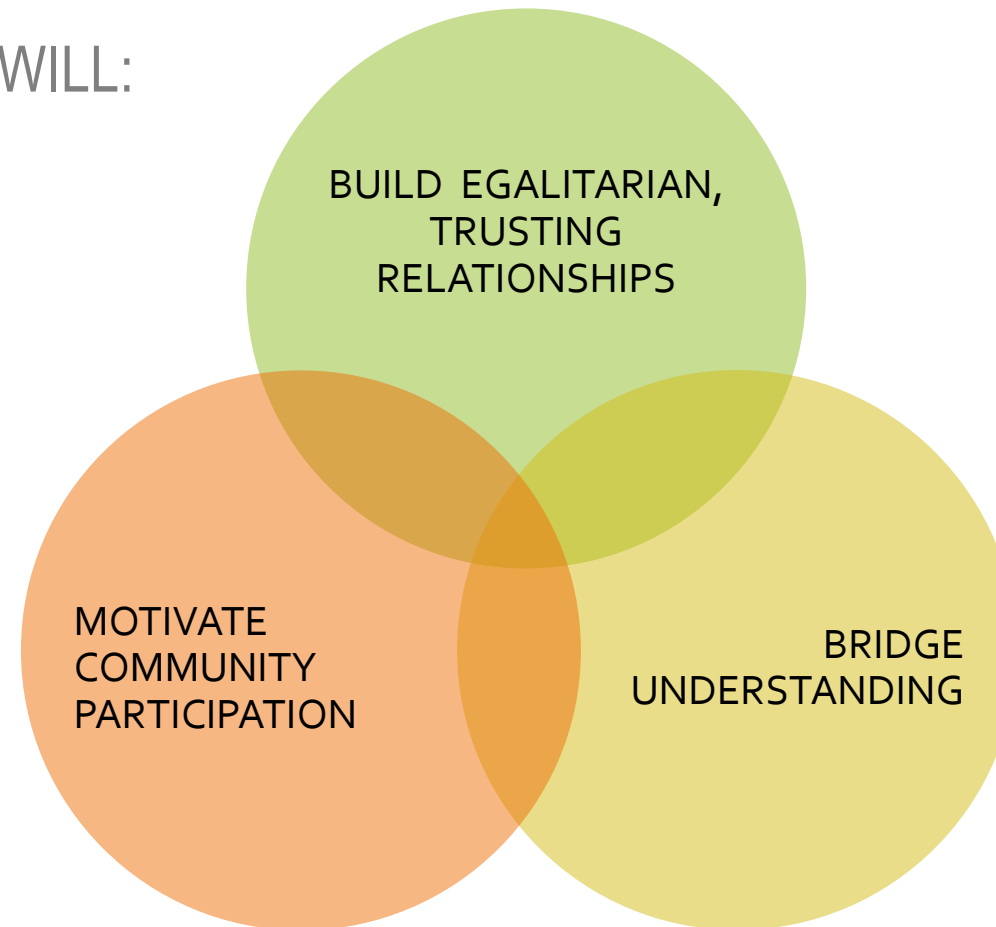
- Serving From the Heart Forums
- Workforce Training and Technical Assistance
- Building Collaboration and Partnerships



# The Community Transformation Model

Transformation will occur if the Promotor model is allowed to function according to the theory of change.

Promotores WILL:



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**Towards a Healthy and Dignified Life**