Visión y Compromiso™

24ª CONFERENCIA ANUAL
24th ANNUAL CONFERENCE

"Nuestra unidad es poder,
nuestro amor es esperanza."



"Our Unity Is Power, Our Love Is Hope"

14–16 de octubre del 2026 • PALM SPRINGS, CA

OCTOBER 14–16, 2026 • PALM SPRINGS, CA

vycconference.org

PROGRAMA/PROGRAM

	MIÉRCOLES, 14 DE OCTUBRE		WEDNESDAY, OCTOBER 14
2:00 pm–4:30 pm	Inscripción anticipada de participantes	Vestíbulo (Lobby)	Early Registration Check-in
2:00 pm–7:00 pm	Visite el salón de expositores y El Mercadito	Oasis 2 y Vestíbulo (Lobby)	Visit exhibitors & El Mercadito
2:00 pm–6:00 pm	Actividades de convivencia	Smoketree B	Networking
6:00 pm–7:00 pm	Inscripción para la recepción de bienvenida	Oasis 1	Welcome Reception Check-in
7:00 pm–10:00 pm	Recepción de bienvenida: "Nuestra unión celebra lo que somos"		Welcome Reception: "Our Unity Celebrates Who We Are"
	JUEVES, 15 DE OCTUBRE		**THURSDAY, OCTOBER 15**
7:30 am–5:00 pm	Inscripción de participantes	Vestíbulo (Lobby)	Registration Check-in
8:30 am–9:30 am	Sesión de bienvenida	Oasis 1	Welcome Session
9:30 am–10:30 am	Plenaria: Nuestra unidad es poder*		Plenary: Our Unity is Power*
10:30 am–10:50 am	Transición		Transition
10:50 am– 12:20 pm	Talleres A		Workshops A
12:20 pm–12:40 pm	Transición		Transition
12:40 pm–1:55 pm	Almuerzo	Oasis 1	Lunch
1:55 pm–2:15 pm	Transición		Transition
2:15 pm–3:45 pm	Talleres B		Workshops B
3:45 pm–6:30 pm	Visite el salón de expositores y El Mercadito	Oasis 2 y Vestíbulo (Lobby)	Visit exhibitors & El Mercadito
4:00 pm– 5:00 pm	Actividades de bienestar		Wellness Activities
6:30 pm–7:00 pm	Apertura de puertas para la Cena y Celebración	Oasis 1	Doors open for Dinner Celebration
7:00 pm–12:00 am	Cena de celebración		Dinner Celebration
	VIERNES, 16 DE OCTUBRE		**FRIDAY, OCTOBER 16**
8:00 am–10:00 am	Inscripción de participantes	Vestíbulo (Lobby)	Registration Check-in
9:00 am–10:30 am	Talleres C		Workshops C
10:30 am–10:50 am	Transición		Transition
10:50 am–12:05 pm	Plenaria: Nuestro amor es esperanza: El regalo de abogar*	Oasis 1	Plenary: Our Love is Hope: The Gift of Advocacy*
12:05 pm–1:30 pm	Almuerzo		Lunch
1:30 pm–3:00 pm	Clausura de la 24a Conferencia Anual		Closing of the 24th Annual Conference

The Convention Center



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Welcome to our 24th annual conference!



Dear promotoras,

Welcome to the 24th Annual Conference, "Our Unity Is Power, Our Love Is Hope."

Visión y Compromiso is dedicated to supporting the agency and personal power of promotoras, and the collective power of their families and communities. We see the power of promotoras in their learning and sharing with others, in their direct advocacy at the local, state and national level and their community advocacy changing the lives of millions of families across our United States.

Now more than ever, it is clear that power has many meanings and effects over community well-being. Social power—the ability to influence others and control resources within a society—is being manipulated to impact our schools and community clinics, and our households and voting centers. In its various forms such as authority, wealth, and social relationships, the use of power can result in both positive and negative outcomes.

The power of promotoras is ever present in our self-determination. Being closest to the social, economic and health barriers in our neighborhoods, we know what is best for our families and our communities. As promotoras, we are determined to influence policy, and advocate for local and state solutions that better reflect our needs. We deserve health equity throughout our lifespan.



Most importantly, we manifest power by passing knowledge and opportunities to our children, neighbors and friends. We make every training, community resource, and networking opportunity count towards positive social change. This desire lives in each one of us. The power to manifest this shared reality is within us all.

Changes might not come immediately but we know they happen. Twenty six years of Visión y Compromiso have demonstrated the recognition of the importance of promotoras, leading to identifying and designing programs our communities need. Lifting up promotoras as partners in the health and well being of community members transforms and improves our society.

Social changes do not happen in isolation. Our belief in the values of mutual love and solidarity made this a reality. Love in friendship, lasting supportive relationships, trust and mutual respect, selflessness and community service have directed our power.

Promotoras *servicio de corazón,* serving from the heart, is an endearing act of love and hope. Since 2000, it has guided Visión y Compromiso to the organization we are today.

Our annual conference is a time to rejoice! Enjoy your time with others. Share, learn and continue to build community: *¡Hacia una vida digna y sana!*

Con much amor,

Maria Lemus

Executive Director, Visión y Compromiso

WELCOME RECEPTION

WEDNESDAY, OCTOBER 14 • 7:00–10:00 PM

A magical evening designed to honor our roots and strengthen our spirit of collaboration. Under the theme "Our Unity Celebrates Who We Are," we invite you to enjoy a vibrant Tropical Night. It will be the perfect opportunity to reconnect, celebrate our cultural diversity, and recognize the power of promotoras, who transform lives every day.

Share your joy and bring the flag of the countries representing your identity!

This event is open to all registered attendees. The welcome reception is a social networking event and DOES NOT INCLUDE DINNER SERVICE OR FOOD. Dress code (OPTIONAL): We warmly encourage you to wear bright, vibrant colors with a tropical flair.



WELCOME*

THURSDAY, OCTOBER 15 • 8:30 AM–9:30 AM

Self-determination and Promotora Power



MARIA LEMUS
Executive Director, Visión y Compromiso



NAOMI SOTO
Mayor of Palm Springs



V. MANUEL PEREZ
Fourth District Supervisor, Riverside County



CYNTHIA ALVILLAR
Board Chair, Visión y Compromiso



RAUL RUIZ, MD
Congressmember, CA-25

Laura Mondragon-Drumright, Senior Director, Population Health Marketing Chief Marketing Office, Genentech

Edith Aristizabal, MPA, Community Health Manager, Kaiser Permanente

Charoh Hernández Ortiz, National Community Outreach Manager, Blood Cancer United

Conrado E. Bárzaga, MD, Vice President and Chief Academic Officer and Designated Institutional Official, Innercare

Kimberly Barraza, Board President, Desert Healthcare District & Foundation

Natalie Parker, Community Engagement Ambassador, IEHP

Mihai Patru, Executive Director, Blue Zones

**Simultaneous interpretation into English*

PLENARIES*

THURSDAY, OCTOBER 15 • 9:30 am–10:30 am

Our Unity Is Power



SUGUET LOPEZ
Executive Director, Líderes Campesinas



VERONICA CARRIZALES
Managing Director of Programs, The California Wellness Foundation



ROMINA MARTINEZ
Promotora Youth Leader



JUAN CARRILLO
Assemblymember District 39



SHANTENY JACKSON
Executive Director, Virginia Community Health Worker Association

FRIDAY, OCTOBER 16 • 10:50 am–12:05 pm

Our Love Is Hope: The Gift of Advocacy



DANZA AZTECA CITLALTONAC
Indigenous Cultural Center and Bookstore



SILVIA ESQUEDA
Licensed Marriage and Family Therapist & National Trainer and Consultant, Abriendo Puertas/Opening Doors



ROSA MARTHA ZÁRATE MACÍAS
Community Organizer and Singer-songwriter

**Simultaneous interpretation into English*

PROMOTORA SCHOLARSHIP FUND DONORS

Supporting promotora leadership pathways with the knowledge, tools, and networks needed to drive lasting change.

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Sandra Pizarro-Carrillo
Marj Plumb
Mariana Santamaria
Liza Serna
Ana Velazquez
Anonymous

WORKSHOPS SESSION A

THURSDAY, OCTOBER 15 • 10:50 AM – 12:20 PM

*Simultaneous interpretation into English.

Establishing Healthy Boundaries for Promotoras When Serving Our Community* — Primrose C
Hugo R. Ramirez

Cell Phones as Tools of Power: Google Sheets and Google Docs for Promotoras and Community Health Workers* — Smoketree C
Rosa Lopez

Together We Have More Power: Partnerships with Public Health Agencies — Primrose A
Maria Rocha, Ana Marina Vaquerano, & Sebastian Zepeda

Intelligent Emotions, Stronger Women — Primrose D
Becky Krinsky

A Brain That Cares Needs Care Too — Mesquite C
Berenice Castro

Equal Voices: Inclusive Sex Ed for Youth with IDD — Smoketree B
Margarita Ramírez & Mónica López Lara

The Most Important Harvest Is Health: How to Protect Agricultural Workers from Extreme Heat and Pesticides — Palm Grove
Debbie Shrem & Nancy Villaseñor

Plan, Prep, Preserve: Your Path to Saving Food and Money — Smoketree F
Irene Padasas, Miguel Sanchez, & Natalie Price

Let's Talk About Clinical Trials and Blood Cancers: Breaking Myths and Building Trust — Mesquite D
Brenda Sazo & Dr. Jorge Ramos

The Emotional Map of Grief — Mesquite B
Azucena Lopez de Nava

Now What? Resources and Strategies for Supporting Individuals with Vision Loss — Smoketree A
Marianela Moran & Priscilla Rogers

Climate Change Ambassadors: Developing Leaders — Mesquite E
Marlenne Fajardo, Martha Ortega, & Sonia Escobedo

YOUTH TRACK: Transforming Anxiety into Strength in Young Adults — Smoketree D
Seham Saba & Alejandra Alvarez





WORKSHOPS SESSION B

THURSDAY, OCTOBER 15 • 2:15 PM – 3:45 PM

*Simultaneous interpretation into English.

Trauma: Understanding to Heal* — Primrose C
Silvia Esqueda

Beyond Survival: Prosperity and Pathways to Economic Mobility* — Primrose A
Dr. Sarah Ramirez

Evaluating Health Information on Social Media — Mesquite E
Ana Guzman

Fighting Depression and Isolation in the Elderly — Smoketree C
Dr. Andres Delgado Furet & Dr. Alejandra Furet

Personal Self-Defense: Reclaiming My Power, My Voice, and My Safety — Palm Grove
Maria de Lourdes Romero

Genetics and Colorectal Cancer — Mesquite F
Charite Ricker y Daisy Hernandez

Citizenship and Participation Workshop: Your Voice Matters — Smoketree B
Juana Carbajal

Caring for My Brain: Understanding the Similarities and Differences Between Alzheimer's and Parkinson's — Mesquite B
Luis Torres, Melina Wulin, & Adriana Jimenez

Too Hot to Ignore: Heat, Health & Community Action with CalHeatScore — Mesquite D
Paula Torrado Plazas

Promotoras and CHWs in Action: Building Trust and Supporting Health Enrollment — Smoketree F
Azalia Ryckman

Vision Health & Diabetes: How to Protect Your Vision — Mesquite C
Dr. Lorena Larez & Laura Mondragon-Dumright

Programa de Embajadores de Pacientes de Gilead: Más allá del VIH — Smoketree A
Michael Barajas

YOUTH TRACK: How to Create Generational Wealth — Smoketree D
Jonathan Fuentes

WELLNESS ACTIVITIES

THURSDAY, OCTOBER 15 • 4:00 PM – 5:00 PM

Bailoterapia — Primrose D
Maricela Gonzalez

Benefits of Laughter and Laughter Therapy to Support Well-Being — Primrose A
Laura Baz

Mindful Movement for Promotoras: Practical Breathing and Yoga Strategies for Community Impact — Smoketree C
Alejandra Portillo

DINNER CELEBRATION

THURSDAY, OCTOBER 15 • 7:30 PM–12:00 AM

An evening to celebrate visionary, dedicated, and committed leaders who help make our communities stronger, healthier, and full of opportunity. Visión y Compromiso honors leaders who believe in the power of the Promotora Model—supporting the personal growth of promotoras and opening new paths for more women to transform their families and communities. Through the Corazón Awards, we recognize those who inspire us through their leadership, service, and dedication towards a healthy and dignified life.

Suggested dress code: Semi-formal

2026 CORAZÓN AWARDS



LISA CONLEY
Program Manager, Community Implementation, Home Grown Child Care

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Sandra Pizarro-Carillo: Senior Director, State and Local Government Affairs



MAYRA RUBIO DIAZ
Community Engagement Program Manager, Southern California Clinical and Translational Science Institute at the University of Southern California



MIREYA MUNOZ
Program Director, PALS for Health



LINA ROMAN
Founder, Latinx Support Group for CHWs in Rhode Island



CELESTE RODRIGUEZ
Assemblywoman District 43



Premio Legado Promotora María Luisa Limón



Recognizing individuals who embody the spirit and values that María Luisa championed throughout her life.

ARTURO GUZMAN
Promotor

WORKSHOPS SESSION C

FRIDAY, OCTOBER 16 • 9:00 AM – 10:30 AM

**Presented in English with Spanish interpretation. *Simultaneous interpretation into English.

Weight-Loss Injections: Facts, Myths, and Community Education**
Primrose A
Dr. Hannah Laimer

Healthy Plate, Healthy Colon: Creating a Recipe for Colorectal Cancer Prevention*
Mesquite B
Wendy Pech & Samantha Verganza

Self-Care: Roots, Resilience, and Healing
Primrose C
Angeles Bucio

Educating Through Laughter and Drama: Community Theater as a Tool for Community Education
Primrose D
Nancy Villaseñor

Promotoras Leading the Way Toward a Fair and Complete Census
Mesquite C
Dr. Cindy Quezada

Free Digital Resources for Health Promotion
Smoketree B
Diana Ortiz & Lori Berenson

Five Steps for Emergency Preparedness During Any Disaster
Smoketree A
Laura Jaramillo

Cannabis and Community Health
Smoketree F
Emma Castillo

Your Voice Has Power: Video, Leadership and Social Networks for Promotoras
Smoketree C
Liza Marie Serna

YOUTH TRACK: AI for Community Impact: Practical AI Tools to Engage, Educate, and Empower Youth
Smoketree D
Adriana Argaiz y Mayra Rubio-Diaz



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Community resources presented by recognized organizations.

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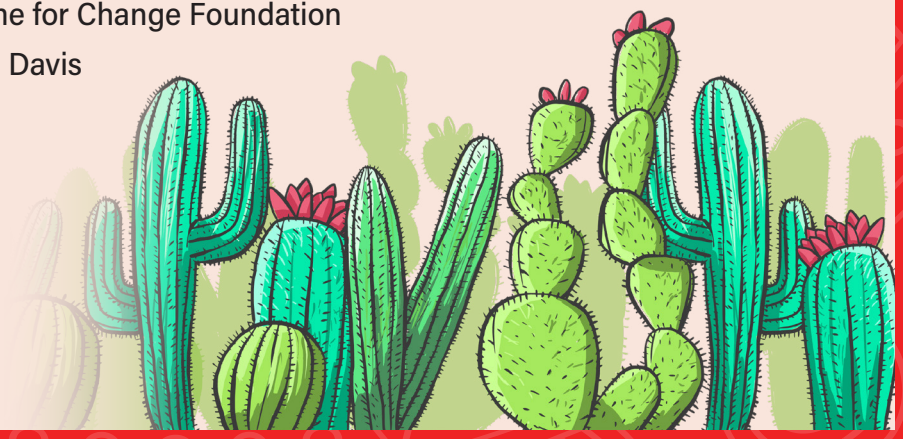
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VOCES INDIGENAS



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Javier R.
Especialista en Información, IRC

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SoCalGas joins **Visión y Compromiso** in celebrating its Annual Promotoras and Community Health Workers Conference.

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Mesa 5, salón Oasis



Primeros pasos:
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Post about your conference experience and tag @visionycompromiso on Facebook and Instagram.



CONFERENCE PLANNING COMMITTEE

Committee members are Visión y Compromiso staff unless otherwise indicated

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Luis Vizcaino Cortes

Stephanie Galindo

EXHIBITORS & EL MERCADITO
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Ilda Ramirez

Mariaelena Aguilar

Andrea Gonzalez Castillo

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Jared Sanchez*

Sadam Slides*

Natalie Tarango*

** Not affililated with an organization*

WELCOME RECEPTION
Liza Serna

Raymond Jimenez

Hugo Ramirez

Miryam Perez, Date Tiempo CV

SCHOLARSHIP FUNDRAISING
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Norma Benitez

Andanette Valderrama

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Come see the van in the Esplanade!



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Visión y Compromiso™

25ª CONFERENCIA ANUAL
25th ANNUAL CONFERENCE

See you in fall 2027!

vycconference.org

2026 Annual Conference Survey

Your voice matters! Thank you for taking the time to provide this feedback. Completing this survey will take approximately 10 minutes.

→ surveymonkey.com/r/2SMGYFX

Your input is essential to the planning committee for shaping our annual conference. The committee includes volunteer promotoras and staff from Visión y Compromiso. Your feedback is anonymous, and your opinions will not affect your participation in this important annual event.

Visión y Compromiso extends heartfelt gratitude to Listen4Good for their partnership in developing a new approach to listening to the voices of participants at our Annual Conference. Thanks to the Blue Shield of California Foundation for their funding of this initiative to ensure community voices guide and strengthen our work.