

Visión y Compromiso Conference 2013 CONFERENCE REPORT



“Cultivando Nuestras Fortalezas Hacia una Vida Digna y Sana”

We convened more than 900 Promotores, community health workers (CHWs), and

those that support their work in Los Angeles on December 6–7, 2013, at the LAX Marriott Hotel. Participants represented diverse regions of the state of California and other states.

The largest conference of its kind, the predominantly monolingual Spanish-speaking Promotoras and CHWs represent community clinics, hospitals, family resource centers, school districts, county departments, housing organizations, and organizations dedicated to community organizing efforts. While planned with California Promotoras in mind, we are proud that other states are attracted to this one-of-a-kind event including Arizona, Texas, Nevada, Oregon, Washington, Colorado, Washington, D.C., New York, and two who came from Guatemala.

**December 6–7, 2013
Los Angeles, CA**

CONFERENCE GOALS

- 1** To facilitate networking and the sharing of best practices and resources among Promotores and CHWs, program directors and all those interested in the work of Promotores and CHWs;
- 2** To create a space for learning in order to increase the capacity of Promotores and CHWs to serve the communities;
- 3** To continue to advocate for the Promotor model as a vehicle for community development and transformation; and
- 4** To strengthen the Promotores and CHWs movement in California and nationally.



This artwork, “Mi Vida por Ti,” by Wenseslao Quiroz was used on conference materials.



SUPPORTERS

PLATINUM SPONSORS

Kaiser Permanente
Health Net

GOLD SPONSORS

Univision
California Healthcare Foundation

EVENT SPONSORS

March of Dimes
Marguerite Casey Foundation
Inland Empire Health Plan
LA Care Health Plan
Keck School of Medicine
Dignity Health
Leukemia & Lymphoma Society

CONTRIBUTING SPONSORS

The Center for Oral Health
AARP
Molina Healthcare
Alas para tu salud/PALs for Health
Braille institute
Drew University
MS Society
William Contreras
Vicente Gallardo
Boehringer-Ingelheim

PLANNING COMMITTEE

This extraordinary effort was planned and executed in partnership with a local planning committee comprised of 11 Visión y Compromiso staff, Promotores, program directors and other health care professionals representing the following organizations:

- ▶ The March of Dimes
- ▶ County of Los Angeles–Office of Women’s Health, Inland Empire Health Plan
- ▶ Health Net
- ▶ The Leukemia & Lymphoma Society
- ▶ El Sol Neighborhood Educational Center
- ▶ The Whole Child
- ▶ PALS for Health/ALAS Para tu Salud
- ▶ Braille Institute of Los Angeles
- ▶ Providence Holy Cross Medical Center
- ▶ UCLA–LOSH
- ▶ University of Southern California–CTSI,
- ▶ San Diego Prevention Research Center,
- ▶ American Heart Association
- ▶ American Diabetes Association
- ▶ Members of four of Visión y Compromiso’s regional committees from Stanislaus County, Kern County, San Fernando Valley and Los Angeles

SPECIAL GUESTS

- ▶ **Linda Lopez**
Honorable Mayor Eric Garcetti's
Chief of Immigrant Affairs
- ▶ **Mayra Alvarez**
Deputy Director of the Office of
Minority Health
- ▶ **Daman Mazzotta**
General Manager, West of
ImpreMedia who manages
La Opinion, one of the largest
Spanish newspapers in the
nation

CONFERENCE FEEDBACK

Ninety-seven percent of the evaluation respondents expressed being satisfied or very satisfied with the conference overall. Conference length (96%), location (94%), workshops (90%), plenary sessions (86%), lodging (79%), and exhibitors (85%) were specifically rated highly by the 522 attendees that completed evaluations.

Evaluations showed that workshops and networking opportunities at the conference continue to be the most useful aspects of our event and they also continue to be the areas that Promotores and other CHWs would like us to improve.

EXHIBITORS & MARKETPLACE

Exhibitors showcased agencies working in health care and organizations with Promotor/a programs. Medical screenings included ultrasounds, flu shots, blood pressure screening, body mass index, glucose screening, and also offered short massages. Many participants took full advantage of these services and we plan to expand these types of services at future events.

Marketplace supports Promotores selling their wares, promoting alternative economic development strategies and support the self-sustaining talents of Promotores.

LEADERSHIP AWARDS

Every year Visión y Compromiso honors leaders that support and advocate for the work of Promotores during dinner on the first evening. A wonderful night of celebration transpired with more than 500 Promotores in attendance and who together with Visión y Compromiso's staff members, recognized the commitment, passion and service of the following individuals from diverse regions of California who have contributed significantly to the advancement of the Promotor movement:

- ▶ **Diana Bonta**
- ▶ **Maria Gallardo**
- ▶ **Erin Mooney**
- ▶ **University of Southern California's (USC) Clinical and Translational Science Institute's Office of Community Engagement**

We are proud to acknowledge that these leaders participate with Visión y Compromiso's network, programs, and advocacy efforts.



PROGRAM

Our conference program was designed to give our attendees a variety of topics to choose from with specific learning objectives. The workshops focused on increasing skills and knowledge, sharing best practices, community participatory research, program development, and sustainability.

More than 45 workshops were offered within a context of holistic health that included:

- child abuse
- domestic violence
- music therapy
- dance therapy
- health reform and the role of Promotores and CHWs
- the California Exchange—Covered California
- diabetes
- reducing stigma among Latinos
- stress management
- oral health
- cancer prevention
- occupational health and safety
- coaching and supervision of Promotores
- how to have success in the workplace
- program evaluation
- how to work on research studies
- advocacy and community organizing
- visual disability
- alternative health
- environmental health

- LGBTQ youth
- aging
- mental health
- public speaking
- eye health
- communication skills
- the integration of the Promotor model in diverse settings
- how to develop a work plan
- asthma
- heart health
- alternative methodologies for working with the community
- nutrition and physical activity

Both days offered a morning plenary that allowed participants to learn and engage in a dialogue with the panel members and other participants.

Hector Sanchez-Flores, Executive Director of the Compadres Network delivered an uplifting plenary presentation on the strengths we possess and draw from as community workers. Mr. Sanchez-Flores highlighted the family and the values we learn, we carry, and are the essence we bring to our daily lives.

Our day two plenary was facilitated by Teresa Niño, Director of the Office of Public Engagement for the Centers for Medicare and Medicaid Services. Nely Galan from the Adelante Movement, and Arturo Carmona from Presente.org.

The 2013 conference **planned, organized and implemented by and for Promotores** generated the opportunity to continue learning, networking, and sharing our work and our common vision for **the well being of the communities we serve.**



NEXT STEPS

We look forward to begin planning for next year's conference, offering a relevant program that addresses the needs Promotores expressed both via workshops, plenaries, exhibitors, and networking opportunities. The graph below demonstrates the areas Promotores and CHWs identify as important areas to address for the 2014 conference which will serve as an effective planning tool for the organizing committee. Personal development, mental health, and advocacy have the most interest.

The energy generated at this convening has resulted in a renewed desire and commitment from the local regional leadership groups and has increased their interest in formalizing their network and coalition of Promotoras and programs. 2014 will be a year in which our regional Network groups are strengthened and sustained.

Building the capacity of our regional coordinators and committees has tremendous impact for the future work of Promotores throughout the state of California and the organizations they are affiliated with. Being able to share resources and best practices in the field of health education and promotion among Promotores, to develop their field of work and expertise, as well as begin to look closer into engaging the communities in which they work, will begin to create a common voice that encourages prevention and self-determination in our field and will strengthen the efforts of each group and organization.

The 2013 conference has again sparked interest among from other states to initiate their own networks and representatives have asked Visión y Compromiso to assist and expand our Network so that the voice of Promotores is heard nationally. During the conference, Visión y Compromiso convened



a meeting with representatives of the states that were in attendance to brainstorm ideas for moving forward to develop their state networks. Visión y Compromiso plans to begin to work with those states that have requested the expansion of our Network.

Promotores reported feeling rejuvenated by this conference and finding a network of others like them that have the best interests of the members of their communities. Promotores are encouraged and proud that Visión y Compromiso is a strong voice for them and their work, fully committed towards integrating this model of community well-being. Their ability to work together and cross-refer promises to help and support the individuals we work with and reduce—at the very least—the gap to accessing health care and other services, because they now have health workers partnering to ensure these individuals are receiving the care they need. Promotores and CHWs are critical conduits for prevention and education efforts as well as key in providing community support to the ongoing integration of services for families and providers. As the community of Promotores and CHWs grows so will their role in eliminating health disparities and sustaining community well being.

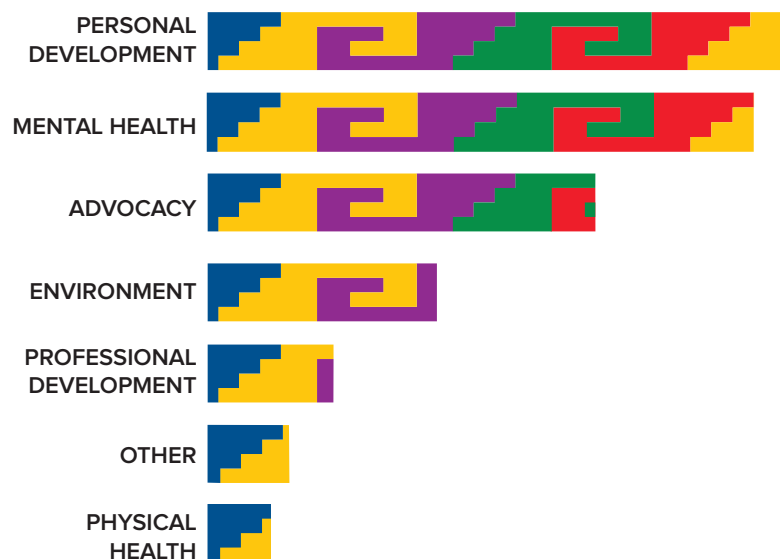
The 2013 conference planned, organized and implemented by and for Promotores generated the opportunity to continue learning, networking, and sharing our work and our common vision for the well being of the communities we serve. During our convening our leadership groups throughout the state requested more training to carry their regional work plans forward. Topics such as fundraising, grant

writing, and advocacy are needed to continue to leverage the work of Visión y Compromiso in each region.

To strengthen our collective voice, we must also expand networking opportunities among committee members and representatives from other states and countries. We had the honor of hosting two Promotoras from Guatemala who were sponsored by one of our leaders and her organization. They shared another vision for community work that is sustainable by the communities being served to our regional network members. This enriched our perspective and provided our group with new ideas.

Visión y Compromiso remains committed to investing in Promotoras and CHWs throughout California, other states, and Mexico through capacity-building activities, the convening and networking of programs, organizations and Promotores/CHWs, through advocacy efforts that support Promotores as a viable workforce.

Proposed Topics for Next Year's Conference



Visión y Compromiso™

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