

# Visión y Compromiso™

## CONFERENCE SUMMARY

### HACIA UNA VIDA DIGNA Y SANA

*1<sup>st</sup> Annual Conference  
for Promotores in the  
Central Valley*

**SATURDAY, MARCH 28, 2015  
8:30 AM-4:30 PM**

**FRESNO STATE  
FRESNO, CALIFORNIA**

Visión y  
Compromiso



Behavioral Health and Recovery Services  
A Mental Health, Alcohol and Drug Service Organization



Sponsored by the  
Stanislaus County  
Board of Supervisors

Visión y Compromiso™



**COMITE REGIONAL  
DEL NORTE DEL  
VALLE CENTRAL**



# First Annual Central Valley Promotora Conference: “Hacia una Vida Digna y Sana”

**March 28, 2015 • Fresno, California**

Visión y Compromiso and its Network of Promotoras and Community Health Worker Networks are committed to creating and sustaining a statewide, community-driven approach to promoting the health of Latina/os by supporting and integrating the work of Promotoras and Community Health Workers in California. The Network of Promotoras provides an opportunity for community members and agencies to join forces to better serve their communities. Also, by working together, the agencies and community strengthen each other by sharing information, resources, talents and mutual support. The Network provides various training in leadership, communication, local forums, and conferences are available.

The First Annual Central Valley Promotora Conference: Hacia Una Vida Digna y Sana supported Promotora/o development of leadership skills and their capacity to connect families to local services. A Promotora is someone who serves their communities as part of their work under a multitude of titles: educators, outreach workers, Community Workers, etc. Some Promotoras serve as volunteers in community agencies. But a Promotora does not necessarily need to be an employee or volunteer associated with an agency. A promotora is a person to whom others look naturally for advice, support and help. The conference plenaries and workshops provided many opportunities for Promotoras to network, share best practices and learn new skills which will strengthened their ability to continue serving the tens of thousands of individuals and families throughout the urban and rural communities of the Central Valley.

The purpose of the Central Valley Conference was to highlight the contribution of Promotoras in the Central Valley, creating a space for exchanging experiences and ideas among Promotoras and agencies, encourage new skill development and joining forces to advocate for our communities consistent with Visión y Compromisos three goals: health, education, and immigration.





## REGIONAL COMMITTEE SUPPORT

Visión y Compromiso's Network of Promotoras and Community Health Workers is organized into 13 regions throughout California and now includes state Networks in Colorado, Nevada, Washington State, Oregon, Arizona and Mexico. The work in each region is coordinated by a committee of local leaders. These committees meet monthly to identify issues, assess needs and provide education and resolution relevant to community expertise.

Each Regional Committee has at their resource, provided by Visión y Compromiso, a multitude of curricula, expert trainers, advocacy resources and monthly meetings with the Network Director to develop and implement on an action plan reflecting the common understanding of each community.

For the First Annual Central Valley Promotora Conference: Hacia Una Vida Digna y Sana, the committees from Fresno, Kern County, Stanislaus, and Tulare worked as a team creating a comfortable ambient for Promotoras to enjoy and learn. It was a wonderful mélange of tradition, color and joy.

Leadership of the Stanislaus, Kern and Tulare Regional Committees ensured the logistical part of the conference was well coordinated and efficient. Each sub-committee planned, organized and worked on every detail for the conference.

The participating sub-committees included the following:

- Program Committee
- Registration Committee
- Transportation Committee
- Food Committee
- Fundraising Committee
- Design Committee
- Raffles Committee

As leaders, members of the Network Regional Committees advise and guide the development of the local Regional Network and contribute to the overall statewide work of the Network of Promotoras and Community Health Workers.



## THE CONFERENCE

Participants had the opportunity to hear about the impact the Promotores have in their communities. In the first plenary, “The impact of the Promotoras of Central Valley in Community Well-being”, three Promotores and Regional Coordinators from Central Valley shared data, knowledge and testimonies of how the work of Promotoras benefits the community, supports agencies and the impact when incorporating the Promotor Model in their work. Each participant had the opportunity to attend three different workshops. The day with a second plenary recognizing individual participant actions to achieve the goal of living a dignified and healthy life style.

The conference provided leadership to the Promotoras in the Central Valley area with helpful skills and tools to assist their communities, where community resources are highly needed. The workshops were focused on three areas which the Promotoras have identified as a priority for our Latino community: Health (physical and mental), Education and Immigration.

## WORKSHOPS

The participants had the opportunity to attend three workshops and two plenaries during the conference:

- Abriendo Puertas: los padres son los primeros maestros de sus hijos (*Opening Doors—Parents are the first teachers of our children*)
- Cara y corazón—la familia (*Face and Heart—Mental Health*)
- Diabetes, hipertensión, y la obesidad entre latinos—“La llave de la prevención” (*Diabetes, Hypertension and Obesity Among Latinos—“The Key to Prevention”*)
- El árbol de la vida  
*The Tree of Life—Family Values*)



- Las Cinco Drogas Primordiales  
(*The Five Primary Drugs—Prevention and Resources*)
- Ni de aquí, ni de allá: El efecto de la inmigración a nuestro bienestar mental  
(*Neither Here Nor There: The Effect of Immigration on Our Mental Well-being*)
- Renacer es vivir y prevención es vida  
(*Reborn Is Living and Prevention Is Life—Cancer*)
- Cuando no se pueden controlar las emociones  
(*When Emotions Cannot Be Controlled*)
- ¡Atencion! ¡Atencion! ¿Sera normal esta hiperactividad?  
(*Attention! Attention! Will This Hyperactivity Be Normal?*)
- Preparandonos para la accion diferida: Nuevo programa de DAPA Y EXPANSION DE DACA  
(*Preparing for Deferred Action: New DAPA Program and Expansion of DACA*)

The Planning Committee decided these information and tools would continue to support and assist the community and the “Promoter Model” as it continues to grow among the most vulnerable communities, not just in the Central Valley region, but throughout California, and in other states where new Promotoras are being developed by Visión y Compromiso and its Network of Promotores.

## TESTIMONIES

“Thank you very much for organizing this valuable and important event for the community in Patterson.”

“I will start making changes in order to live for healthy: Change my eating habits, drink more water, and exercise more.”

(DIABETES, HYPERTENSION AND OBESITY AMONG LATINOS: “THE KEY TO PREVENTION”)

“The workshop about drugs make me realized I need to talk to my children and check all chemicals at home.”

(THE FIVE PRIMARY DRUGS—PREVENTION AND RESOURCES)

“I was able to expand my knowledge about DACA/PADA.”

(PREPARING FOR DEFERRED ACTION: NEW DAPA PROGRAM AND EXPANSION OF DACA)

“Thank you for the great effort in convening Promotores from different regions.”

STANISLAUS

“I will share this information, put in practice with my family and in my community.”

(THE TREE OF LIFE— FAMILY VALUES)

“Continually do check-ups and motivate family members, as well as my community to practice prevention.”

(REBORN IS LIVING AND PREVENTION IS LIFE—CANCER)

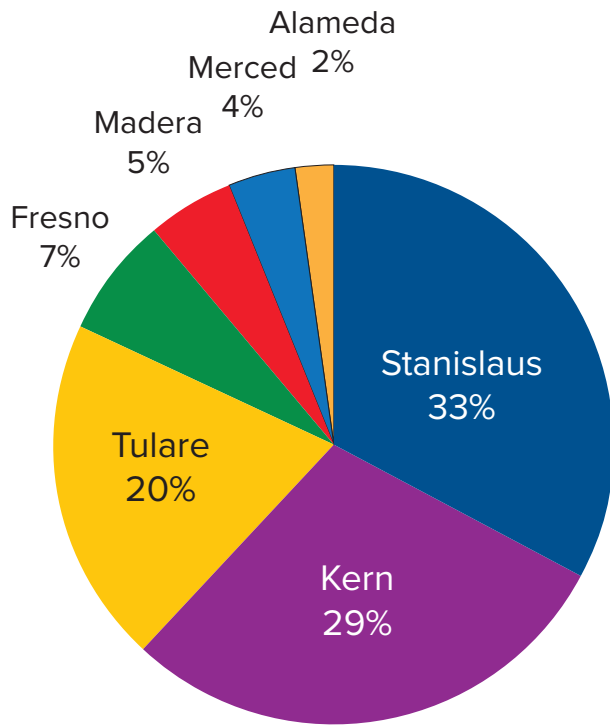
“I will be able to conduct a workshop in my community about the importance of parenting.”

(OPENING DOORS—PARENTS ARE THE FIRST TEACHERS OF OUR CHILDREN)





### PARTICIPATION BY COUNTY



### OUTCOMES OF CONFERENCE

Thanks to the agencies who stepped up with out hesitation to support Anthem BlueCross, Dignity Health Mercy & Memorial Hospitals, Fresno State Public Health, Behavioral Health, North Central Valley Regional Committee, Recovery Services, and many other organizations, the conference was a total success! The funds supported transportation, food, materials, and space for the conference. Not to mention, the great effort made by the three main committees who in the process were able to developed and strengthen their coordination skills, communication among each other, fundraising, development and management of budgets, collaboration among other members from different regions, agencies, corporations, government agencies, and social media. The 375 Promotoras who attended the conference took tremendous away with them a tremendous amount of knowledge, resources, networking with others in the Central Valley. These resources will fortify them to continue their work with the communities they served. Promotores presenters, experts in their field shared their knowledge with the same goal in making our Promotoras the voice of the community.

Visión y Compromiso is thankful and proud of the leaders from the regions of Fresno, Kern, Stanislaus and Tulare, who worked diligently, joining forces to coordinate the conference, and thankful to their respective organizations that support the Promotor Model, the First Annual Central Valley Promotora Conference: Hacia Una Vida Digna y Sana, was a success! We are looking forward to seeing all of our participants at our Second Annual Central Valley Promotora Conference in 2016.

## THANK YOU!

### SPONSORS

#### HOST

- Fresno State Public Health

#### HERMANOS

- Anthem Blue Cross
- Dignity Health Mercy & Memorial Hospitals

#### COMPADRES

- Stanislaus County Behavioral Health and Recovery Services
- Visión y Compromiso North Central Valley Regional Committee

#### AMIGOS

- CalViva Health
- Lymphoma & Leukemia Society
- Open Doors

#### CONTRIBUTORS

American Cancer Society • American Lung Association • Health Net • Kaweah Delta Health Care District Marketing Dept. • Proteus Inc. • Public Health Institute's Population Health Innovation Lab and Cultiva La Salud • Univision

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## WHAT IS A PROMOTORA?

Some Promotoras serve their community as part of their job under a multitude of titles: Educators, Outreach Workers, Community Workers and more.

Other Promotoras serve as volunteers in community agencies. A Promotora DOES NOT have to be employed or a volunteer associated with an agency. A Promotora is any person who others naturally seek out for advice, support and help.

*It is highly probable you are already a Promotora!*

The success of the Promotora model lies in that the majority are part of the community they serve—they speak the same language, share the same culture, and are committed to providing *service from the heart*.

## WHAT IS THE PROMOTORA NETWORK?

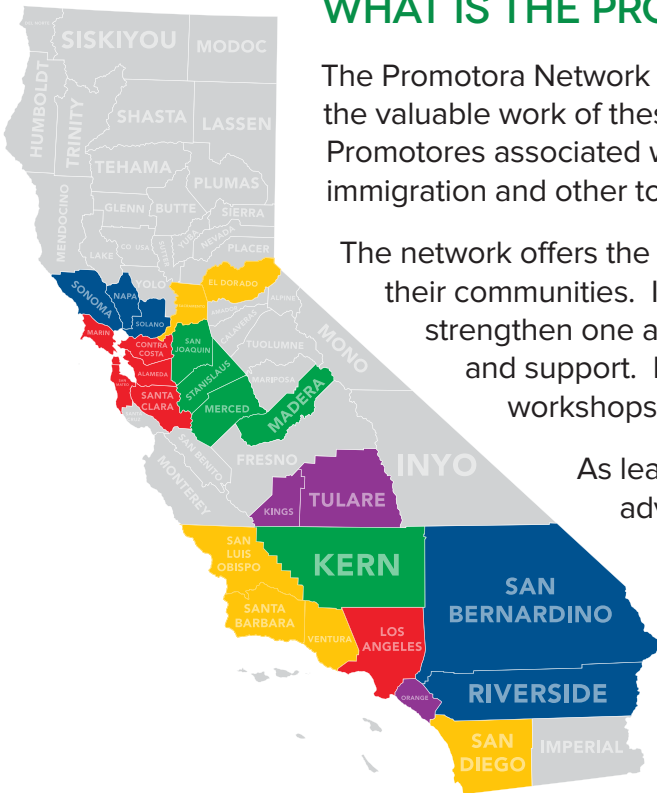
The Promotora Network was created by Visión y Compromiso to support the valuable work of these community leaders. There are more than 5,000 Promotores associated with the network in the areas of education, health, immigration and other topics of interest to the Latino community.

The network offers the Promotores the opportunity to join efforts to better serve their communities. In addition, when working together, the Promotores strengthen one another by sharing information, resources, talents and support. Formal training in leadership, communication, local workshops, conferences and more are also offered.

As leaders, the regional committee members are the main advisors that guide the development of the local network and the work of the Promotora Network.

If you would like to obtain further information about Visión y Compromiso's Promotora Network please feel free to contact Chely Romero at 510-847-4350.

*Working together we will succeed in achieving a healthy and dignified life!*



*Please join us for the*

**2ND ANNUAL CONFERENCE FOR PROMOTORES IN THE CENTRAL VALLEY**

**HACIA UNA VIDA DIGNA Y SANA**

**SATURDAY MARCH 26, 2016 • FRESNO STATE**