

Visión y Compromiso™

15ª CONFERENCIA ANUAL 15th ANNUAL CONFERENCE

2017 CONFERENCE REPORT

Visión y Compromiso is honored to share the overwhelming success that its fifteenth annual conference had having convened over 850 promotores, community health workers and those that work and support their work in Ontario, CA October 5-7, 2017 at the Ontario Convention Center. This convening continues to be the largest of its kind, uniquely offering a space to bring together a predominantly Spanish speaking workforce of promotores and other community health workers (CHWs) that represent community clinics, hospitals, family resource centers, school districts, county departments, housing organizations, and organizations dedicated to community organizing efforts.

The goals of the conference were to: (1) facilitate networking and the sharing of best practices and resources among promotores and CHWs, program directors and others interested in the work of promotores and CHWs (2) create a space for learning in order to increase the capacity of promotores and CHWs to serve the communities they work with (3) continue to advocate for the Promotor Model as a vehicle for community development and transformation, and (4) strengthen the promotor/CHW movement nationally.



This extraordinary effort was planned and executed in partnership with a local planning committee comprised of 19 Visión y Compromiso staff, promotores, program directors and other health care professionals representing the following organizations: Esperanza Community Housing Corporation, PALS for Health/ALAS Para tu Salud, Braille Institute of Los Angeles, American Red Cross, UCLA-LOSH, University of Southern California – CTSI, American Cancer Society, Health Net, Stanford Cancer Institute, and members of Visión y Compromiso's regional committees from the San Fernando Valley, Los Angeles, San Bernardino/Riverside Counties, Orange County, the Bay Area, the Central Coast, Stanislaus County, Kern County, Madera and Tulare Counties who helped with developing the conference theme, focus and program as well as all the tasks related to the other aspects of our event.

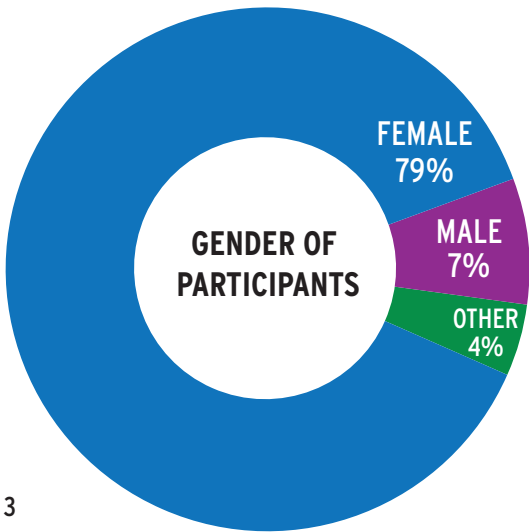
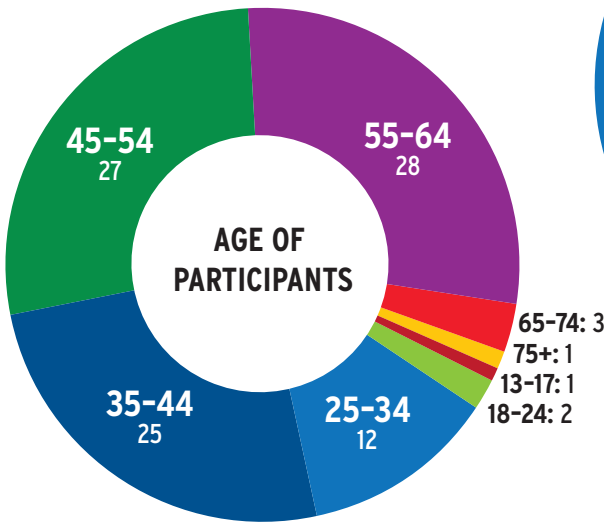
Our Fifteenth Annual Conference could not have been as successful without the invaluable support of these organizations and our sponsors which included TITLE SPONSORS: **Anthem Blue Cross** and **Care More**; PLATINUM SPONSORS: **Kaiser Permanente** and **Marguerite Casey Foundation**; GOLD SPONSORS: **The California Endowment**, **The California Healthcare Foundation**, **L.A. Care Health Plan** and **Sanofi**; EVENT SPONSORS: **AARP**, **Care 1st Health Plan**, **Inland Empire Health Plan**, **Liberty Dental Plan**, and **Sutter Health**; CONTRIBUTING SPONSORS: **DentaQuest**, **PG&E**, the **California Primary Care Association**, **California Coverage and Health Initiatives**; WELCOME RECEPTION CO-SPONSORS: **Dignity Health Mercy & Memorial Hospitals**, **Blue Shield California**, our regional Network committees from **Los Angeles**, **San Bernardino/Riverside Counties**, **Napa**, **Central Coast**, **Tulare**, the **Bay Area**, **Kern County**, **Stanislaus County**, **Madera County** and **Nevada**. Other contributing organizations included the agencies that were part of our planning committee, served as presenters and donated of their time, talents and treasures to ensure this event was of outstanding quality for our participants. This partnership allowed **Visión y Compromiso** to broaden and increase the capacity of promotores and

community health workers to continue serving the communities in which they live and work.

OUR CONFERENCE PARTICIPANTS

While our event hosts the largest community of promotores in the United States, this conference is also drawing in an increased number of community health workers representative of other racial and ethnic backgrounds. As organizations integrate the promotor and community health worker model, we see an increasing number of participants from the Anglo-American, African-American, Vietnamese and Guatemalan Indigenous Mayan communities. This year for the first time, we hosted an individual who is deaf. Our conference evaluations showed a 92% of our attendees were satisfied and very satisfied with the event.

Participants represented diverse regions of the state of California and eight other states, with a total of 79 distinct cities, and the country of Guatemala. 79% identified as female, 7% as male and 4% as other.





THE CONFERENCE PROGRAM

Every year Visión y Compromiso identifies the theme for its conference together with the members of its planning committee, and this year was no different. Every year Visión y Compromiso identifies the theme for its conference together with the members of its planning committee, and this year was no different. The theme, “Resiliency: Our Strength in Times of Change,” captures the essence of the individuals who are part of Promotor movement. It reflects the *espíritu de servicio* (service from the heart) that defines their approach to their work with and within communities and highlights the strength with which they hold power to continue striving for social justice. Our conference program integrated the theme in the two plenaries and the more than 50 workshops that were offered throughout the two days and pre-conference events.

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For the second year, Visión y Compromiso integrated a pre-conference event into the

program that included a business meeting for the members of our Regional Network Committees and training to strengthen their collective work. Additionally, we convened our Institute for Promotores Advisory Group, comprised of experienced practitioners of the Promotor Model and who are helping Visión y Compromiso build its training institute.

The pre-conference events were followed by an extraordinary welcome reception attended by 500 people, organized by members of our regional committees and led by our Network staff. The reception set the tone for the celebration of our 15 years of convening as a movement and was recognized as our “quinceañera” with the symbolism that this festivity embodies in the latino culture.

Our conference program, designed by a dedicated and thoughtful group of trainers and promotores, provided our attendees a variety of topics to choose from that fell under several learning tracks; advocacy, workforce development, mental health, physical health, environmental health and research. And, they were specifically focused on: increasing skills and knowledge, sharing best practices, community

participatory research, program development and sustainability. The program was designed with the promotor and community health worker in mind but this year we increased the number of workshops for program managers, directors and supervisors to continue their training and capacity to integrate the promotor model into their work.

The structure of this year's conference continued from past years in that we requested proposals from promotores, community health workers, their agencies and other health professionals to submit ideas for workshops to be offered during our conference. Our conference program sub-committee provided the structure for these proposals to be submitted in order to ensure a set of relevant and appropriate topics that would address a workforce with multiple and varied skills and knowledge and consideration for their needs for working with a diverse population from urban and rural areas of California and other parts of the country.

We were very successful in securing a wide variety of proposals that focused on different ages from birth until seniors, ideas that focused on the individual, family and community and a broad array of topics. We are finding that it is important to provide an extensive and diverse list of options for promotores that can support their role as a resource in communities they serve that are facing a variety of situations. Additionally, more administrators are attending our conference and we will continue to expand the workshops that address their needs while maintaining an innovative program for promotores as well.

Our plenary sessions are intentionally planned with our staff to ensure their effectiveness in the message as well as in the call to action. On Friday and Saturday we offered plenary sessions that provided the participants opportunities to learn and engage with our keynote speakers and the theme of this year's conference. Friday's plenary, "Resiliency: Our Strength in Times of Change," facilitated by **Teresa Niño** and presented by **Dr. Sergio Aguilar-Gaxiola, MD, PhD**, Professor of



Clinical Internal Medicine, School of Medicine, University of California, Davis and **Rosa Martha Zarate**, Señora del Canto, Activist and Liaison/Coordinator, Alianza de Ex-Braceros del Norte discussed the individual factors that contribute to one's resiliency. Dr. Aguilar-Gaxiola presented findings from several research studies he has conducted over his career as a mental health practitioner and advocate. The material he shared provided our attendees a context for understanding what resiliency is and the factors that impact its development among Latinos residing in California. Rosa Martha Zarate provided a practical outlook to resiliency, sharing her own story of struggle as a Catholic nun wanting to work side by side with the communities she was serving and create social change as an act of self-determination. Her experience with institutionalized sexism served as an example for our attendees. This plenary provided a theoretical and practical context for understanding resiliency as an asset to our communities.



On Saturday, our plenary, “Resiliency in Action,” was facilitated by our very own staff that work with our Network of Promotoras and Community Health Workers, members of our training department and managers of projects we supervise throughout California. Additionally, **Ivan Ceja**, Executive Director of Undocumedia, and Mayra Alvarez, Executive Director of The Children's Partnership, spoke to our attendees. Through an interactive approach they addressed

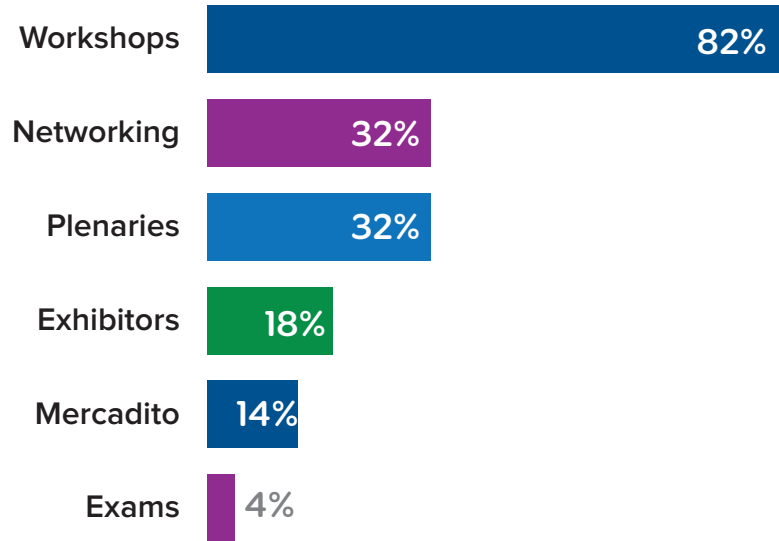


our conference theme and broached the topic of resiliency in the context of using it to advocate and building on the unique role promotores play in educating and mobilizing their communities to stand against injustice.

Ninety two percent of the respondents who completed the conference evaluation expressed being very satisfied and satisfied with the conference overall. When asked about the most useful aspects of the conference, the workshops 82%, plenaries 32% and the networking 32% that occurred 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.

During both days, participants were able to obtain more information and resources through our exhibitors that represented agencies working

What did participants find most useful?



in health care and organizations with promotor programs.

This year we brought back the mercadito (marketplace) for promotores to sell their own wares in order to promote alternative economic development strategies and support the talents of promotores that permits them to sustain

LEVELS OF SATISFACTION

	VERY SATISFIED	SATISFIED	UNSATISFIED	VERY UNSATISFIED
OVERALL	64%	28%	1%	0%
WELCOME	54%	21%	3%	1%
DINNER/DANCE	53%	22%	5%	1%
LOCATION	68%	24%	4%	1%
LENGTH	66%	30%	1%	0%
PLENARIES	59%	29%	2%	1%
WORKSHOPS	64%	29%	2%	0%
EXHIBITORS	54%	34%	5%	0%
MERCADITO	52%	31%	8%	1%



themselves, their families and in some cases rural communities in Mexico. We believe that offering a space for promotores who often are underemployed and unemployed to promote their micro businesses, contributes to their own health and well-being.

We look forward to begin planning for next year’s conference in January 2018. Once again in Ontario, Calif., we will offer three days—October 4-6, 2018—of relevant programming that addresses the needs promotores expressed

both via workshops, plenaries, exhibitors and networking opportunities. Our attendees report being satisfied with both, the length, 96% and the location, 92%. The graphs below demonstrate the areas promotores and CHWs identify as important areas to address for the 2018 conference and who they work with which will serve as an effective planning tool for the organizing committee. Mental health, personal development, and professional development are the topics of highest interest.

NEXT STEPS

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 promotores and programs. Visión y Compromiso has grown into a national organization through its Network of Promotoras and Community Health Workers. We have seen the increase in new attendees to the annual conference thanks to the many organizations that are integrating the Promotor Model as well as the organizing being done by promotores to invite them to attend an event that is rejuvenating and educational.

TOPICS OF INTEREST FOR 2018 CONFERENCE WORKSHOPS

Mental Health	20%
Personal Development	20%
Professional Development	15%
Advocacy	13%
Technology	12%
Physical Health	12%
Environment	8%

The 2017 conference contributed to the strengthening of the commitment our attendees possess for the communities they serve. Building their capacity has tremendous impact for the future work of promotores throughout these states and the organizations they are affiliated with. Being able to share resources and best practices in the field of health education and health promotion among promotores, to develop their scope of practice 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 within our field and will strengthen the efforts of each group and organization. Promotores reported feeling rejuvenated through this conference and finding a network of others just like them that have in common the best interest 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 in community well-being.

Promotores and community health workers 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 community health workers grows and is strengthened, so will their role in eliminating health disparities and sustaining community well being.

The 2017 conference was an event that generated the opportunity to continue learning, networking, strategizing for action among those who share our common vision for the well being of the communities we serve, planned, organized and implemented by and for promotores. Visión y Compromiso remains committed to investing in promotores and community health workers throughout the nation and beyond through the convening and networking of programs, organizations and promotores, through capacity building activities, and through advocacy efforts that support promotores as a viable workforce.

FOR MORE INFORMATION

Visit our websites at
www.visionycompromiso.org
and www.vyconference.org

