



OCTOBER: MONTH OF THE PROMOTOR

Congratulations Promotoras!

Happy Month of the Promotor!

It gives us great pride and pleasure to dedicate this edition of our Newsletter to all the Promotoras and Community Workers, especially the promotoras of the regional committees of the Network. 2020 has seen the power of promotoras and the heartfelt commitment to our communities. We have witnessed how promotoras have adapted to new realities while acquiring new tools to continue serving communities most affected by the pandemic. Visión y Compromiso is committed today more than ever, to provide more tools that help promotoras to continue being agents of change in their communities. Thank you to all the promotoras for your leadership, commitment, and love for our promotor movement. Visión y Compromiso's Network of Promotoras and Community Health Workers is stronger because of you!



Maria Lemus, Executive Director, and Melinda Cordero-Barzaga, Associate Director, of Visión y Compromiso, 2009 California State Capitol ceremony declaring October as the Month of the Promotor and Community Health Worker.

Highlighting the Work of the Regional Committees of Visión y Compromiso's Network of Promotoras

Los Angeles Committee

MEMBERS: Laura García, María Talavera, Guadalupe Corona, and Marlene Rivera
REGIONAL COORDINATORS: Blanca Rivera and Carol Malo

VISIÓN Y COMPROMISO REGIONAL MANAGER:
Verónica Arciga Barriga

The Los Angeles Committee was a fundamental part in the creation of Visión y Compromiso's Network of Promotoras as the first region to be established in 2001. The LA Committee was founded with the intention of creating a space where promotores could meet to discuss and plan professional development opportunities and thus advance their role as leaders of their communities. The collective work, together with the diversity of experiences of its members, serves as a guide that represents the voice of promotores in this region. Committee members actively participated in the creation of the Visión y Compromiso Promotor Institute, which arose in response to the need for validation of the Promotor Model in 2008. They also annually participate in the Promotor Legislative Day and in the planning of the National Conference. We are a committee that values and honors the work of promotores by ensuring that our activities reflect the essence of the promotor. The fact that we are part of the origin of this structured movement of the Network has created a sense of belonging that has kept us united and focused to follow the evolution of the Network of Promotoras.



San Fernando Valley Committee

MEMBERS: Graciela Jiménez, Juanita Padilla, Miriam Lagos, Ulmira Loza, and María Olmos

REGIONAL COORDINATORS:
Leticia Prieto and Adolfo Martínez

VISIÓN Y COMPROMISO REGIONAL MANAGER:
Verónica Arciga Barriga

The San Fernando Valley Committee was born as an extension of the Los Angeles Committee in 2004 and soon became independent, showing that the needs of this region were different from the promotores in LA. Since its beginnings, this committee developed a "spirit focused on advocacy" expressing the need to create systematic changes to policies established within programs of services to the community, thus organizing the first regional legislative forum with politicians in 2006. Through multiple activities, the members of this committee have contributed greatly to the formation of the development of their personal and professional leadership. Likewise, throughout its history, its members have been co-creators of the growth of the Network, such as the development of the Institute, Promotor Legislative Day, Committee Retreat, the National Conference, and many more trainings. In its beginnings, this committee had a representation of promotores and representatives of organizations that supported the Promotor Model. Over the years this changed, and its composition is now more than volunteer promotores with a big heart of service. The persistence and strength of its members has kept them united and committed to ensure that our communities achieve a more dignified and healthy life.



Comite del Valle de San Fernando



Central Coast Committee

REGIONAL COORDINATORS:

Dora Maria Pérez and Claudia McKinley

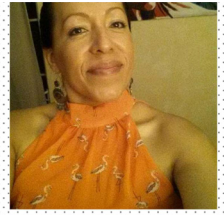
VISIÓN Y COMPROMISO REGIONAL MANAGER:

Verónica Arciga Barriga

The Central Coast Committee was formed when local leaders realized the organization they were currently working for could not address the vast complex problems of its community members. With the leadership of three strong women, they began to seek other community leaders who had been trained as promotoras by Santa Barbara neighborhood clinics to explore and discuss how they could support the community. They soon realized they needed more support, further training, and key skills, something the clinic was not equipped to offer at that time. In 2007, Vision y Compromiso was approached and invited to support the group to guide it to formally join Visión y Compromiso's Network of Promotoras and CHWs. As part of the Network, the regional committee of the Central Coast has paved the way for key collaborations to be formed, expanded the skills and presences of promotoras, and played a pivotal role in transforming and integrating the model of the promotora into local systems of care in the County of Santa Barbara.



Veronica



Dora



Claudia

Comité Costa
Central VyC 2020



Las Vegas, NV, Committee

MEMBERS: **Martha Moreno, Laura Miranda, Beatriz Bedoya, Mayte Rosas, Gloria Javier, Verónica Salazar, Martha Phillips, Carmen Acosta, Saida Garay, and Diana Javier**

REGIONAL COORDINATORS:

Rosy García and Miriam Cadenas

VISIÓN Y COMPROMISO REGIONAL MANAGER:

Verónica Arciga Barriga

The Las Vegas, Nevada, committee was created in 2014 when we saw the little help that existed in this region for the Hispanic community. Initially, the Latina Saludable training was conducted with the intention of understanding more deeply what the promotor model is, and now approximately 20 people are involved. That first year helped us to get to know each other better among the different groups that we were participating with in the community. The second year the training was given again to a group of young entrepreneurs and actively involved in the community. This motivated us as a committee to become more actively involved in community activities. The committee has constantly participated in various trainings with different local organizations, which has strengthened our professional development to continue supporting the current needs of the Hispanic community. The fact that we are the only committee outside the state of California makes us unique. The great passion of this committee to continue increasing and strengthening its leadership has driven us to not only cross the borders between Nevada and California to connect our work, but we have learned to connect globally. We currently have a team of active members within the committee and a large group of promotores who continue to support our activities and mission in solidarity.



Las Vegas
2020

San Diego Committee

MEMBERS: **Jesús Casillas, Sara Romero, Lupita Lombardo, Lucrecia Ibarra**

REGIONAL COORDINATORS: **María Martínez and Rosa López**

VISIÓN Y COMPROMISO REGIONAL MANAGER: **Alma Esquivel**

San Diego is one of the first four committees to join the Network of Promotoras in the year 2000, with the local leadership of Ruth Manzano and Melinda Cordero, at that time Director of the Network. Over the years we have had the participation and support of many leading promotores and programs. The current coordinators are María Martínez and Rosa López, both leaders who help the group remain united and with the vision of serving and advancing the promotor model. Jesús, Sara, Lupita and Lucrecia are examples of how there is always time to support and grow the promotor model. Each year in October the committee organizes a celebration of the work of promotores. Promotores look forward to a dinner-dance to celebrate with pride and continue to strengthen thier union and spirit of service.



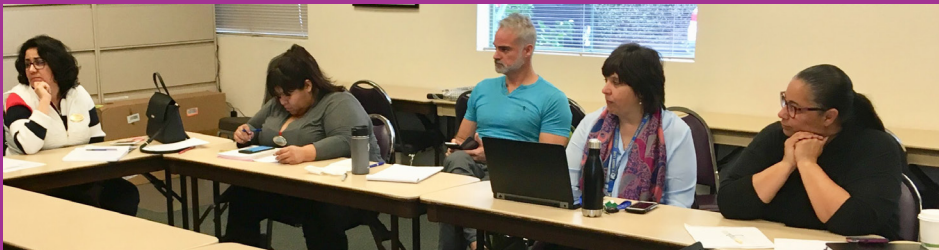
Napa Committee

MEMBERS: **Hugo Mata, Vivian Casillas, Nancy Wyne, Rosa María Hammar, Blanca Huijon, Mayra Cruz, Julia Paz, and Diana Zendejas**

REGIONAL COORDINATORS: **José Jesús Aguilera and Georgina Enríquez**

REGIONAL MANAGER OF VISIÓN Y COMPROMISO: **Arturo Palato**

The committee was formed in October 2008 with the participation of valuable promotores like María Soria, who helped organize the first forums, workshops and activities of the committee. Several bailoterapia groups created at that time are still active. Something to highlight about this committee is the strong brotherhood/sisterhood and heart of service that unites them to give the best in each activity, which has allowed them to help promotores and community members throughout the years. Another source of pride is the great work of Don Jesus Aguilera, who has been interviewed on radio stations and TV throughout the country and abroad for supporting education and prevention of diabetes through nutrition and physical activity workshops.



San Bernardino/Riverside Committee

MEMBERS: Marisabel Valladolid, Yolanda Medina, Armando Rodríguez, María Rosa Alvarado, and María Chaires

REGIONAL COORDINATORS: María Gallardo and Edilberto Torres

VISIÓN Y COMPROMISO REGIONAL MANAGER: Alma Esquivel

The legacy of a great leader, Rosa Martha Zarate, this committee was one of the first four committees to begin the work of advancing the promotor model, fighting for social justice and the needs of promotores with the support of local organizations such as Riverside Community Health Foundation and Kaiser Permanente. The members have been part of the committee for the last 2-3 years. Their commitment and perseverance continue to unite and provide opportunities for training, advocacy, and leadership.



Orange County Committee

MEMBERS: Norma Castellano, Liza Serna, Adriana Jiménez, Juana Trejo, María Elena Fonseca, María Merlán, Virginia Isaías, Pilar Herrera, Josefa Torres, Teresa Campos, Ana Tutila, Ana Lety, Gabriela Lemus, and Adriana Moreno

REGIONAL COORDINATORS: Constanza Ramírez and Coral Klippahn

VISIÓN Y COMPROMISO REGIONAL MANAGER: Alma Esquivel

This committee originated with the desire of several local organizations that saw the value of joining forces to support the work of promotores. The vision of these leading organizations at the beginning was to support the creation of a space where promotores could express their needs and work together. Today the committee is made up of a mixed group of organizations and promotores. Norma Castellano from the OC Alzheimer Association has been part of the committee since the beginning in 2005. Apart from organizing training and advocacy activities, each year the committee holds a regional conference and a luncheon in October to celebrate promotores!



Stanislaus Committee

MEMBERS: Jenny Zegarra, Irma Esquivel, and Flor Méndez

REGIONAL COORDINATORS: Ana Arteaga and Joseph Sánchez

VISIÓN Y COMPROMISO REGIONAL MANAGER: Arturo Palato

The committee was created in 2007 with support from Vanessa López, Edwin Rivera and Hugo Ramírez, among others. At the time, it was one of the largest and most active committees, organizing workshops, forums, trainings, and the Mental Health Conference that this year will take place during the last week of October. They have also participated in the planning and organization of the Central Valley Regional Conference along with the other Central Valley committees. It has been one of the committees that has led the largest representation of promotores to the annual Visión y Compromiso Conferences bringing 30 participants with all expenses paid from the economic funds collected from the committee.



Coachella Valley Committee

MEMBERS: **Blanca Quintero, Nancy González, Zully Plaza, Adelaida Gutiérrez, Leticia Olvera, Santos, Ingrid and Francisca**

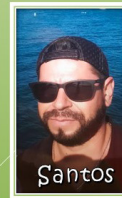
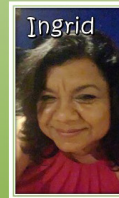
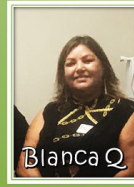
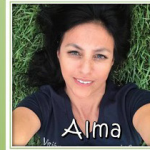
REGIONAL COORDINATORS: **Arturo Guzman and Blanca Ruiz**

VISIÓN Y COMPROMISO REGIONAL MANAGER: **Alma Esquivel**

The Coachella Valley, known for its warmth, joined the Network of Promotoras as a committee in 2004 for the first time, with the participation of promotores from Imperial Valley and Coachella. Great events and opportunities for promotores emerged from this integration and movement. Currently promotores continue to exercise their leadership and invite more promotores to join the committee. Regional Coordinators have strengthened relationships with other promotores and the committee continues to actively participate. The Coachella committee has been recognized over the years for providing training opportunities and collaboration among promotores.



COMITÉ DE EL VALLE DE COACHELLA



Bay Area Committee

MEMBERS: **Nora Vigil, Adriana Morieko, Guadalupe de Anda, Norma Carrera, María Luisa Figueroa, Violeta Sandoval, Cristina Muñoz, Julissa Gutiérrez, Patricia Martínez, Martina Linares, and Jesús Aguilera**

REGIONAL COORDINATORS: **Graciela Alfaro and Seydi Camey**

VISIÓN Y COMPROMISO REGIONAL MANAGER: **Arturo Palato**

The committee was one of the first to be created in the Network of Promotoras. With 18 years of uninterrupted work a large number of leaders and promotores "picked stones" so that the promotor model was made known in California. At first they met in the homes of the promotores themselves, with the participation of María Lemus and Melinda Cordero. Later they received support to meet at various locations in San Mateo, San Francisco, Oakland, San Leandro, among others. Some of the things that make this wonderful committee unique is its diversity—leaders from the five counties that comprise the Bay Area—as well as as the organization of its Regional Conference, one of the largest in Northern California, which this year celebrates its 13th anniversary.



Kern Committee

MEMBERS: **Mary Urbano, Socorro Carrillo, Maricela Sanchez, Juana Carbajal, Raul Manzo, Diego Moreno, Valentina Moreno, Alberto Perea, Pilar Medrano, and ♥ Maria Luisa Limon ♥**

REGIONAL COORDINATORS: **Mary Urbano and Socorro Carrillo**

VISIÓN Y COMPROMISO REGIONAL MANAGER: **Nataly Santamaria**

The committee was established in 2007 with the support of Juan Vega from the public health department, among other organizations. Since its beginnings, this committee has stood out for its different events, mostly forums focused on holistic health. Since 2015 they have participated in the organization of the Central Valley Regional Conference collaborating with the regions of Tulare, Madera, and Stanislaus. In recent years, the committee has focused more on advocacy, informing the community about the Census and the importance of voting.



Madera Committee

MEMBERS: **Ana Lilia Mendoza, Adela Corona, Brenda Herrera, Feliza Cruz Mendoza, Maria Mendez, Maria Meraz, Claudia Chavez, Juanita Palacios, Rosa Maria Sandoval, Maria Elena Medina**

REGIONAL COORDINATORS: **Feliza Cruz and Juanita Palacios**

VISIÓN Y COMPROMISO REGIONAL MANAGER: **Nataly Santamaria**

Established in 2016, with the support of Tony Gonzales from Cal Viva–Health Net. This region is the most recently formed in the Central Valley. Just four years after its innaguration the committee has managed to position itself as one of the most active by organizing focused forums in the holistic well-being of the promotor and collaborating on the planning of the Central Valley Regional Conference together with the Kern, Tulare, and Stanislaus committees.

Tulare Committee

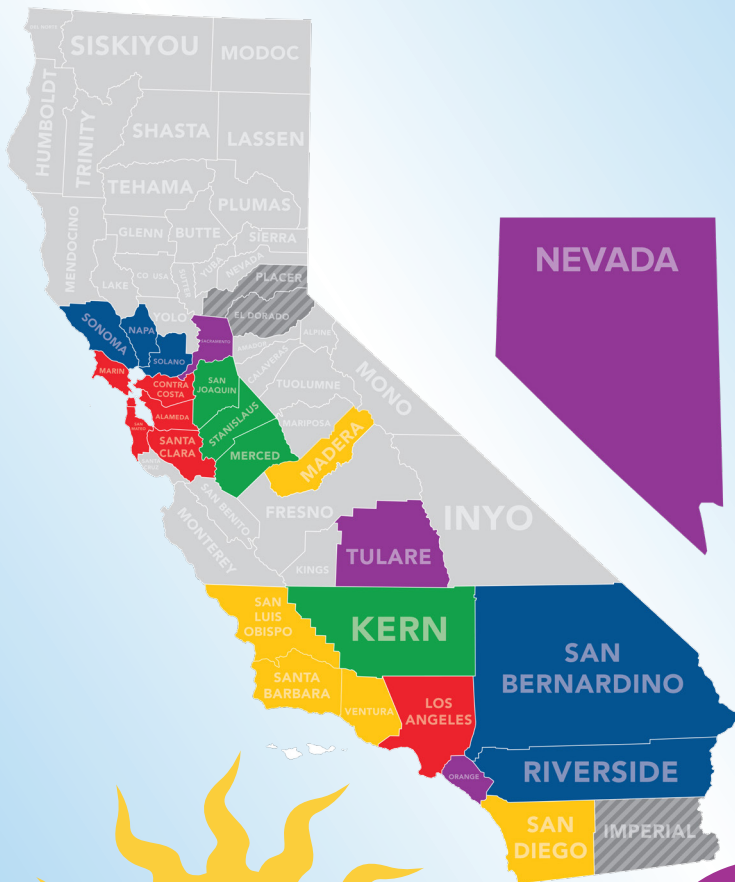
MEMBERS: **Herminia Lopez, Cristina Romero, Maria Isela Gonzales, Rosy Zapata, Carmen Ibarra. Ericka Carmona, and ♥ Maria Luisa Limon ♥**

REGIONAL COORDINATORS: **Herminia López and Cristina Romero**

VISIÓN Y COMPROMISO REGIONAL MANAGER: **Nataly Santamaria**

The committee was established in 2007. Since its beginning it has had the support and collaboration of the public health department, Kaweah, and clinics such as Family HealthCare Network and Altura. This region stands out for its large number of Bailoterapia groups in various cities of the County. Since 2015 they have participated in the organization of the Central Valley Regional Conference collaborating with the regions of Kern, Madera, and Stanislaus.





Visión y
Compromiso

VISIÓN Y COMPROMISO EMPLOYMENT OPPORTUNITIES

Lead Promotor, Los Angeles County

Promotor Comunitario, San Fernando Valley

Promotor Comunitario, Los Angeles County

Promotor Comunitario, San Francisco

Promotor Comunitario, Plumas, Humboldt,
El Dorado, San Benito and Shasta

Please check our website for
current employment opportunities.

For more information about Visión y Compromiso's
Network of Promotoras, contact:

Norma Benítez, Network Director
norma@visionycompromiso.org

Alma Esquivel, Training and Education Director and
Inland Empire, San Diego, Coachella, and Orange
County Regional Manager
alma@visionycompromiso.org

Arturo Palato, Northern California Regional Manager
arturo@visionycompromiso.org

Nataly Santamaria, Kern, Tulare, and Madera
Regional Manager nataly@visionycompromiso.org

Verónica Arciga, Los Angeles, San Fernando,
Central Coast, and Las Vegas, NV Regional Manager
veronica@visionycompromiso.org

• october •

For information about these events and more,
visit our [events page](#).

Encounters for Healing
Oct 2, 9, 16, 23, & 30 •
10:00am

LA & SAN FERNANDO
Workforce Readiness
Training
Oct 8, 15, 22 & 29 •
9:00am–1:30pm
(LA County only)

SANTA BARBARA
Workforce Readiness
Training
Oct 10, 17, 24, & 31 •
8:30am a 1:00pm
(Santa Barbara only)

ADVANCES AND
RESPONSES
TO COVID-19 SERIES
Topics to be announced.
Oct 7 & 21 • 5:00–6:30pm

COACHELLA
Menopause Forum
Oct 17 • 9:00am–12:00pm

MADERA
Promotor Month Caravan
Oct 21 • 2:00–3:00pm

STANISLAUS
4th Mental Health
Conference in Spanish:
“Communities Innovating
with Resilience”
Oct 24 • 10:00 AM–12:30 PM

Annual Conference
Registrants can still watch
workshops and plenaries
online. vyconference.org

Visite nuestra [página de internet](#) y también estamos en [Facebook](#).