



19TH ANNUAL PROMOTORAS' Legislative Advocacy Day *Promotoras Advocating for Change!*

MAY 7, 2024 • CALIFORNIA

Promotoras across California urge their representatives to support legislation that improves the quality of life for vulnerable communities most impacted by inequities in health, education, and immigration issues.

Founded in 2000, Visión y Compromiso is dedicated to improving the health and well-being of underrepresented communities by lifting the leadership and voices of promotoras and community health workers—trusted community experts who educate, empower, and advocate for change. Created by, for, and with promotoras, Visión y Compromiso has consistently centered grassroots community leadership while becoming a sought-after partner to diverse organizations, agencies, and institutions seeking to adopt the Promotora Model to advance community well-being. For more than 20 years, we have been a leader in elevating the work of promotoras, firmly rooted in supporting linguistically and culturally competent and responsive *servicio de corazón* (service from the heart). This approach is at the core of our Promotora Model for Community Transformation and, thus the success of building a robust movement of promotora leaders.

WHO ARE PROMOTORAS?

A predominantly women-led workforce, promotoras are puentes de la comunidad, community bridges, and essential workers who know how to connect under-resourced and traditionally underserved communities. Promotoras are the trusted messengers and leaders in their communities. Trusted by often marginalized community members who go to them for information, resources, and guidance, they share similar characteristics as the residents they serve and provide *servicio de corazón*, service from the heart. Paid and volunteer community workers, primarily associated with community-based organizations (CBOs), their diverse job titles include peer educators, outreach workers, health advocates, and patient navigators who educate, empower and advocate for community change in linguistically and culturally responsive ways.

Promotoras strengthen the safety net for low-income and immigrant communities building relationships and delivering culturally and linguistically relevant services. The Promotora workforce is socially critical as it attends to the needs of the most underserved communities, closing health gaps and addressing systemic health inequities. Furthermore, their cost-effective interventions not only enhance community well-being but also result in substantial savings in healthcare expenditures and more, rendering them an invaluable partner in supporting a healthier California. This critical workforce deserves equitable and sustainable development initiatives.



Year-round, promotoras are actively engaged in our communities and advocating for just policies. **Visión y Compromiso** engages the leadership of promotoras in order to participate with other stakeholders in decision-making and policy development and convene forums to support policies that are reflective of community needs.



Visión y Compromiso Advocacy Committee members



La Alianza

In 2002, Visión y Compromiso established the first and only **Network of Promotoras and Community Health Workers** in California. The Network now includes more than 4,000 promotoras in 13 regions of California participating in regional committees, education and training, local programs and more. The Network provides leadership, training, and advocacy for promotoras and community health workers carrying out the work through a model that is based on community strengths. Regional Committees, divisions of the Network, provide promotoras with workforce development and professional training. They help to build leadership and peer support and develop organizing and advocacy skills. The Regional Committees offer a structure that brings individual promotoras together and allows them to share resources and best practices.

In 2013, Visión y Compromiso formed the first **Promotora Advocacy Committee** to provide leadership and support for statewide policy work. Representing the Network of Promotoras and Community Health Workers, each Advocacy Committee member brings the concerns and priorities of other Network members from their region to ensure that promotoras address issues at both local and statewide levels. Highlighted below are the priority bills that promotoras have identified to support a healthy and dignified life for all Californians!



National Alliance of Promotoras and CHWs

La Alianza, The Alliance is a coalition of 13 community-based organizations (CBOs) in California who employ and support promotoras and community health workers. Each CBO has a long history of recruiting, training, and supporting promotoras and CHWs in health care, housing, environmental justice, education, and other sectors. This coalition coordinates and advocates to elevate the needs of grassroots CBOs that support, train and employ promotoras and CBOs. La Alianza also supports the needs of this workforce and promotes policy and systems change to better support promotoras, CHWs and the communities they serve.

Visión y Compromiso's **National Alliance of Promotoras and CHWs** currently includes networks and CBOs with representation from 18 states throughout the U.S. The National Alliance connects organizations and coalitions to advocate for greater national recognition and support for community-centered promotoras, CHWs and grassroots CBOs.



Promotora-Identified Policy Priorities

On May 7, 2024 over 120 promotoras will visit the Capitol and respectfully ask legislators for their support to advance the following:

AB 3149 Promotores Advisory and Oversight Workgroup (Garcia)

Requires the Department of Health Care Services (DHCS) to convene the Promotoras Advisory and Oversight Workgroup to examine the implementation of the community health worker (CHW) benefit under the Medi-Cal program.

AB 3079 In-Home Supportive Services Programs: Undocumented Related Providers (Ting)

Expands eligibility to undocumented individuals to provide in-home care Medi-Cal Services for their undocumented family members who receive IHSS benefits.

SB 445 Special Education: Individualized Education Programs (IEPs)- Translation Services (Portantino)

Requires the California Department of Education to recommend a process for schools to translate IEPs into a parent's native language.

SB 227 Unemployment: Excluded Workers Program (Durazo)

Expands unemployment income assistance to undocumented workers who are not eligible for existing state or federal benefits, who are unemployed and qualify for the program.

AB 1657 The Affordable Housing Bond Act of 2024 (Wicks and Bryan)

Funds affordable rental housing and homeownership programs, including, among others, the Multifamily Housing Program, the CalHome Program, etc.



ADDITIONAL POLICY PRIORITIES

AB 4 Covered California: Expansion (Arambula)

This expansion will allow people who would not be able to obtain coverage due to their immigration status to enroll in health insurance coverage.

AB 2429 Pupil Instruction: Health Education Courses: Fentanyl (Alvarez)

Requires school districts to provide a course on the dangers associated with fentanyl use for graduating students.

SB 1132 County Health Officers (Durazo)

Grants county or city health officers authority to investigate private detention facilities as needed.

ACA 16 Environmental Rights (Bryan, Kalra, and Muratsuchi)

Proposes amending the California Constitution to affirm people's rights to clean air, water, and a healthy environment.

SB 1030 California Workplace Outreach Project (Smallwood-Cuevas)

Directs the Department of Industrial Relations to establish the California Workplace Outreach Project to support labor protections for farmworkers.

SB 1016 Latino and Indigenous Disparities Reduction Act (Gonzalez)

Mandates the California Department of Social Services to categorize data separately for major Latino groups and Mesoamerican Indigenous communities and languages.

AB 3161 Health and Care Facilities: Patient Safety and Anti-Discrimination (Bonta)

Requires hospitals to include measures addressing racism and discrimination in their safety plans, aiming to mitigate disparities and ensure patient health and safety.

AB 311 California Food Assistance Program (Santiago)

Eligibility and benefits Broadens eligibility for the California Food Assistance Program to include individuals regardless of immigration status.

Continue Rapid Response Funding

Specifically the continued funding to support undocumented youth to gain access to critical resources such as housing, healthcare, social services, and more.

Strengthening Mental Health Programs

Visión y Compromiso calls for recognizing, legitimizing, and integrating promotoras into culturally and linguistically specific mental health and wellness programs to increase access to services that reduce disparities and promote health and economic equity.



LEARN MORE!



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