

Visión y Compromiso™

22nd ANNUAL CONFERENCE

CONFERENCE REPORT



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Our 22nd Annual Conference “Promotoras Paving the Way and Leaving a Legacy of Transformation” marked a new milestone in the history of the promotora movement.

Nearly **1,000** promotoras, community health workers, and allies for community transformation attended the conference, making it a transformational and inspiring event to continue our work toward healthy and dignified lives for all.

Throughout the conference, promotoras participated in **41** specialized workshops on community health, connected with **21** exhibitors to learn about community resources, and supported **11** local economies through El Mercadito. The **3** plenaries hosted in the main ballroom featured diverse voices of urban, rural, and historically underrepresented communities in the United States proudly sharing their achievements for community well-being and health equity advocacy.

Visión y Compromiso presented the Corazón Award to **8** community health leaders who have demonstrated exceptional qualities both personally and professionally. Lastly, we announced the awarding of Las Alas Fund to **5** California promotora-led organizations.

Every year, attendees learn, network, and celebrate their important work and contributions to community health and wellbeing. Thanks for supporting the promotora movement for health equity and community transformation!

Our special gratitude for the Planning Committee, whose hard work and dedication made this event possible.

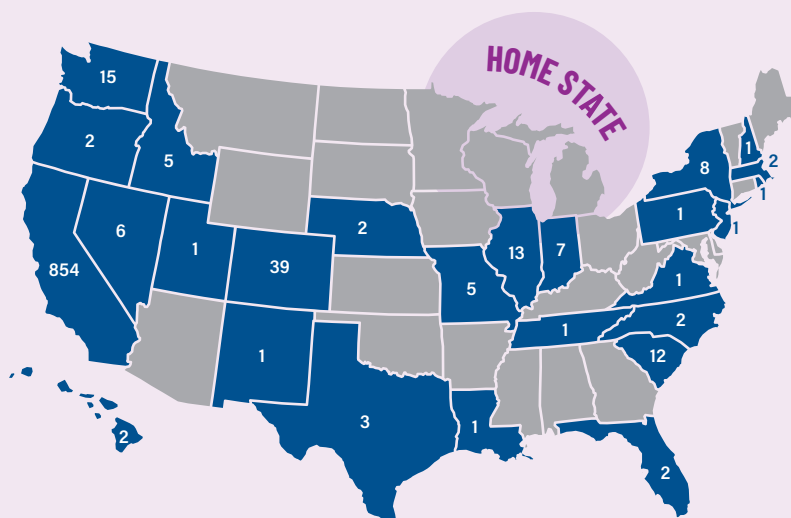
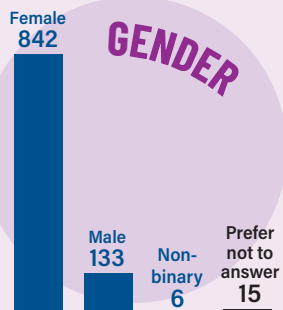
“The conference is a gift for promotoras, a vitamin, a bouquet of strength and fortitude to continue with the mission of service.”

—20+ YEAR ATTENDEE FROM CALIFORNIA



OCTOBER 3–5, 2024 • LOS ANGELES, CA

ATTENDEE DEMOGRAPHICS

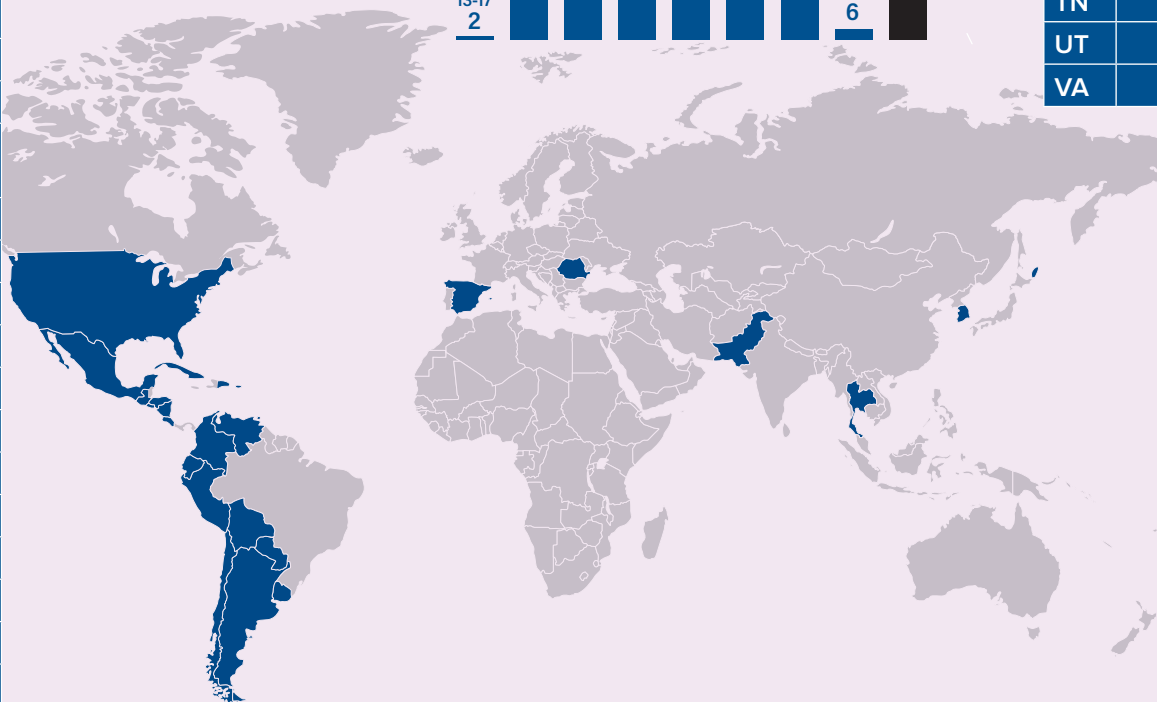
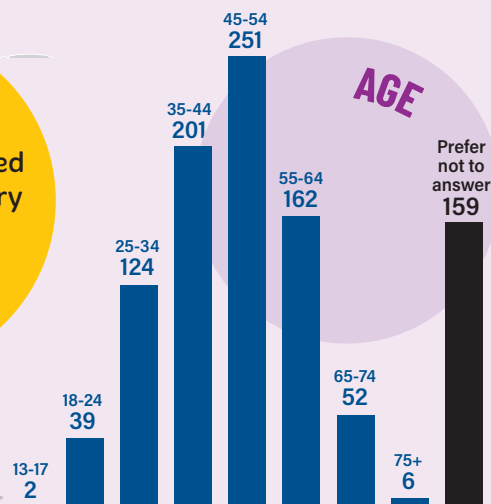


CA	854
CO	39
WA	15
IL	13
SC	12
NY	8
IN	7
NV	6
ID	5
MS	5
TX	3
FL	2
HI	2
MA	2
NC	2
NE	2
OR	2
LA	1
NH	1
NJ	1
NM	1
PA	1
RI	1
TN	1
UT	1
VA	1

COUNTRY OF ORIGIN

U.S.	453
México	390
El Salvador	33
Colombia	27
Peru	16
Guatemala	15
Argentina	7
Chile	6
Cuba	6
Ecuador	6
Honduras	6
Venezuela	5
Nicaragua	4
Dominican Republic	3
Bolivia	2
Salvador	2
Costa Rica	1
Pakistan	1
Paraguay	1
Puerto Rico	1
Romania	1
South Korea	1
Spain	1
Thailand	1
Taiwan	1
Uruguay	1

96% of participants surveyed were satisfied or very satisfied with the conference overall.



PLENARIES

Bridging the Generational Gap: Amplifying Youth Voices

Panel moderated by Nataly Santamaria, Senior Manager, Network of Promotoras, Visión y Compromiso.

“Adults and some law representatives don’t ask for our input. Sometimes they want to change things, improve them, but don’t consider our voices.”

“We want to change the world. We want to improve things for the better.”

—NICOLAS ESQUIVEL



“To the youth out there, you belong. That’s really it. There will be spaces for you and if not we will create them. Your voice will be heard.”

—ANGEL ORTIZ



“Get involved as much as you can! There are many opportunities for you.”

“I already see myself as a mini-promotor. [Promotoras] can show us the steps we need to take to become leaders like you. We have heard we are the change. We are the future.”

—GERMAN SARABIA

“As a young leader, you stand out a lot. Don’t let anything stop you from reaching your goals.”

—NATALY TARANGO



Voices of Change: The Legacy of Promotoras

Panel moderated by Norma Benitez, Network Director, Visión y Compromiso.

“What unites us here is our love for what we do.”

—NORMA BENITEZ, NETWORK DIRECTOR, VISIÓN Y COMPROMISO

“I strongly believe promotoras are like butterflies, we move from the ground up to effect change.”

—LAURA SANDOVAL, PROMOTORA



“I’m glad to see sponsors and government representatives providing a space to recognize our best leaders and community representatives: promotoras comunitarias.”

—KARLA ARMAS, PROJECT COORDINATOR, VISIÓN Y COMPROMISO

“Promotoras are people with the wisdom to hold peace and health in communities, they are key members in the health team.”

—DR. BARBARA FERRER, DIRECTOR, LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH



CORAZÓN AWARDS



“Visión y Compromiso presents the Corazón Awards to individuals who go above and beyond for their commitment to the promotora movement. They have shown the importance of promotoras, el movimiento, the importance of pay, and honoring the promotora and what we do. They come from different backgrounds but have all shown their support, commitment, and advocacy.”

—MARIA LEMUS, EXECUTIVE DIRECTOR, VISIÓN Y COMPROMISO



“Strengthening the power of our frontline health workers and promotoras continues to be one of my top priorities.”

—ELOISE GÓMEZ REYES. ASSEMBLY MAJORITY LEADER EMERITA, 50TH ASSEMBLY DISTRICT



“We are learning from you. Thanks for your passion and all you do for Californians.”

—DARCI DELGADO, ASSISTANT SECRETARY, HEALTH AND HUMAN SERVICES



“You have and continue to change the lives of thousands of people, you truly embody hacia una vida digna y sana.”

—ROBERTO GARCIA, RESIDENT SERVICES COORDINATOR, SELF HELP ENTERPRISES



“It’s a very special day for me and for my mentor.”

—LUISA HERNANDEZ, COMMUNITY HEALTH WORKER, PASOS PROGRAM OF SOUTH CAROLINA



“Thanks to Visión y Compromiso for being a great partner in what we do and giving me the opportunity to meet wonderful promotoras who will be my friends for the rest of my life.”

—LAURA FEJERMAN, MSC, PHD, UC DAVIS COMPREHENSIVE CANCER CENTER, SCHOOL OF MEDICINE

““Thank you to my entire team and to those who, through their continuous efforts, have left a lasting mark of positive change in their communities. Together, we have ensured that our work is deeply admired and valued.”

—EDDA RIVERA, COMMUNITY ENGAGEMENT LEADER, CITY OF NEWARK



“Every action, conversation and support we have given has been from the heart with a deep sense of justice and equity. Walking alongside those who need it most to empower from within, from humanity. With love as our compass and community on the horizon.”

—PROMOTORAS FROM VILLAGE COMMUNITY RESOURCE CENTER



Las Alas Fund was established by Visión y Compromiso to support the organizational capacity of California small and medium-sized community-based power-building organizations supporting and led by promotoras. These organizations focus on promoting health, well-being, equity, and justice for Latino and indigenous communities. The fund provides one-year grants for unrestricted general operating support and capacity building.



“This is the future of Visión y Compromiso. Promotoras, you can be your own organization. We are here to support you.”

—MARIA LEMUS, EXECUTIVE DIRECTOR, VISIÓN Y COMPROMISO

“Promotoras, never give up, follow your dreams.”

—GUADALUPE MARQUEZ, EXECUTIVE DIRECTOR, CORAZÓN Y CARACTER

“To fly we need two wings, one is LA Woman and the other is Visión y Compromiso.”

—YELBA CASTELLÓN, EXECUTIVE DIRECTOR, L.A. WOMEN, INC.

“A promotora is not made, but born from the heart.”

—DIANA ZENDEJAS, COMMUNITY OUTREACH COORDINATOR, PUERTAS ABIERTAS COMMUNITY RESOURCE CENTER

“Las Alas will support the training of Council promotoras, helping them develop their personal skills and continue their important work as promotoras.”

—PROMOTORAS, EL CONCILIO OF SAN MATEO COUNTY

NOCHE DE BIENVENIDA

The Welcome Reception, a cherished event that launches our annual conference, celebrated shared achievements and collective strength. It was a magical evening. Under this year's theme, "Bloom Where You Are Planted," we "bloomed together" with music, dancing, and a talent show featuring promotoras' unique talents, art, and passions.

"You have to attend the conference—the perfect combination of work, education and training."

—FIRST TIME PROMOTORA
ATTENDEE FROM CALIFORNIA

"You cannot miss this great learning and social experience. It is an inspiration to see people like you and me who work for the community with their hearts. It is the best experience I have ever had."

—FIRST TIME ATTENDEE FROM
NEW YORK



WORKSHOPS

95% of participants surveyed were satisfied or very satisfied with the workshops.

“What an incredible turnout for our workshop: Empowering Promotoras: A Journey into Small Business and the Spirit of Entrepreneurship! We were honored to engage with a room full of dedicated, passionate promotoras, each ready to take bold steps toward building their own businesses. The conversations were rich with ideas, from strategies for launching and scaling ventures to tapping into the resources needed for economic mobility and community uplift.”

—CARAVASERAI, ALLIANCE FOR ENTREPRENEURS

“Excellent space to learn and grow personally and as a promotora; being more efficient to the community.”

—ATTENDEE FROM CALIFORNIA

“See up close the example to follow as an organization to work with volunteer promotoras and as a team.”

—ATTENDEE FROM SOUTH CAROLINA



EXHIBITORS & MERCADITO

90% of participants surveyed were satisfied or very satisfied with exhibits and El Mercadito.

“We participated in a variety of capacity-strengthening workshops, expanded our networks, caught up with old friends and colleagues, celebrated wins, built community, and shared in joy to fuel our future efforts to transform our communities. Additionally, our residents were able to share updates on their collective efforts and promote the Community Transformation Newsletter! Thank you, Visión y Compromiso and promotoras across the world, for coming together and committing to advancing efforts that allow our communities to thrive. We look forward to next year’s conference!”

—COMMUNITY TRANSFORMATION, BEST START REPRESENTATIVE



“It is a way to educate ourselves, remember our principles,
value our work as promotoras on a daily basis, find the opportunity
to help our community in a better way!”

—20+ YEARS ATTENDEE FROM CALIFORNIA



“It is a conference we deserve to attend. It is the best gift we
could give. It is an inspiring and heartfelt conference. At the same
time we learn new information and make many connections.
We should not miss it next year!”

—ATTENDEE, CALIFORNIA



NETWORK OF PROMOTORAS & CHWs

Established in 2000, Visión y Compromiso's Network of Promotoras and Community Health Workers (La Red de Promotoras y Trabajadoras Comunitarias) was founded by extraordinary women with unparalleled determination, intelligence, commitment to family, and love for community. Guided by the principles of popular education of Paulo Freire and community leadership, these promotora leaders paved the way for what is now Visión y Compromiso. Nearly 25 years later, we continue our dedication to community health and wellness by supporting promotoras.

 **SAVE THE DATE! Promotora Legislative Advocacy Week in Sacramento: May 5–9, 2025.**



PROMOTORAS IN POWER

Convened by Vision y Compromiso, La Alianza is a collaboration of community-based organizations (CBOs) across California with a strong history of recruiting, training, and supporting promotoras and community health workers (CHWs). La Alianza works to amplify the voices of promotoras and CHWs through a unified agenda aimed at increasing investments in public health infrastructure and prevention-focused activities to advance equity and improve the health and well-being of immigrant, indigenous, communities of color, and the uninsured.



LA ALIANZA ADVISORY COMMITTEE

NORTHERN CALIFORNIA

Sierra Community House

Paul Bancroft

LAKE TAHOE

La Familia

Counseling Center

Rachel Rios

SACRAMENTO

BAY AREA

Somos Mayfair

Saul Ramos

SAN JOSE

The Latina Center

Miriam Wong

RICHMOND

CENTRAL VALLEY

Cultiva la salud

Genoveva Islas

FRESNO

Centro la familia

Margarita Rocha

FRESNO

CENTRAL COAST

MICOP, Mixteco
Indigena Community
Organizing Project

Arcenio Lopez

OXNARD

Corazón Latino
Erica Ruvalcaba-Heredia

LOS ANGELES

East LA Women's Center

Barbara Kappos

LOS ANGELES

Esperanza Community
Housing Corp.

Nancy Halpern Ibrahim

LOS ANGELES

BORDER/IMPERIAL COUNTY

Comite Civico
del Valle Inc.

Jose Luis Olmedo

CALEXICO

INLAND EMPIRE

Give For a Smile

**Adriana Jimenez de
Gallardo**

GARDEN GROVE

STATEWIDE

Visión y Compromiso
Maria Lemus

Lideres Campesinas
Suguet Lopez



MARKETING REACH

PRINT MEDIA

165K+
media
impressions

DIGITAL MARKETING

✈ Newsletter **5,000**
subscribers

in LinkedIn **7,000**
impressions*

1,200
followers

f Facebook **72,500**
views*
9,100
followers

Instagram **4,500**
impressions*
2,700
followers

*Organic



Visión y Compromiso
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¡En unos momentos daremos inicio al segundo día de nuestra conferencia anual!

En compañía de casi 1,000 promotoras de todo el país y compartiendo un rico desayuno.

#vyccconference2024 #legado #TransformaciónComunitaria #octubremesdelaspromotoras #nuestrovotocuenta



Hundreds of promotoras gather for three days of training and leadership empowerment

calonews.com



SPONSOR HIGHLIGHT



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“The Leukemia & Lymphoma Society recognizes that wherever a promotora stands, flowers bloom and fruits grow, a testament to their dedication and unwavering willingness to help others live better lives.”

—CHAROH ORTIZ, NATIONAL HISPANIC OUTREACH MANAGER, LEUKEMIA AND LYMPHOMA SOCIETY.

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Health Care
Foundation



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COLABORADOR • SUPPORTER





“This is not like other conferences. It’s alive, vibrant, loud, hopeful, creative, reflective, mindful, and inspiring. It’s for everyone to attend, and everyone can benefit from being there.”

—ATTENDEE, SOUTH CAROLINA

Join us in celebrating 25 years of
Visión y Compromiso at our
23rd Annual Conference in 2025!

DETAILS COMING SOON!

FOR MORE INFORMATION VISIT OUR WEBSITES:
visionycompromiso.org & vyconference.org