The Promotor Model for Community Transformation and Wellbeing

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September 14, 2020
Advancing A Path to Healthy Families
PROMOTORES THROUGHOUT HISTORY

INTERNATIONAL ORIGIN
The Ottawa Charter presented in Canada at the first International Health Promotion Conference in 1986, states that the conditions and requirements for health are peace, shelter, education, food, income, a stable ecosystem, sustainable resources, social justice and equity.

In 1979, the World Health organization (WHO) held a conference in Russia and identified community participation in health as a key component of primary care.
WHO ARE PROMOTORES?
PROMOTORES ARE...

They may have diverse roles and functions.
“Many of us are leaders in our community. We are compassionate and have this desire to serve. We don’t just work at an office from 9 to 6. No, we live in the community. And we have to be able to go and talk to people who are in need late at night or during the day—whenever they need it. This is the work and we give it with our hearts.”
PROMOTORAS ARE EFFECTIVE CATALYSTS FOR COMMUNITY CHANGE & SUPPORT

• Promotores are community members who act as natural helpers and liaisons to their neighbors and local neighborhoods; they are characterized by servicio de corazón—service from the heart.

• Promotores are powerful advocates for individual and community transformation. They share information with community residents about local resources and have the capacity to influence policies related to critical issues facing their communities.

• The role of the promotor extends far beyond the disease-related functions (Bio-medical Model) of community health to a passion for human rights and social justice (Socio-ecological Model).
If the promotor model is allowed to function according to the theory of change, promotores will:

- **Build egalitarian relationships**
- **Share information**
- **Motivate community participation**
- **Increase individual and family health**

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I don’t think many people understand how important popular education is to the model. The critical analysis it brings is transformative. Popular Education helps us create a space for people to begin to analyze root causes of issues affecting their communities—upstream and downstream. They start to recognize their own roles and responsibilities and the problem, analyze the attitudes, and come to understand why things are the way they are. Then they can think about what they need to do to first change their own lives and then help others to change theirs, too.
Health equity is achieved when “every person has the opportunity to ‘attain his or her full health potential’ and no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances.”

There are many factors that affect the ability to achieve health equity, including the circumstances in which people are born, grow, live, work, and age, as well as the systems in place to deal with illness, which are known as social determinants of health. These, in turn, influence safety and adequacy of housing, air and water quality, crime rates, behavioral health, and access to preventive health care.
ME VEO BIEN
ME SIENTO BIEN
As liaisons, they help:

- Keep appointments
- Increase access to prevention, scope of services and follow up care
- Decrease effect of cultural and linguistic barriers for organizations

PROMOTORES

- Naturally connect with and maximize existing social networks
- Increase trustworthiness
- Local workforce development
- Provide cost-effective services
- Reinforce cultural values and norms
- Encourage community participation in improving health

REDUCING DISPARITIES & PROMOTING HEALTH EQUITY
1. Promotores create and cultivate egalitarian relationships based on mutual trust, understanding and respect.

2. Promotores are committed to sharing information and resources.

3. Promotores approach the community with empathy, love and compassion.

4. Promotores are accessible and trusted members of the community where they live.

5. Promotores share similar life experiences as the community.

“We are not hard to reach. You don’t know how to reach us.”
“Warmth and an attitude of service is something we have been raised with—it is not something you can get from a training.”

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<td><strong>6.</strong> Promotores have a profound desire to serve the community, are tireless in their service, and limitless in their generosity of spirit.</td>
<td><strong>7.</strong> Promotores communicate in the language of the people and are knowledgeable about the community’s cultural traditions.</td>
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<td><strong>8.</strong> Promotores are a two-way bridge connecting the community to resources and ensuring that institutions respond to community needs.</td>
<td><strong>9.</strong> Promotores are natural advocates who are committed to social justice.</td>
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<td><strong>10.</strong> Promotores are effective role models for community change.</td>
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“It is not just the promotora who must fit the organization, but the organization must fit the cultural values of the community-based model too. Organizations who truly understand promotores use popular education methodology appropriate for the community transformational model. Core competencies are also linked to the model. System readiness means you already have in place values and principles to support the model and you understand what the model needs to be successful.”

—San Diego County
“We are promotoras, community leaders, community health workers, community health advocates, community health outreach workers, family health workers, navigators, and many more. But the principles and values we use in this model are the same. Mostly, we all focus on the needs of the community. It is the funding that creates professional separation and drives the title.”
KEY ROLES OF PROMOTORES IN COMMUNITY HEALTH

- EDUCATION
- PROMOTION
- NAVIGATION & ADHERENCE
- TREATMENT
- PROVISION (OF ESSENTIAL DRUGS)
- PREVENTION & CONTROL
HOW DO WE GET THERE?

- **SUPPORT**
  - the integration of the promotor model across sectors

- **CONTINUE**
  - to support community training and base building

- **INTEGRATE**
  - the promotor model at the local, county, and state levels

- **SUPPORT**
  - the capacity of community based organizations with historical success in supporting promotores

- **DEVELOP**
  - innovative mechanisms to fund to community based programs

- **BUILD**
  - community capacity to engage with local, county and state agencies
Thank you on behalf of Vision y Compromiso
“HACIA UNA VIDA DIGNA Y SANA”

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