



Visión y Compromiso

2015 CONFERENCE REPORT

“Our Vision, My Commitment, Our Power”

Ontario Convention Center December 10–12, 2015

Visión y Compromiso is honored to share the overwhelming success of its thirteenth annual conference. Nearly 800 Promotores, Community Health Workers (CHWs) and those that work and support their work convened at the Ontario Convention Center in Ontario, Calif., from December 10–12, 2015.

This convening continues to be the largest of its kind uniquely bringing together a predominantly monolingual 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. This year we also hosted CHWs from African-American, Vietnamese and Guatemalan Mayan communities. Participants were mostly Californians from diverse regions of the state. In addition, we had representation from 14 other states including: Utah, Oregon, Arizona, New Mexico, Texas, Nevada, Oregon, Washington, Colorado, Chicago, Idaho, Georgia, Maryland, New York and two participants came from Guatemala. Almost all participants—91%—attended both full days.



Artist: Claudia Martinez

CONFERENCE GOALS

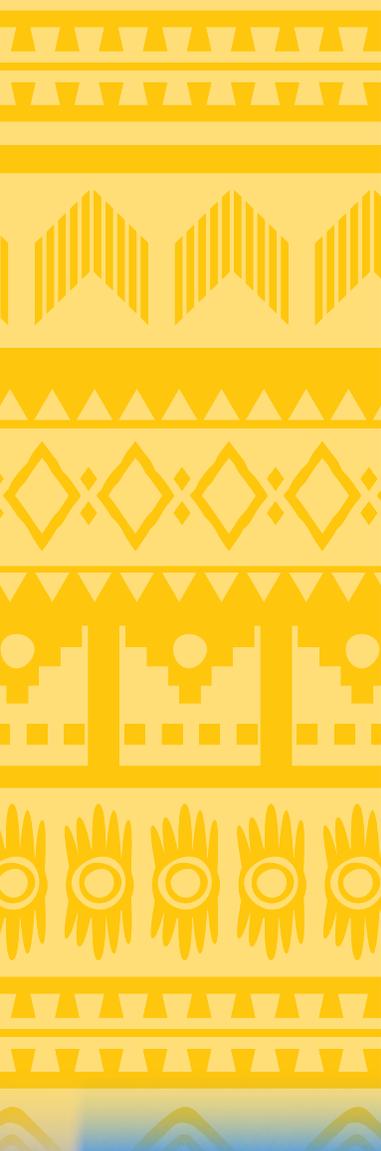
- 1** To facilitate networking and the sharing of best practices and resources among Promotores and CHWs, program directors and all those interested in the work of Promotores and CHWs;
- 2** To create a space for learning in order to increase the capacity of Promotores and CHWs to serve their communities;
- 3** To continue to advocate for the Promotor model as a vehicle for community development and transformation; and
- 4** To strengthen the Promotores and CHWs movement in California and nationally.

PLANNING

This extraordinary effort was planned and executed in partnership with a local planning committee comprised of 13 Visión y Compromiso staff, Promotores, program directors and other health care professionals representing the following organizations: The March of Dimes, County of Los Angeles—Department of Public Health, Health Net, PALS for Health/ALAS Para tu Salud, Braille Institute of Los Angeles, UCLA-LOSH, University of Southern California—CTSI, American Red Cross, Planned Parenthood Los Angeles, LA Care Health Plan, National Council of La Raza/California State University Long Beach Center for Latino Community Health, Evaluation and Leadership Training and members of Visión y Compromiso’s regional committees from the San Fernando Valley, Los Angeles, Kern County, San

Diego and the Central Coast 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 thirteenth annual conference could not have been as successful without the invaluable support of these organizations and our sponsors which included gold sponsor: Kaiser Permanente, Comcast, American Cancer Society, Anthem Blue Cross, DentaQuest, Marguerite Casey Foundation, Health Net, AstraZeneca, Sanofi, California Healthcare Foundation, First 5 LA, Univision; Event Sponsors: LA Care Health Plan, Sutter Health, Inland Empire Health Plan; contributing sponsors: BBVA Compass, Abriendo Puertas, Care 1st Health Plan, California Primary Care Association, Leukemia and Lymphoma Society; and our Welcome Reception Co-Sponsor: our regional Network committees from the Central Coast, Los Angeles and the San Fernando Valley as well as the Simon Foundation. Other contributing organizations included the agencies from our planning committee that donated their time, talents and treasures to ensure this event was outstanding. This partnership allowed Visión y Compromiso to provide an opportunity for Promotores and CHWs to continue serving the communities from which they live and work.





THE PROGRAM

Every year Visión y Compromiso identifies the theme for its conference together with the members of its planning committee. The theme, “Our Vision, My Commitment, Our Power” captures the essence of the Promotor movement. It reflects both the self-determination each Promotor possesses and the collective impact our individual commitment can have if we realize the power we can have together. Our conference program integrated the theme both in the two plenaries and the more than 50 workshops that were offered throughout the three days.

The program was designed to give our attendees a variety of topics to choose from with specific learning objectives. The workshops focused on increasing skills and knowledge, sharing best practices, community participatory research, program development and sustainability.

For the first time, Visión y Compromiso integrated a third day into the program that included business meetings as well as workshops. We offered a workshop specifically for the members of our Regional Network Committees on power analysis that was facilitated by SCOPE, one of our partners in Los Angeles. This topic will assist our committee members in thinking about how to approach the needs in their communities by using this interactive and analytical tool in their planning process. Through our partnership with the American Red Cross, we offered three CPR trainings for those interested in obtaining their certification.



The workshops throughout the rest of the conference were offered within a holistic health framework that included physical, mental, environmental and social health as well as the areas of advocacy, personal and professional development. Topics included: using theater as an educational tool, Promotores as researchers, kidney disease, reducing the fear of colon exams, sexuality throughout the life span, strategies for Latino families with children diagnosed with Autism Spectrum Disorder, how to achieve a healthy weight, *bailoterapia*, how to use social media for your outreach, affordable and eco-friendly home recipes for a healthy body, navigating the special needs systems, Parkinson's disease, increasing the participation of women, men and youth in the political process, diabetes and eye health, time management, advocacy, understanding gluten, successful leadership programs that benefit communities, working with day laborers, emotional CPR—overcoming trauma, Promotores connecting health and housing, post-partum depression, oral health, health promotion and community based research as a methodology for social change, breastfeeding, getting the job

of your dreams, and effective outreach and education to the communities we serve.

As in previous years, Promotores, CHWs, their agencies and other health professionals submitted proposals of ideas for workshops to be offered during our conference. Our conference program sub-committee oversees the process to ensure topics are relevant and appropriate for a diverse workforce with multiple and varied skills and knowledge 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 to seniors, ideas that focused on the individual, family and community on a broad array of topics.

“Thanks for all the wonderful effort that is put into this beautiful conference. Thank you for helping enrich the growth of Promotores and to help us share even more with our families and communities.”

“Excellent organization and planning of the entire conference... I found the plenary that focused on the importance of collaboration very valuable.”

“It was an amazing experience! I needed to ‘recharge my batteries.’”





OUR PLENARIES

Friday and Saturday offered morning plenaries that provided the participants an opportunity to learn and engage with our keynote speakers and the theme of this year's conference. Friday's plenary, "Nuestro Poder," provided our attendees with a snapshot of the power the Latino community has in the United States and the role Promotores and other community leaders can take to ensure the members of this community participate civically.

Aida Luz Giachello, PhD, a researcher in preventive medicine at the School of Medicine at Northwestern University and a longtime advocate for social justice, addressed the audience with vital information about the future for Latinos in the United States. She motivated Promotores to act by telling

her own story and by acknowledging and emphasizing the values and principles that Latinos have brought to this country that make them viable citizens of this nation and a community that is growing and also needs to exercise its voice politically.

Our audience was inspired by her story of struggle, one that many of our attendees also share as immigrants to this country. Dr. Giachello was later joined by Beatriz Solis, PhD, from The California Endowment, who told her story of how she and her sister, former Congresswoman, Secretary of Labor and now Los Angeles County Supervisor Hilda Solis were raised by immigrant parents from Nicaragua and Mexico and the values they were taught that led them to achieve their successes professionally. Both of these strong women leaders embody "Nuestro Poder" and inspire others to take hold of their own power.

On Saturday, our plenary, "Our Vision, My Commitment, Our Power," was facilitated by our very own staff that work with our Promotores and Community Health Workers Network, members of our training department and managers of projects we supervise throughout California. Together they addressed our conference theme and highlighted the essence of Promotores in their role as change agents in their communities and how collectively they could have greater impact. They emphasized service from the heart, a quality each Promotor practices, making this plenary impactful to all in the room.

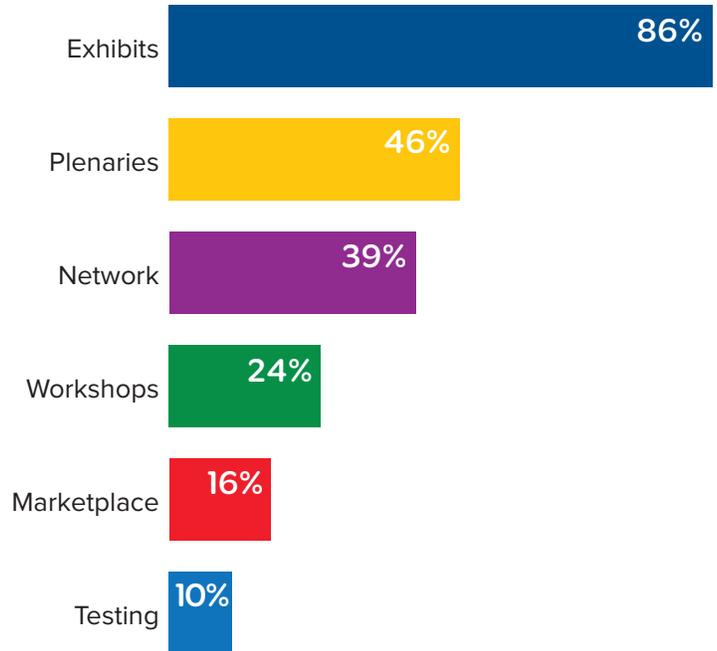
EVALUATIONS

Ninety eight percent of the respondents who completed the conference evaluation expressed being very satisfied or satisfied with the conference overall. Specifically, the areas that were rated highly in satisfaction were: plenary sessions, workshops, location, length, exhibitor and the marketplace as well as the dinner/dance.

When asked about the most useful aspects of the conference, the exhibitors (86%), plenaries (46%) and the networking (39%) that occurred at the conference continue to be the most useful aspects of our event and they also continue to be areas that Promotores and other CHWs would like us to improve.

For the second year, we offered medical screenings and evaluations showed this increased in importance for the Promotores. Many participants received blood pressure screenings, body mass index, glucose screenings, cholesterol screenings, and flu shots.

What are the most useful aspects of the conference?



CORAZÓN DE SERVICIO AWARDS

It has become a custom for Visión y Compromiso to honor leaders that support and advocate for the work of Promotores during dinner on the first evening. More than 600 Promotores joined in a wonderful night of celebration to recognize the commitment, passion and service of eight individuals and one of our Regional Network Committees, representing the diverse regions of the state of California that have contributed significantly to the advancement of the Promotor movement. We are proud to that these leaders participate with Visión y Compromiso's network, programs and advocacy efforts.



2015 AWARDEES

South Central Valley Regional
Network Committee

Rosy Gomar

María Isela González

Maritza Gutiérrez

Arturo Guzman

Maria Oviden

José Ruiz Salas

Maricela Sánchez

Mary Jo Ybarra Vega

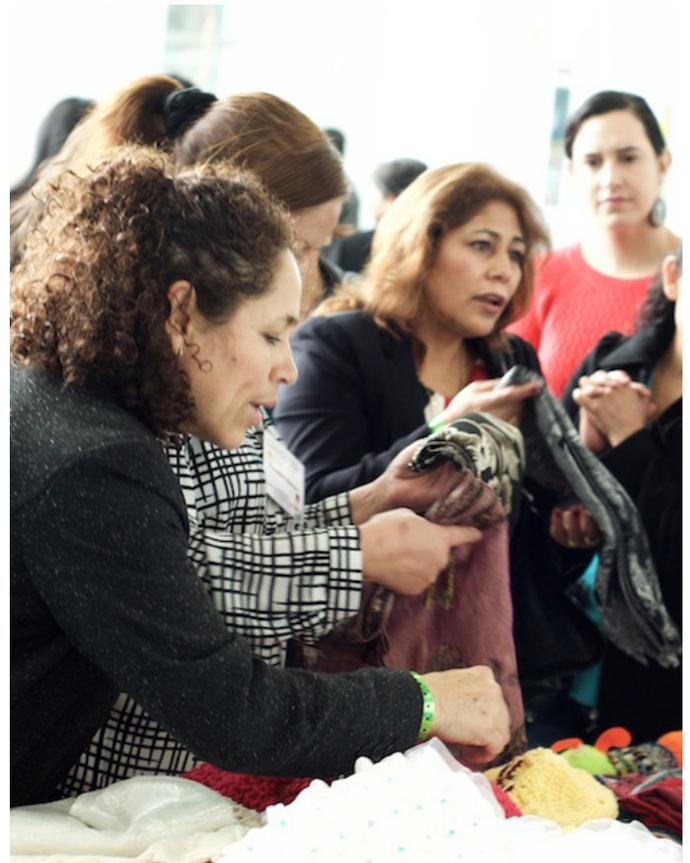




EXHIBITORS & MARKETPLACE

During both days, participants were able to obtain more information and resources through our exhibitors that represented agencies working in health care and organizations with Promotor/a programs. For the second time, our planning committee identified providers who could offer medical exams to the Promotores and these providers were well visited by our attendees. We hope to bring back this aspect of the conference and expand the types of services the attendees can access.

This year we brought back the 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 self-sustain.





NEXT STEPS

We look forward to begin planning for next year's conference, again, offering three days of relevant programming that addresses the needs Promotores expressed both via workshops, plenaries, exhibitors and networking opportunities. The graph below demonstrates the areas Promotores and CHWs identify as important areas to address for the 2016 conference which will serve as an effective planning tool for the organizing committee. Mental health, personal development, and environmental health are the topics of highest interest.

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 Promotor and Community Health Worker Network. 2016 will be a year in which our regional Network groups in California, Denver, Nevada, Washington and Arizona are strengthened and sustained. Building the capacity of our regional coordinators and committees has tremendous impact for the future work of Promotores throughout these states and the organizations with which they are affiliated. Being able to share resources and best practices in the field of health education and 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 by finding a network of others, just like them, that have in common the best interests of their community members. 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.

The 2015 conference has again sparked a commitment among the representatives from other states to strengthen their own networks, and they have asked Visión y Compromiso to assist in the process, allowing Visión y Compromiso the opportunity to work nationally. It is the hope of Visión y Compromiso to strengthen these linkages and begin to work with those states and develop the infrastructure needed to develop the Network of Promotores and Community Health Workers.

Their ability to work together and cross refer promises to help and support the individuals Promotores and CHWs work with and reduce at the very least, the gap to accessing health care and other services, because they now have health workers partnering to ensure these individuals are receiving the care they need. Promotores and CHWs are

critical conduits for prevention and education efforts as well as key in providing community support to the integration of services for families and providers. As the number of Promotores and CHWs increases, so will our roles in eliminating health disparities and sustaining community well being.

The 2015 conference was an event that generated the opportunity to continue learning, networking, sharing our work and our common vision for the well being of the communities we serve, planned, organized and implemented by and for Promotores. During our convening we heard from our leadership groups throughout the state who requested more training to carry their regional work plans forward. Topics such as fundraising, grant writing and advocacy are of special interest to continue to leverage the work of Visión y Compromiso in each region. Continued networking among committee members and representatives from other states and countries is an area that will need to grow in order to strengthen our collective voice. Two Promotoras from Guatemala—sponsored by one of our leaders and her organization—brought another vision for community work that is sustainable by the communities being served. This sharing with our regional network members enriched our perspective and provided our group with new ideas. Visión y Compromiso remains committed to investing in Promotores and CHWs throughout the nation and beyond through capacity building activities, the convening and networking of programs, organizations and individuals, and through advocacy efforts that support Promotores as a viable workforce.

WORKSHOPS FOR 2016 CONFERENCE

Mental Health	218
Personal Development	207
Professional Development	188
Physical Health	139
Technology	133
Advocacy	127
Environment	92
No Response	49
All topics	8

Number of responders= 378





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