

PROMOTORAS

Advocates at their best

Prepared by:
Pat Acosta, Lead Trainer

Encuentro Latino
National Institute on Family Violence

www.latinodv.org 1-888-743-7545 mail@latinodv.org



**Go to the people, live among
them, love them.**

**Start with what they know,
build on what they have;**

**And the best leaders,
when their works are achieved,
and their tasks are done, will hear
the people say.**

“WE DID IT OURSELVES”

Lao-Tsu

Promotoras Model

The Promotoras model of community outreach is based on a Latin American program that reaches underserved populations through peer education.

* Promotoras are members of the communities they liaise.

Planned Parenthood Los Angeles, CA. Promotoras Comunitarias 1991



PROMOTORA

- Spanish term for community worker
- Community workers can be:
 - Migrant health aids
 - Community educators & liaisons
 - Domestic violence advocates
 - AIDS and drug prevention workers

Linda M. Callejas M.A, Mario Hernandez PhD, Facilitating Access to Human Services and Supports for Latino Families through the use of Promotoras



Promotoras

What do they do?

- Use their own knowledge of the community, understanding of neighborhood needs, social and health care issues
- Provide case management services by promoting community resources
- Educate clientele on local programs
- Very effective in approaching local residents
- Very effective with building community capacity

Planned Parenthood Los Angeles, Promotoras Comunitarias 1991



Question: “What does your organization accomplish by developing leaders/Promotoras?”

Answer: Provide opportunity for local women to emerge from their community and serve as leaders. By providing them with training and tools that will BUILD ON WHAT THEY ALREADY HAVE.



How Does it Benefit the Community?

- Provides comprehensive domestic violence education
- Delivers information & referral services
- Develops trainers from their "OWN" community to establish (to the people, by the people, for the people approach)
- Establish escollaborative efforts with local service providers
- And more importantly it allows communities to self-identify their community's priorities and needs



Selection Process

- 1) Identify community leaders and ensure inclusiveness in the complete process
- 2) Individualized career goal plans
- 3) Comprehensive community mobilized training and other trainings as identified by the community leaders and the community needs



Promotora Responsibilities

- A) Commitment of participation
- B) Willingness to participate, learn, and give back to the community
- C) Willingness to work flexible hours
- D) Willingness to be part of a diverse team
- E) Available and open to travel possibilities
- F) Responsible for submitting written information that includes reports, surveys, and other data as required
- G) Participate in ALL required trainings



TRAININGS

- Based on the need of your program and the focus your program will be addressing, trainings can be tailored to those unique needs
- Critical trainings are crucial for the success of your program



What Are Those Critical Trainings?

- Community mobilization / community building
- CONOCIMIENTO: getting to know each other in the group
- Understanding the mission of your organization
- Understanding the PROMOTORA role and the role of your organization in your community



Effectiveness

- Unique model
- Uses individuals from their respective communities which promotes building strengths and identifying needs
- Reaches out to underserved communities
- Connect with their own people which promotes true community mobilization

