

PROMOTORAS & COMMUNITY HEALTH WORKERS NETWORK



The Development of the Promotores Movement

To Understand the Present it is
Important to know the History
Behind our Movement

International Origins



Russia

- In the 17th century, “Lay People” or farm workers called *feldshers*, received a one year training so that they could care for the individuals in the military.



Source: US/Mexico Border Health Association

China

- Barefoot doctors in China were farmers trained to care for the rural communities.



Definition

- Milton Terris said that the first time the term “Health Promotion” was used was in 1945 when Henry E. Siegrist defined the 4 major tasks for medicine:
 1. The Promotion of Health
 2. The Prevention of Illness
 3. The Restoration of the Sick
 4. Rehabilitation

He stated that “Health is promoted by providing a decent standard of living, good labor conditions, education, physical culture, means of rest and recreation,” and called for the coordinated efforts of statesmen, labor, industry, educators, and physicians to this end. This call was to be repeated 40 years later in the Ottawa Charter for Health Promotion.

Latin America

With increased political activism during the 1960's and 1970's, Promotores were being trained in health by community based organizations and church groups in Latin America.



Kenya

- In Kenya, the Catholic Secretariat Office has been training peer health workers since the mid 1970's to improve health and environmental health.



India

- The Indian Health Service initiated its community health representatives program at the end of the 1960's and it continues to be the largest and oldest health workers program in the country.



Source: US/Mexico Border Health Association

1962

- The Federal Migration Act of 1962 stimulates the growth of health worker programs in the fields with migrant farm workers.



Recognition

- In 1979, during the World Health Organization's (WHO) conference in Russia, community health participation was recognized as a key component to primary care.

Source: US/Mexico Border Health Association

Liberia

- The Christian Health Association has trained evangelists in the rural areas of the country as peer health workers since 1982.



Canada

- During an international health promotion conference held in Canada in 1986, the letter of Ottawa was issued. This letter declares that the requirements and conditions for health to exist are: peace, education, housing, food, income, a stable ecosystem, social justice and equality.



Definition

- In 1987, the World Health Organization(WHO) adopted a definition for health counselors and identified some of their key roles:
 1. Education (focus on prevention and the control of health problems)
 2. Promotion (of healthy practices)
 3. Prevention and control (of local and common health problems)
 4. Treatment (of common illnesses)
 5. Provide (essential medicines)

United States

- The first formal health worker programs were implemented in the US during the 1950's and 1960's. They were developed with the desire to create health resources that were accessible and appropriate for communities that did not receive services via the traditional medical system.



Promotoras

Since the mid 1980's to the present, the “Promotoras” concept has emerged in the United States as a different model of community health workers and it is defined in the literature as “personnel that others naturally seek for advise, support and tangible help.”



Social Change begins with...



PROMOTOR/A

And it influences...



We have Initiated...

The Promotoras and Community Health Workers Network in CA





Our Mission

Support Promotores and Community Health Workers in order to ensure well-being in our community.



The Analysis Process

1. Held statewide focus groups throughout California.
2. 10 major themes were identified.
3. 4 priorities were identified during the first convening of Promotores.
4. Agreed to create regional groups that would develop a local plan during the first conference of Promotores and CHWs.



4 *Priorities*

1. For our people, survival is the most important priority, not health.
2. We need better compensation, benefits, incentives and respect for our work.
3. We need more appropriate resources for our programs and training for Promotores and CHWs.
4. We need to be organized in order to protect our interests as Promotores and CHWs.



GOALS OF THE NETWORK

- Establish a statewide network of Promotores and community health workers



GOALS OF THE NETWORK

- Support Promotores through:
 - Training
 - *Leadership development*
 - *Networking*
 - *Sharing best practices*



GOALS OF THE NETWORK

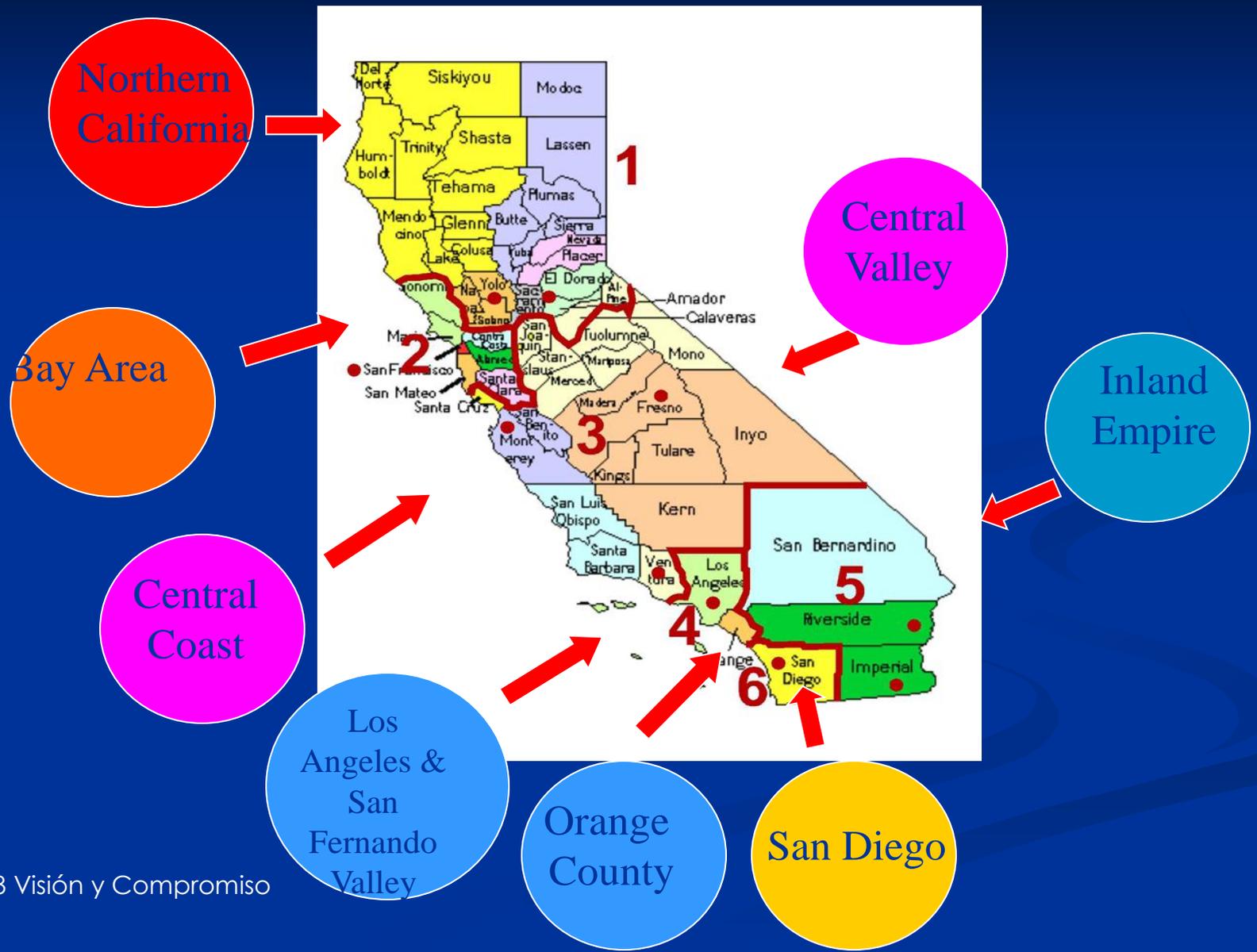
- Support the priorities established by Promotores and community health workers

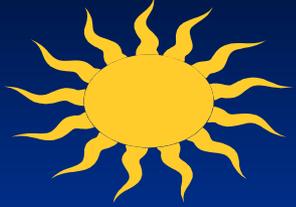


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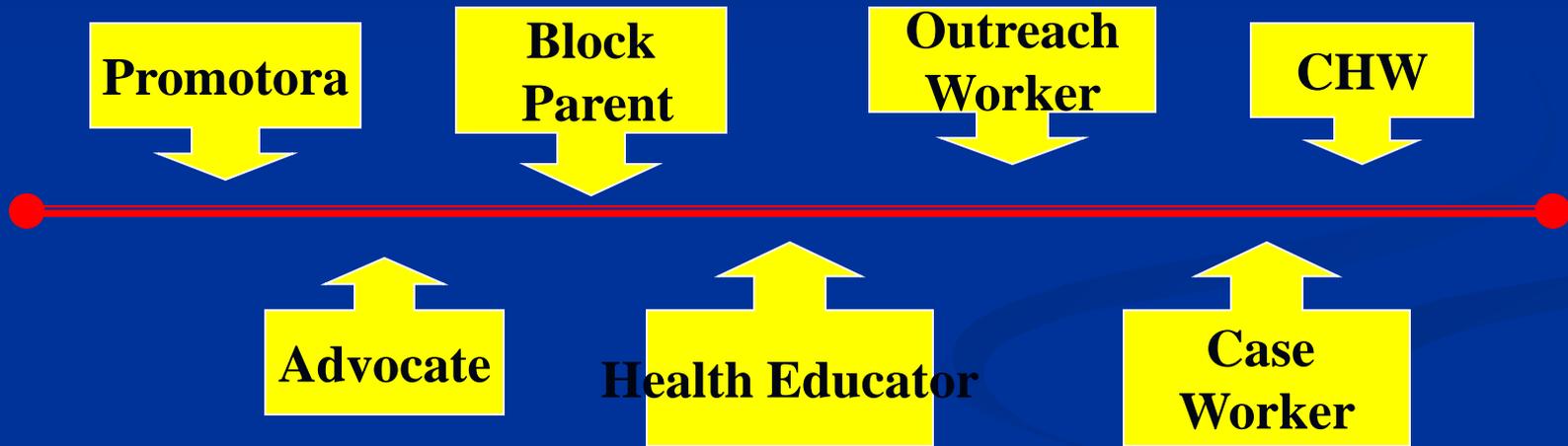
- Educate political and administrative leaders about the work of Promotores and community health workers.

CALIFORNIA NETWORK REGIONS





THE NETWORK INCLUDES...





The Structure of the Network

1. Leadership committees in the state.
2. Identify the needs of Promotores & CHWs.
3. Develop an annual work plan for their region.
4. Establish a capacity building plan for their region.
5. Evaluate their plan annually.

The Network Committees...

- Convene over 100 leaders and their organizations monthly in 12 regions of the state of California.
- Organize quarterly activities such as: forums (educational & political), training, conferences and advocacy activities.
- Reach over 3000 Promotores annually
- Serve as the voice of Promotores & CHWs in California

Other Activities

- Annual Legislative Day in Sacramento



Other Activities:

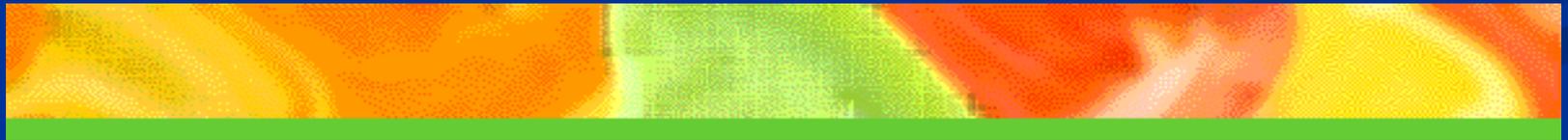
- Annual Conference more than 900 Promotores meet in Los Angeles



Other Activities

- Statewide Advocacy Working Group
- The Promotores Institute
- Development of regional and statewide projects focused on various health areas
- Development of curricula and training programs: reproductive justice, advocacy and leadership, training of trainers in mental health
- Technical assistance to programs and organizations
- Advocate for the integration of the Promotor and the Promotor model locally, in CA and the U.S.

*We dedicate
This effort in
Solidarity*



THE PROMOTORAS & COMMUNITY HEALTH WORKERS NETWORK



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"Hacia Una Vida Digna Y Sana"