



The Role of Promotor Navigators In Supporting Enrollment

California Health Benefit Exchange
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Promotores are Natural “Boundary Spanners” ...

Promotores are community members who act as natural helpers and liaisons to their neighbors and local neighborhoods; they may or may not be affiliated with community institutions.

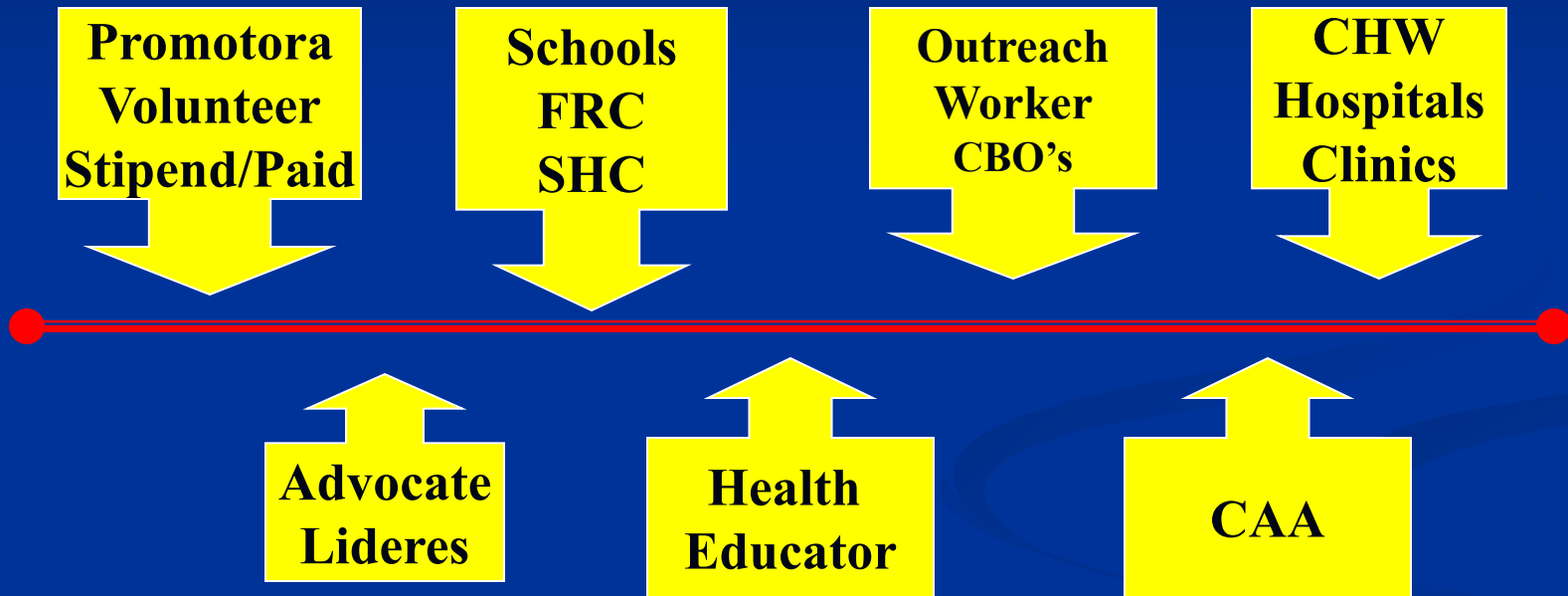
“...sought after to provide advice, support, and tangible help.” They offer *servicio de corazón* (heartfelt service) and culturally relevant health prevention education and information to both native-born and immigrant communities.



Source: US-Mexico Border Health Association



Promotores are...



They may have diverse roles and functions.
There is an army of P/CHW ready to serve.

Success of the Promotor Model

P/CHWs:

- Facilitate access to services
- Increase access/enrollment to health insurance
- Strengthen social support networks
- Support disease management
- Enter the health workforce

Programs that Integrate Promotores Show:

- Improved health care access
- Increased prenatal care access
- Improved client health status
- Increased health and screening behaviors
- Reduced health care costs
- Improvement in disease management
- Increase in number of community members reached

Promotores Increase Enrollment



- Naturally connect with and maximize existing social networks
- Increase trustworthiness
- Local workforce development
- Meet the cultural and linguistic needs of limited English speakers
- Provide cost-effective services
- Reinforce cultural values & norms
- Reduce access barriers to agencies, hospitals, clinics & pharmacies
- Increase community capacity to advocate on behalf of quality care and L/C relevant services

As Navigators, they help:

- Provide fair and impartial information
- Remove cultural and linguistic barriers
- Encourage participation in maintaining health
- Increase access to prevention, services and follow up care
- Provide a wide range of services & integrate prevention

The Promotoras and Community Health Workers Network

The Promotores and Community Health Workers Network, a program of Visión y Compromiso is composed by Promotores, community health workers and other leaders. Most of the members of this Network are associated with agencies or groups who advocate and provide services to Latino communities in California. The Network carries out the work through a model based upon community strength.

The Network is organized in 12 regions throughout California. The work of each region is coordinated by a committee of local leaders. These committees have monthly meetings to identify the needs of the communities and of the Promotores, developing a plan to support them in each region. Staff of Visión y Compromiso, the northern and southern Directors of the Network of Promotoras and Community Health Workers provide technical assistance, and motivate the leadership of each member of the regional committees.

Each committee elects one or two members as regional coordinators who will represent their region in quarterly meetings of the Network of Promotores and Community Health Workers. The Regional Coordinators work together with Visión y Compromiso's Staff to identify the statewide priorities and develop a statewide action plan to support Promotores all across the state.

As leaders, the members of regional committees guide the development of the local Network activities based on their knowledge and expertise as Promotores and Community Health Workers and guide the work of the Network. The following pages are examples of regional activities.



In Process of joining The Promotoras and Community Health Workers Network of Visión y Compromiso



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