Providing Linguistically and Culturally Appropriate Community Outreach with Promotores
Garrett Wong
Climate Program Manager
Sustainability Division,
County of Santa Barbara

Zoe Carlson
Senior Planner
Long Range Planning Division,
County of Santa Barbara

Namino Glantz
Manager, Health Linkages
Children & Family Resource Services, in partnership with
Santa Barbara County Education Office and
Santa Barbara County Promotores Network
Spectrum of Engagement

1. INFORM
   Provide the community with relevant information

2. CONSULT
   Gather input from the community

3. INVOLVE
   Ensure community needs and assets are integrated into process and inform planning

4. COLLABORATE
   Ensure community capacity to play a leadership role in implementation of decisions

5. DEFER TO
   Foster democratic participation and equity by bridging the divide between community and governance, through community-driven decision-making
Who are we talking to?

Languages Spoken at Home

- Spanish: 32.7%
- English only: 59.7%
- Indo-European: 2.8%
- Asian & Pacific Island: 3.9%
Spectrum of Engagement

1. INFORM
   Provide the community with relevant information

2. CONSULT
   Gather input from the community

3. INVOLVE
   Ensure community needs and assets are integrated into process and inform planning

4. COLLABORATE
   Ensure community capacity to play a leadership role in implementation of decisions

5. DEFER TO
   Foster democratic participation and equity by bridging the divide between community and governance, through community-driven decision-making
Promotores: The Crucial Link
What are promotores?

Promotores are community members who act as natural supporters and links to meaningful information and resources for their families, neighbors, and neighborhood.

Promotores are volunteers with a heart of service.
How are promotores formed?

- Shadowing
- Practice
- Training
- Work experience
- Shared experience
- Life experience
# Promotores Core Skills & Roles

<table>
<thead>
<tr>
<th>Core skills = abilities:</th>
<th>Core roles = expectations of behavior:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Knowledge of public health principles and social determinants of health</td>
<td>✔ Cultural mediation among individuals, communities, and health &amp; social service systems</td>
</tr>
<tr>
<td>✔ Communication</td>
<td>✔ Provide culturally appropriate health education and info</td>
</tr>
<tr>
<td>✔ Interpersonal and relationship-building</td>
<td>✔ Care coordination, case management, system navigation</td>
</tr>
<tr>
<td>✔ Service coordination and navigation</td>
<td>✔ Provide coaching and social support</td>
</tr>
<tr>
<td>✔ Capacity building</td>
<td>✔ Advocate for individuals and communities</td>
</tr>
<tr>
<td>✔ Advocacy</td>
<td>✔ Build individual and community capacity</td>
</tr>
<tr>
<td>✔ Education and facilitation</td>
<td>✔ Provide direct service</td>
</tr>
<tr>
<td>✔ Individual and community assessment</td>
<td>✔ Implement individual and community assessments</td>
</tr>
<tr>
<td>✔ Outreach</td>
<td>✔ Conduct outreach</td>
</tr>
<tr>
<td>✔ Professional skills and conduct</td>
<td>✔ Participate in evaluation and research</td>
</tr>
<tr>
<td>✔ Evaluation and research</td>
<td></td>
</tr>
</tbody>
</table>

State-Issued Community Health Worker Certificate Guidance Letter, July 1, 2023
Promotores: Diversity + Unity

Age
Origins
Gender
Language
Schooling
Employment
Life circumstances

Passion
Respect
Humility
Integrity
Empathy
Resilience
Commitment
Promotores Network Mission:
Empower families and individuals with respect, dignity and compassion, by enhancing the quality of all aspects of their lives through education and promoting healthy behaviors and increasing access to culturally and linguistically appropriate services.
What do Promotores do?
What do Promotores do?
What do Promotores do?
Todo el trabajo que hacen los promotores se basa en nuestra misión. No somos repartidores de volantes, ni solo manos extras en eventos. Somos agentes de cambio, entendiendo que somos a quien servimos. Somos la misma comunidad por la cual trabajamos, con las mismas necesidades y experiencias y por la cual abogamos.

¿Qué [no] son promotores?

Un promotor es una persona de confianza, conocida por ser servicial. Por abogar por sus necesidades y las de los más necesitados de su comunidad. Ser promotor no es un trabajo; muchas veces, el trabajo se hace como voluntario y es recompensado con el agradecimiento de las personas beneficiadas. Por eso, tiene un corazón de servicio.
Empower and develop the experience of Promotores and enable them to be key stakeholders, valued partners, and respected contributors to health systems and social support.

What is Health Linkages’ role?

▪ Support individual promotores and the Network
▪ Recruit and equip promotores
▪ Participate in support systems and collaborative meetings
▪ Co-create training opportunities and strategic initiatives
▪ Coordinate logistics of promotores’ work
▪ Safeguard promotores’ safety, success, and compensation
▪ Seek funding, implement funded programs, report on achievements
Teamwork

- **El Comité** (Promotores Network governing board) creates training and professional development opportunities for promotores, and vets projects based on member interests, promotores’ strengths, and community needs.

- **Program Associates**, themselves promotores and Health Linkages employees - bridge the Promotores Network, Health Linkages, and partners, and coordinate on-the-ground promotores logistics.

- **Health Linkages** supports as a coordinating agency, liaising with partner organizations and funders to create opportunities for promotores to conduct and be paid for their work as independent contractors.

- **Promotores**, trained and committed to social change, contribute their time and talents to strengthen health and social support systems.
The action is in the interaction
Collaboration with Santa Barbara County

- Tri-County Regional Energy Network [3C-REN]
- Organic Waste Collection [Composting]
- Environmental Justice Element [EJE]
- Housing Element Update [HEU]
- Climate Adaptation Plan
- Recreation Master Plan
- Electric Vehicles [EV]
- Levee Trail
ENVIRONMENTAL JUSTICE (EJ) ELEMENT

Planning and Development Department
LONG RANGE PLANNING DIVISION
Background

- Government Code § 65040.12(e) (1): “environmental justice” means the fair treatment and meaningful involvement of people of all races, cultures, incomes, and national origins, with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies.

Background

- Reduce unique or compounded health risks in EJCs by means that include the reduction of pollution exposure and improvement of air quality;
- Promote access to public facilities, healthy foods, safe and sanitary homes, and physical activity;
- Promote civic engagement in the public decision-making process; and
- Prioritize improvements and programs that address the needs of EJCs.
EJC Definition

- **Low Income**
  - Household median income at or below state median income by census tract
  - At or below HCD’s state income limits

- **Disproportionate environmental burdens**
  - CalEnviroScreen 4.0
  - Community-specific data for health risk factors and pollution
Community Engagement

- Equity Advisory and Outreach Committee
- Call for Artists
  - Partnership with CSD and Arts Commission
- Promotores Network
  - Community surveys
  - Community meetings and events
  - Community descriptions
- Bi-lingual websites and media releases
EJE Policy Development Process

- Community Engagement
  - Surveys and meetings
- Research Other Jurisdictions
- Other County Planning Efforts
- County Departments Working Group
- Draft EJE Policies
- Promotores Review
- Planning Commission and Board Hearings
EJE Policies

- Access to public facilities – 6
- Healthy and affordable foods – 3
- 2023 HEU safe and sanitary homes
- Promote physical activity - 4
- Improve air quality -5
- Reduce pollution exposure - 6
- Reduce unique or compounding health risks - 4
- Promote civic engagement - 9
Next Steps

● County Planning Commission

● Board of Supervisors
How does it work?

- Sustainability Division established contract with County Education Office
  - Internal budget transfers for other County Divisions
  - MOU with non-County organizations
- Spanish-language trainings for Promotores
- Follow up with Coordinators and Lead Promotores
  - Printed materials, links, etc
Collaboration

One County. One Future.

TRI-COUNTY REGIONAL ENERGY NETWORK
SAN LUIS OBISPO • SANTA BARBARA • VENTURA
## Sustainability Division
- **2030 Climate Action Plan**
  - 450 flyers distributed

## Transportation Division
- **Active Transportation Plan**
  - Santa Maria Levee Trail
  - 200 surveys distributed

## Long Range Planning Division
- **Housing Element**
- **Environmental Justice Element**
- **Climate Adaptation Plan**
  - 366 surveys completed (106 in Eng)
  - 300+ attendees at 2 public workshops
  - 149 surveys completed

## Resource Recovery & Waste Management Division
- **SB 1383 Organics & Composting**
  - 824 pails distributed
  - 1000 conversations

## Sustainability Division
- **EVs Para Todos**
  - Fall 2023
Scope and Achievements - 3C-REN

| Tri-County Regional Energy Network | DIY Sustainability Toolkit | 15 Promotores trained  
14 workshops completed  
127 participants |
|-----------------------------------|---------------------------|--------------------------------------------------|
| Single-Family Home Energy  
Savings Program                  |                           | Fall 2023                                         |
Scope and Achievements

- 4 Divisions in 3 Departments, plus 3C-REN
- 7 projects contributing $52,700 in funding for first year
- + $40,300 in additional funding
- One new contract for 3C-REN
Promotores Reflections
Promotores Reflections
Best Practices

● Preparation
  ○ Training, templates and resources

● Planning
  ○ Plan well ahead of your outreach needs
  ○ Try to include the (Lead) Promotores in your planning and approach
  ○ Think of the outcomes you desire from outreach, education and engagement
  ○ Consider what constraints or goals you have from a budget, hours or outputs perspective
  ○ Try to complement outreach activities with marketing or promotions that might be seen or heard in the community beforehand (news, radio, flyers, etc)
  ○ Budget for travel costs and time

● Training
  ○ Identify a translator and interpreter to assist you
  ○ When preparing for your training session, keep your presentation simple
  ○ Try to make your training interactive
  ○ Share your presentation with the (Lead) Promotores
  ○ Translate your presentation
Parting Thoughts

- If you value equity, inclusion and language access, design it into the process at the beginning and allocate resources
- Be willing to invest in capacity, for your organization and for the Promotores
- Reduce barriers for colleagues and counterparts to participate
- Shift mindset from transactional to relational outreach and planning
Thank you! ¡Gracias!

Garrett Wong
gwong@countyofsfb.org
Climate Program Manager
Sustainability Division,
County of Santa Barbara

Zoe Carlson
carlsonz@countyofsfb.org
Senior Planner
Long Range Planning Division,
County of Santa Barbara

Namino Glantz
nglantz@sbceo.org
Manager, Health Linkages
Children & Family Resource Services,
in partnership with
Santa Barbara County Education Office
and
Santa Barbara County Promotores Network