

# Providing Linguistically and Culturally Appropriate Community Outreach with Promotores





One County. One Future.



**HEALTH LINKAGES**

Children & Family Resource Services  
of Santa Barbara County

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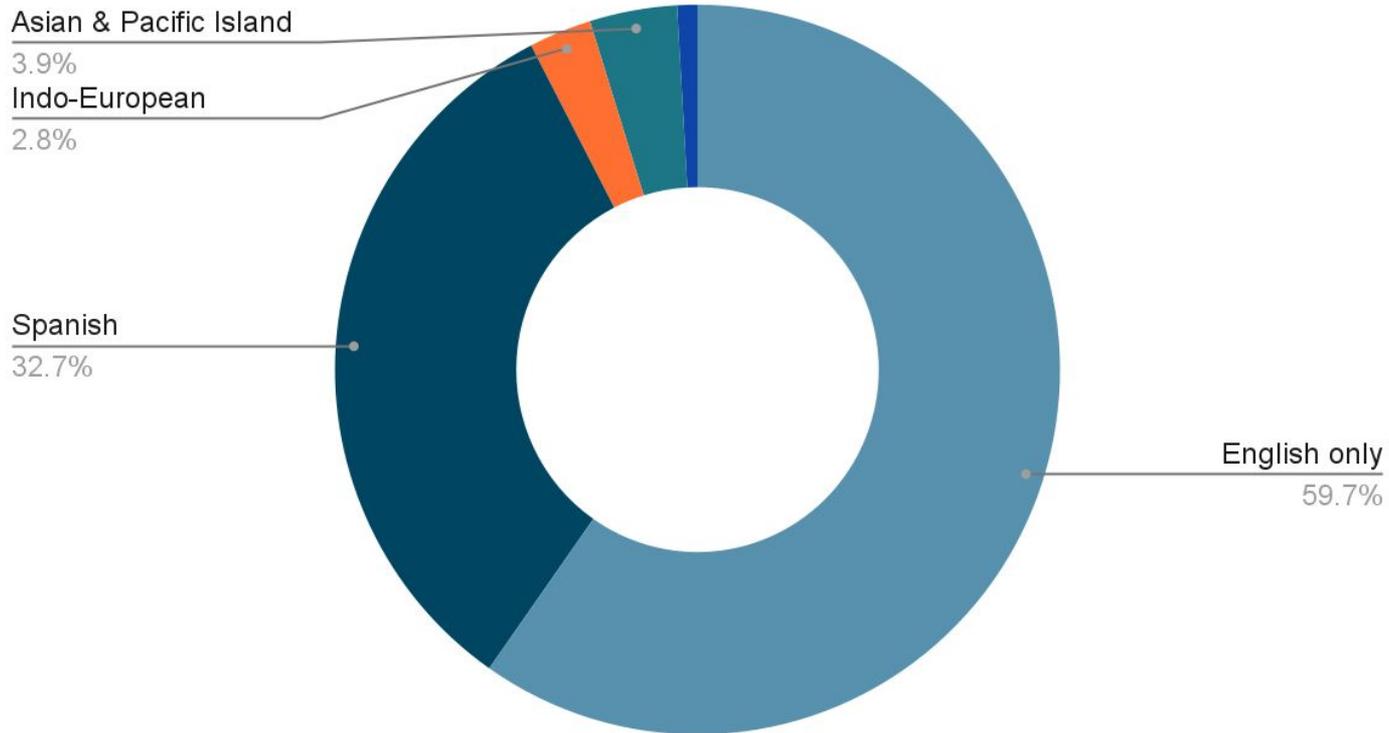
Manager, Health Linkages  
Children & Family Resource Services,  
in partnership with  
Santa Barbara County Education Office  
and  
Santa Barbara County Promotores Network

# Spectrum of Engagement



# Who are we talking to?

## Languages Spoken at Home



# Spectrum of Engagement



# 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 promoters formed?



# Promotores Core Skills & Roles



## Core skills = abilities:

- ✓ Knowledge of public health principles and social determinants of health
- ✓ Communication
- ✓ Interpersonal and relationship-building
- ✓ Service coordination and navigation
- ✓ Capacity building
- ✓ Advocacy
- ✓ Education and facilitation
- ✓ Individual and community assessment
- ✓ Outreach
- ✓ Professional skills and conduct
- ✓ Evaluation and research

## Core roles = expectations of behavior:

- ✓ Cultural mediation among individuals, communities, and health & social service systems
- ✓ Provide culturally appropriate health education and info
- ✓ Care coordination, case management, system navigation
- ✓ Provide coaching and social support
- ✓ Advocate for individuals and communities
- ✓ Build individual and community capacity
- ✓ Provide direct service
- ✓ Implement individual and community assessments
- ✓ Conduct outreach
- ✓ Participate in evaluation and research

# Promotores: Diversity + Unity

Age  
Origins  
Gender  
Language  
Schooling  
Employment  
Life circumstances



Passion  
Respect  
Humility  
Integrity  
Empathy  
Resilience  
Commitment





Maribel Landeros



Guadalupe Martinez de Perez



Josefa Rios

**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?



## ¿Qué [no] son promotores?



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.

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.



# 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

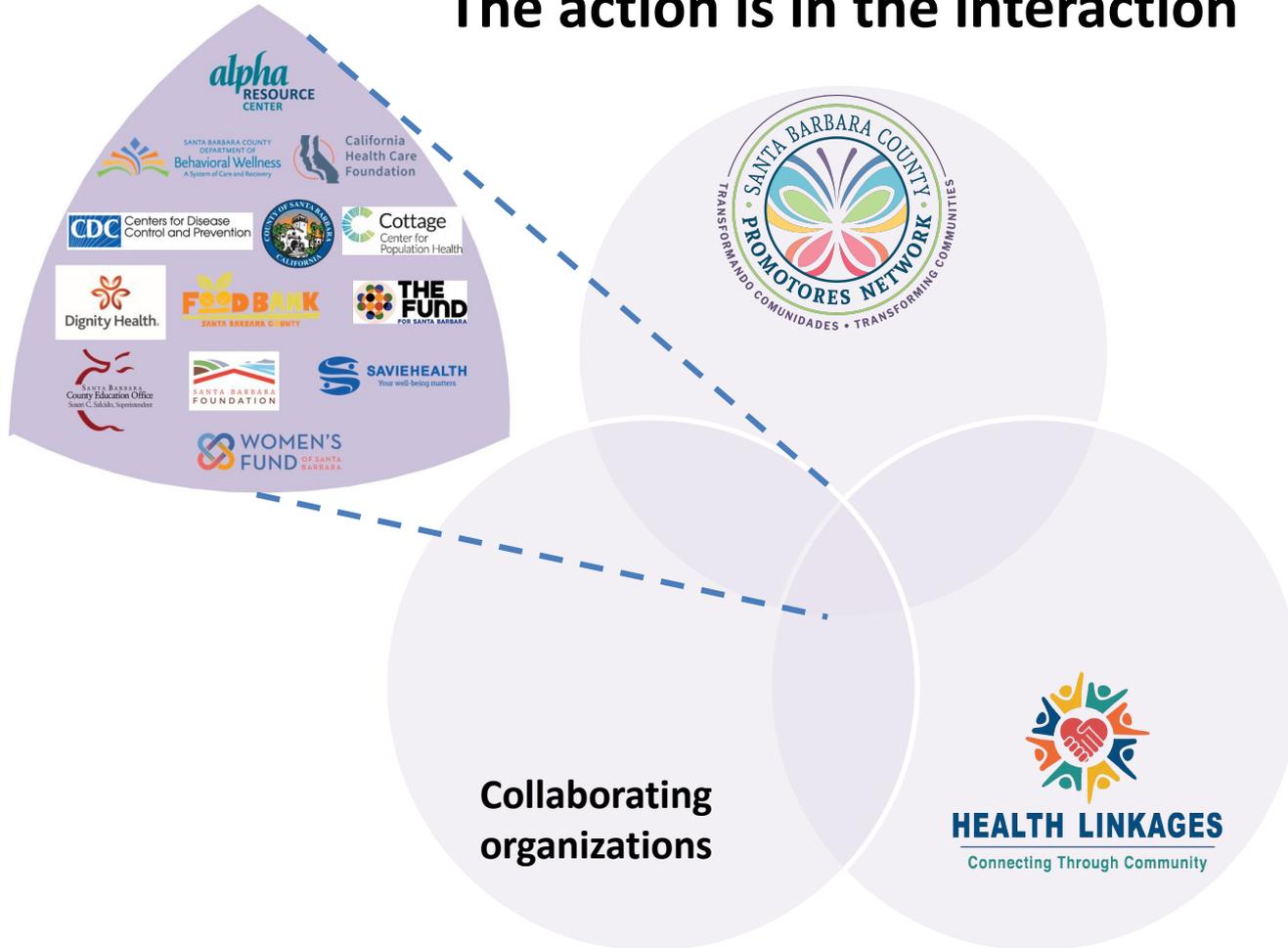


Empower and develop the experience of Promotores and enable them to be key stakeholders, valued partners, and respected contributors to health systems and social support.

# Teamwork

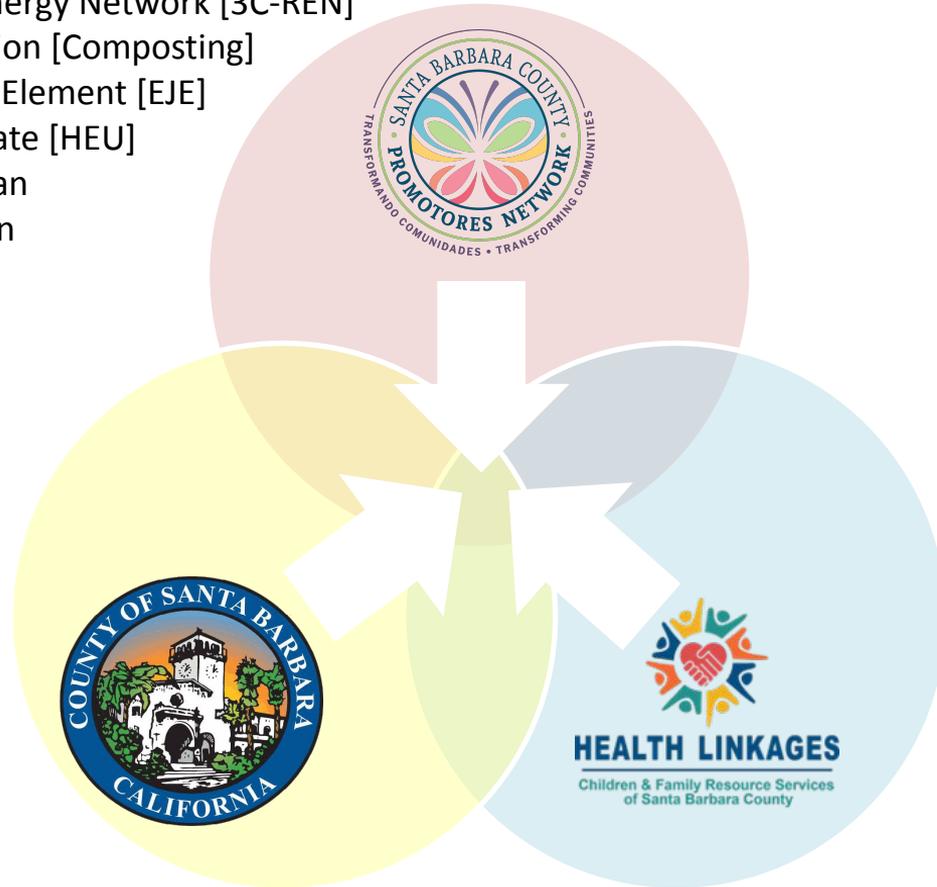
- **El Comité** (Promotores Networkgoverning board) creates training and professional development opportunities for promotores, and vets projects based on member interests, promotores' strengths, and community needs.
- **Program Associates**, themselves promotores and Health Linkages employees - bridge 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



alpha  
RESOURCE  
CENTER



SANTA BARBARA COUNTY  
DEPARTMENT OF  
Behavioral Wellness  
A System of Care and Recovery



California  
Health Care  
Foundation



Centers for Disease  
Control and Prevention

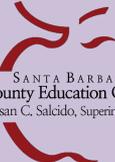


Cottage  
Center for  
Population Health

  
Dignity Health.

  
FOOD BANK  
SANTA BARBARA COUNTY

  
THE  
FUND  
FOR SANTA BARBARA

  
SANTA BARBARA  
County Education Office  
Susan C. Salcido, Superintendent

  
SANTA BARBARA  
FOUNDATION

  
SAVIEHEALTH  
Your well-being matters

  
WOMEN'S  
FUND OF SANTA  
BARBARA

# ENVIRONMENTAL JUSTICE (EJ) ELEMENT



Planning and Development  
Department  
**LONG RANGE PLANNING DIVISION**

# Background

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- 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.
- SB1000 (2016): Government Code § 65302(h): Requires addition of EJ goals, policies and objectives to the County Comprehensive Plan.



# Background

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- 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.

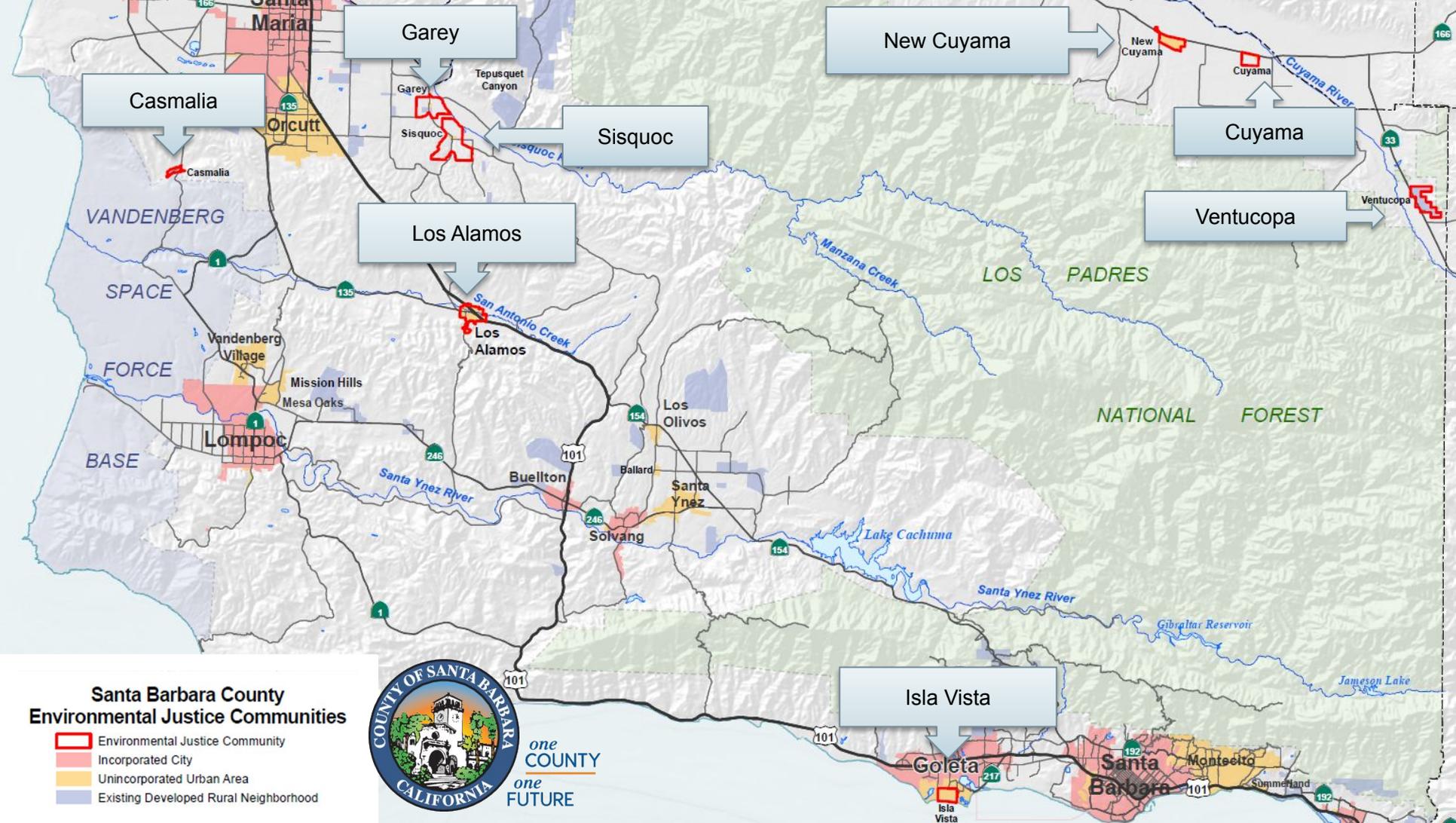


# EJC Definition

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- 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





**Santa Barbara County  
Environmental Justice Communities**

- Environmental Justice Community
- Incorporated City
- Unincorporated Urban Area
- Existing Developed Rural Neighborhood



# Community Engagement

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- 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

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- 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

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- 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

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- 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



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**TRI-COUNTY REGIONAL ENERGY NETWORK**  
SAN LUIS OBISPO • SANTA BARBARA • VENTURA



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# Scope and Achievements - County

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



**one**  
CLIMATE

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# 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!

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