

>> HEY, GOOD MORNING EVERYONE!
>> GOOD MORNING!
NICE TO SEE EVERYONE.
SOME OF YOU, MANY OF YOU BACK FROM
YESTERDAY.
WELCOME BACK.
>> HELLO, EVERYONE.
WELCOME TO DAY TWO.
WE ARE GOING TO KEEP LETTING FOLKS IN.
FEEL FREE TO INTRODUCE YOURSELVES IN THE
CHAT.
OKAY WE CAN GO AHEAD AND GET STARTED.
WE'LL KEEP LETTING FOLKS IN.
THANK YOU JESSIE FOR INTRODUCING YOURSELF IN
THE CHAT.
WE ARE LOOKING FOR TO SEEING WHERE FOLKS ARE
FROM.
SO WE WILL HAVE INTERPRETATION TODAY.
I WANT TO GO AHEAD AND GET STARTED WITH
THAT.
SO I WILL PASS IT OVER TO OUR TRANSLATION
TEAM.
WE HAVE JOSE, I THINK WHO IS GOING TO BE
DOING THE INTRODUCTION.
>> I THINK SO, YES.
>> THANK YOU. [NOT SPEAKING ENGLISH]
>> SO GOOD MORNING EVERYONE.
HERE ARE THE INSTRUCTIONS HOW TO CONNECT TO
ZOOM.
JUST A FRIENDLY REMINDER AND EMPHATIC,
ACTUALLY INSISTENCE THAT ANYONE WHO IS MULTI
LINGUAL CONNECTS TO INTERPRETATION IS PART
OF THE LINGUISTIC JUSTICE COMPONENT OF THIS
WEBINAR.
TO DO SO, YOU, ONCE THE INTERPRETATION
ACTIVATED ON ZOOM, YOU WILL FIND THAT THE
BOTTOM OF THE SCREEN, ICON OF A GLOBE.
CLICK ON THAT GLOBE.
AND IT WILL GIVE YOU A DROP DOWN MENU.
CHOOSE ENGLISH AND THEN CHOOSE ORIGINAL
AUDIO.
AND JUST TO LET YOU KNOW, ONCE YOU DO THAT,
YOU ARE CONNECTED TO INTERPRETATION AND THIS
WILL NOT HINDER YOUR ABILITY TO HEAR THE
ORIGINAL AUDIO WHEN THE PRESENTATION IS IN
ENGLISH.
HOWEVER WHEN ANYONE OR EVEN THE PRESENTATION
TURNS TO SPANISH, YOU WILL HEAR MY VOICE,
JOSE REYES OR MY PARTNER, LETICIA

INTERPRETING FOR YOU.
THAT IS IT.
READY TO GO.
GRACIAS.
>> THANK YOU.
THANK YOU TO JOSE AND MILA.
WE ALSO HAVE ABERDEEN CAPTIONING WITH US
TODAY.
SO THERE IS LIVE CLOSED CAPTIONING AVAILABLE
AS WELL.
IF YOU NEED TO ACCESS THAT, THAT WILL ALSO
BE AT THE BOTTOM OF YOUR SCREEN WITH THE CC.
AND I AM GOING TO START INTERPRETATION.
YOU SHOULD SEE THE GLOBE POP UP.
IF NOT THERE, CLICK MORE AND FIND,
INTERPRETATION.
AND SELECT YOUR LANGUAGE.
THIS WILL BE A BILINGUAL PRESENTATION TODAY.
WHICH WE ARE REALLY EXCITED ABOUT.
PLEASE MAKE SURE THAT YOU SELECT YOUR
CHANNEL IF BILINGUAL, SPANISH AND ENGLISH,
YOU CAN HAVE INTERPRETATION OFF.
OR IF THERE IS A SPECIFIC LANGUAGE THAT YOU
WOULD PREFER TO HAVE FOOD, YOU CAN SWITCH
BACK AND FORTH AS WELL.
OKAY.
SO WITH THAT, ONCE EVERYBODY IS SET UP, IF
YOU HAVE ANY QUESTIONS OR HAVING TROUBLE
GETTING CONNECTED TO THAT, PLEASE MESSAGE
EITHER MYSELF OR JESSIE TOWNE-CARDENAS WHO
IS HERE AS WELL.
SO HI!
I AM SHELBY VICE, PRONOUNS ARE SHE/HER.
AND I AM THE PROJECT COORDINATOR FOR VALOR.
AND I WORK WITH MY WONDERFUL CO-WORKER
JESSIE TOWNE-CARDENAS.
>> HI, GOOD MORNING.
JESSIE, SHE/HER PRONOUNS.
CONSULTANT WITH VALOR.
WORKING WITH RIGHT PREVENTION AND EDUCATION
PROGRAM AND PREVENTION INITIATIVES AND I'M
REALLY HAPPY TO SEE YOU ALL AGAIN TODAY.
IT HAS BEEN NICE BEGINNING MY MORNING WITH
ALL OF YOU.
SO TODAY MANY OF YOU WERE ON YESTERDAY AND
WE GOT A REALLY GREAT OVERVIEW FROM JESSICA
ROMEO ABOUT THE CLOSE TO HOME MODEL.
AND SHELBY, DO YOU WANT TO ADVANCE THE SLIDE
MAYBE?
OR MAYBE -- OH, NO, IT IS NOT TIME FOR THAT.

[LAUGHTER]

SO WE HAD A GREAT OVERVIEW OF --

>> YOU KNOW WHAT JESSIE?

ACTUALLY, I REMEMBER, WE ARE RECORDING TODAY.

I AM GOING TO -- RECORDING, SO THAT WE GET THAT RECAP.

SO BEFORE WE DO THAT, IF YOU ARE NOT COMFORTABLE BEING ON CAMERA FOR THE RECORD, PLEASE FEEL FREE TO STAY OFF CAMERA AND WE ARE GOING TO RESUME RECORDING.

>> RECORDING IN PROGRESS.

>> ALL RIGHT.

SO YESTERDAY WE HAD A GREAT OVERVIEW OF THE CLOSE TO HOME MODEL WITH JESSICA ROMO, ONE OF THE CLOSE TO HOME COACHES HERE IN CALIFORNIA WORKING WITH CALIFORNIA DEPARTMENT OF PUBLIC HEALTH RAPE PREVENTION AND EDUCATION PROGRAMS.

AND SO THE CLOSE TO HOME MODEL IS REALLY EFFECTIVE COMMUNITY MOBILIZATION MODEL THAT WORKS TO PREVENT SEXUAL ASSAULT AND DOMESTIC VIOLENCE, COMMUNITY VIOLENCE AND REALLY DOING THOSE THINGS THROUGH BUILDING COMMUNITY MEMBERS, LEADERSHIP AND THEIR ABILITY TO TAKE ACTION IN THE COMMUNITY TO PREVENT VIOLENCE AND PROMOTE HEALTH AND WELLNESS AND SAFETY AND ALL OF THE THINGS THAT CONTRIBUTE TO THE UNSAFE NEIGHBORHOODS WHERE WE ALL GROW, PLAY AND WORK.

TODAY WE ARE GOING TO GET THE OPPORTUNITY TO HEAR ABOUT ANOTHER COMMUNITY DEVELOPMENT AND MOBILIZATION MODEL AND SOME SPECIFIC PROGRAM STRATEGIES FROM EL SOL.

AND I AM REALLY EXCITED TO HAVE THEM AND TO TALK ABOUT THE PROMOTORES MODEL AND COMMUNITY HEALTH WORKER MODEL BECAUSE THESE ARE MODELS THAT WE OFTEN SEE IN OUR COMMUNITIES AND THAT ARE OFTEN, HAVE OFTEN BEEN USED IN THE AREA OF PUBLIC HEALTH AND HEALTHCARE TO PROMOTE HEALTH AND SAFETY FROM THE VIEWPOINT OF LEADERSHIP AND EDUCATION COMING FROM THE COMMUNITY ITSELF.

AND I HAVE HAD THE OPPORTUNITY TO LEARN ABOUT A LOT OF REALLY GREAT PROGRAMS AND MODELS BUT I REALLY WAS EXCITED TO SEE EL SOL WHEN I GOT TO SEE LETICIA PRESENT AT A CONFERENCE HERE IN SAN DIEGO AT UCS TO HEAR HOW THEY USE THEIR COMMUNITY HEALTH WORKER AND PROMOTORES MODELS TO HELP PREVENT

DOMESTIC VIOLENCE AND INCORPORATE THE CLOSE TO HOME MODEL.

SO I DON'T KNOW HOW MUCH MORE PERFECT PEOPLE WE COULD GET TO PRESENT TODAY SO THE REST OF THE DAY TODAY, WE ARE GOING TO HEAR ABOUT THE DIFFERENT FACETS OF THEIR WORK.

AND WE WILL HAVE SOME TIME TO BE ABLE TO ASK QUESTIONS SO PLEASE DO ASK QUESTIONS AND PLEASE DO THINK ABOUT, YOU KNOW, IF YOU, WHAT YOU LEARNED YESTERDAY AND HOW IT MIGHT APPLY TO TODAY.

HOW IT MIGHT APPLY TO PREVENTING VIOLENCE IN YOUR OWN COMMUNITY.

SO I THINK THAT IF WE COULD, WHILE THEY ARE INTRODUCING THEMSELVES, IF WE COULD HAVE YOU PUT INTO THE CHAT, IF YOU ARE HERE YESTERDAY, I KNOW THAT SOME OF YOU PUT KEY TAKE AWAYS IN, YOU HAD 24 HOURS NOW TO REALLY KIND OF LIKE MARINATE AND THINK ABOUT OR MAYBE, MAYBE YOU WERE SUPER BUSY YESTERDAY.

IF YOU HAVE BEEN THINKING ANYTHING ABOUT YESTERDAY AND HOW IT, IT, WHAT YOU LEARNED YESTERDAY MIGHT APPLY IN BIG OR SMALL WAYS TO THE WORK THAT YOU ARE DOING, PLEASE LET US KNOW ABOUT THAT IN THE CHAT.

LET YOUR COLLEAGUES THAT ARE ALSO ON THE CONFERENCE TODAY KNOW WHAT YOU HAVE BEEN THINKING ABOUT.

AND I KNOW THAT I, YOU'LL HAVE TO SKIP FORWARD SOME SLIDES, SHELBY, BECAUSE I WENT OUT OF ORDER.

BUT I WANT TO ALSO ACKNOWLEDGE OUR FUNDERS FOR THIS, SUPPORTING THIS WEBINAR.

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH.

AND INJURY, AND VIOLENCE PREVENTION BRANCH.

THEY FUND ALL OF OUR TRAINING AND TECHNICAL ASSISTANCE ACTIVITIES THROUGH THE RAPE PREVENTION EDUCATION PROGRAM AND WE APPRECIATE THEIR PARTNERSHIP AND FUNDING TO SUPPORT THE WORK THAT IS HAPPENING IN CALIFORNIA.

THOUGH OUR OPINIONS ARE OUR OWN AND NOT NECESSARILY, NOT NECESSARILY THOSE OF CENTERS FOR DISEASE CONTROL OR CDPH.

SO IF WE COULD GO -- YES.

SO WE HAVE OUR MEME THE TEAM FOR EL SOL GUEST.

SO I WILL LET YOU TAKE IT AWAY.

YOU CAN GO IN ORDER OF YOUR SLIDES AND THANK

YOU SO MUCH FOR BEING HERE.
AND WE APPRECIATE YOUR TIME AND EXPERTISE.
>> ALL RIGHT.
LAURA.
>> GOOD MORNING EVERYONE.
THANK YOU SO MUCH JESSIE.
AND WELL MY NAME IS LAURA ARECHIGA, PRONOUNS
SHE/HER.
TEAM LEADER OF DOMESTIC VIOLENCE PREVENTION
AND I HAVE BEEN WORKING FOR EL SOL SINCE
2018.
I HAVE BEEN WORKING IN DIFFERENT PROGRAMS
AND I'M SO HAPPY TO BE HERE AND BE ABLE TO
TALK ABOUT WHAT WE DO AS PROMOTORES.
AND WORK, WHAT AWARDS, WHAT ARE OUR
CHALLENGES AND EVERYTHING.
THANK YOU.
THANK YOU FOR THIS OPPORTUNITY.
>> IT IS ME.
OH.
OKAY.
SO I THINK THAT I'M MISSING ONE I IN MY
OTHER NAME.
OKAY.
LETICIA.
MY PRONOUNS ARE SHE/HER.
[NOT SPEAKING ENGLISH] SO I'M GOING TO BE
SPEAKING SPANISH AND I FEEL THAT I CAN
EXPLAIN MYSELF BETTER IN SPANISH.
LETICIA OLVERA SINCE 2011.
I CONTINUE TO BE UP FROM THERE BUT NOW GOING
DOOR-TO-DOOR AND EXPLAIN TO YOU LATER TODAY,
ALL OF THE WORK THAT WE DO.
THESE PICTURES WERE TAKEN AFTER A THOUSAND
PHONE CALLS AND SO MANY EMAILS, SO THAT IS
WHY MY FACE LOOKS THAT WAY.
SO I AM VERY HAPPY TO EXPLAIN THAT
PROMOTORES MODEL TODAY.
THANK YOU SO MUCH FOR THE INVITATION.
>> HI, EVERYONE.
MY NAME IS ANASTASIA, I'M THE YOUTH
COORDINATOR.
THANK YOU SO MUCH FOR INVITING MY TEAM.
I AM A DIETICIAN.
APART FROM BEING YOUTH COORDINATOR.
AND YOU MIGHT BE THINKING, WHAT IS A
DIETICIAN DOING HERE?
WELL I WORK WITH AMAZING TEAM THAT IS VERY
INNOVATIVE.
I FEEL LIKE THERE IS ALWAYS SOMETHING TO

HELP THE COMMUNITY.

BESIDES FROM HEALTH, WE CAN DO DOOR-TO-DOOR OR WE CAN PASS THE WORD AROUND SO IT IS A LOT MORE IMPACTFUL FROM A PUBLIC HEALTH PERSPECTIVE THAN A INDIVIDUAL SOCIOLOGICAL LEVEL FROM THE HEALTH PERSPECTIVE.

I STICK WITH MY TEAM BECAUSE I REALLY LOVE IT.

I AM, ON BEHALF OF MY TEAM, WE ARE REALLY EXCITED TO BE PART OF THIS PRESENTATION TODAY.

>> ALL RIGHT!

EL SOL NEIGHBORHOOD EDUCATIONAL CENTER IS A NONPROFIT ORGANIZATION WAS FOUNDED IN 1991. AND IT IS OKAY TO THE MAIN OFFICE -- OH, I SAID I WAS GOING TO SPEAK IN SPANISH. SO IT WAS FOUNDED IN 1991.

OUR MAIN OFFICE IS LOCATED IN BERNARDINO BUT ALSO AN OFFICE HERE.

IT WAS FOUNDED AS I MENTIONED BEFORE, IN 1991.

THE MISSION OF EL SOL IS TO EMPOWER OUR COMMUNITY SO THAT THEY CAN BE CAPABLE OF SOLVING THEIR OWN ISSUES BUT WHILE WE PROVIDE THEM WITH THE RESOURCES NECESSARY. WE HAVE A SLOGAN OR A SAYING THAT WE, THAT WE CAN BE THE CRUTCH OF THE COMMUNITY BUT WE WILL NEVER BE THE WHEELCHAIR.

THAT SIMPLY MEANS THAT WE ARE GOING TO HAND THEM THE TOOLS SO THAT THEY CAN BECOME AN INDEPENDENT AND SELF-SUFFICIENT, IF YOU CAN MOVE ON TO THE NEXT SLIDE PLEASE.

SO I ALREADY TALKED A LITTLE BIT ABOUT OUR VISION.

FIRST, YOU CAN SEE, EMPOWER THE PROMOTORES. ONCE WE EMPOWER THE COMMUNITY, THEY HAVE A DIGNIFIED AND HEALTHY LIFE.

LET'S GO TO THE NEXT ONE PLEASE.

OUR VALUES, FIRST OF ALL, LET ME EXPLAIN WHAT IS A PROMOTORES OR PROMOTORES.

IT IS A COMMUNITY LEADER WHO OFFERS HIS OR HER TIME AND THE USE OF HIS OR HER RELATIONSHIPS AND CONNECTIONS TO THE COMMUNITY, TO PROVIDE OR TO TEACH OR TO PROPAGATE WITH PEOPLE IN A POSITIVE MANNER. THE RESOURCES NEEDED.

A PROMOTORES IS A PERSON WHO IS FROM THE COMMUNITY, WHO KNOWS THE COMMUNITY, WHO SPEAKS THE SAME LANGUAGE AS THE COMMUNITY, WHO SHARES THE SAME CULTURE AS THE COMMUNITY

WHICH IS WHY IN OUR ORGANIZATION WE HAVE MANY PEOPLE FROM [INDISCERNIBLE] WE DO ACCESS TO LATINO COMMUNITY AND THE AFRICAN-AMERICAN COMMUNITY AND OTHER COMMUNITIES INCLUDING THAT COMMUNITY. AS YOU CAN SEE, OUR VALUES ARE THE RELATIONSHIP BUILDING, SO AGAIN EMPOWERING AND COMPASSION, INTEGRITY, TEAMWORK AND EXCELLENCE.

I WANTED TO MENTION TO YOU, FROM PROMOTORES WORK IS NOTHING NEW.

NOW THERE IS A BOOM WHERE EVERYONE WANTS TO SEE WHAT A PROMOTORES OR PROMOTORES MODEL IS.

WHAT DO THEY DO?
DO THEY OBTAIN OBJECTIVES?
BUT INTERNATIONAL ORIGINS OF PROMOTORES BEGAN IN THE 19TH CENTURY RUSSIA. ALREADY ORGANIZING FIELD WORKERS, FARM WORKERS.

AND THERE WERE ALSO THERE FOR DOCTORS IN CHINA, AND WHERE FIELD WORKERS OR AGRICULTURAL WORKERS TO EMPOWER THE RURAL COMMUNITIES.

THIS IS A BIT OF HISTORY, I'M NOT GOING TO TELL YOU THE WHOLE HISTORY.

BUT STARTING IN 1982, THE CHRISTIAN ORGANIZATION FOR THE LIBERIAN HEALTH HAS TRAINED EVANGELIST ON THE FIELD AS PROMOTORES.

SO IT IS REALLY IMPORTANT TO KNOW THAT IF THIS DIDN'T START NOW, DIDN'T JUST START JUST RECENTLY.

THIS IS SOMETHING THAT HAS BEEN IN THE, MAKING HISTORY.

OF COURSE, FOR MANY YEARS, OUR COMMUNITIES IN MEXICO, AT THE VERY LEAST HERE IN THE UNITED STATES, WE GET A LITTLE BIT OF COMPENSATION.

BUT IN MEXICO, THEY WORK COMPLETELY FREE OF CHARGE.

THEY ARE DONATING THEIR TIME IF WE CAN MOVE ON TO THE NEXT SLIDE PLEASE.

[NOT SPEAKING ENGLISH] SO AS WE ARE CONTRACTING THE HEARTS, AND TRAIN PEOPLE'S MINDS, PROMOTORES, WE ARE OUT ON THE FIELDS, WORKING FROM DOOR-TO-DOOR, WHETHER IT IS RAINING WITH HIGH TEMPERATURES LIKE WE ARE HAVING RIGHT NOW.

FOR NOW, WE ARE GOING TO BE LIKE IT CAN BE

111 AND 118 DEGREES FAHRENHEIT.
SENT PICTURES THAT THEY ARE ALREADY OUT
WORKING IN THE FIELDS.
WE ALWAYS TRY TO BUILD THESE RELATIONSHIPS
THAT WHERE THE COMMUNITY IS ABLE TO TRUST
US.
WE SHARE PERSONAL EXPERIENCES IN ADDITION TO
ALLOWING THE COMMUNITY FOR THEM TO SHARE
THEIR EXPERIENCES WITH US.
IF WE CAN GO MOVE OVER TO THE NEXT SLIDE
PLEASE.
IF WE TAKE A LOOK AT THESE PICTURES HERE,
THE PROMOTORES MODEL AND THE PICTURE THAT IS
HERE, SEEMS LIKE, THERE IS ME, THE WHOLE
TEAM WAS THERE.
DURING THE PANDEMIC EVERYONE WAS IN HOME.
BUT THE PROMOTORES WE WERE ALL UP FRONT
LINES, WE DID NOT HAVE A DAY THAT WE WEREN'T
WORKING DURING THE PANDEMIC.
HERE WE ARE PROVIDING VACCINES.
THIS SITUATION, 1500 PEOPLE GOT THEIR
VACCINES AND HERE WE ARE WITH OUR PHONES
AND iPad MAKING NEW APPOINTMENTS.
IN THIS PICTURE WHERE YOU SEE THE WRITE-IN,
IN THE NEXT CIRCLE WHERE YOU CAN SEE THERE
IS A PROMOTORES THERE IN FRONT.
PROVIDING INFORMATION FOR PEOPLE IN THEIR
HOMES.
WE DID SOME HOME VISITS AS WELL.
AND THE DIFFERENCE BETWEEN A PROMOTORES AND
AN EMPLOYEE OR A WORKER, MAYBE SOMEONE WHO
WORKS IN THE HOSPITAL OR WAS IN AN OFFICE,
THE DIFFERENCE IS THAT EVEN OUTSIDE
UNDERNEATH A TREE, WE ARE ABLE TO PROVIDE
THE INFORMATION FOR US.
FOR US, EVEN IF THE OFFICE IS CLOSED AND
OTHER PICTURES THAT LAURA IS SPEAKING ABOUT
THE POPULAR EDUCATION, WE'LL BE ABLE TO SEE
HOW THERE IS PEOPLE, WE TAKE THEIR OWN
CHAIRS AND OUT ON THE FIELD, WE SIT DOWN AND
PROVIDE PEOPLE WITH THE RESOURCES AND WE
START HAVING CONVERSATIONS OF TOPICS OF
INTEREST THAT THEY MAY HAVE LIKE, FOR
EXAMPLE, THE PANDEMIC.
AND RIGHT NOW, WE ARE CURRENTLY TALKING
ABOUT HOW DO YOU HAVE RESILIENCE AFTER
HAVING COVID?
SO AS YOU CAN SEE HERE IN ENGLISH, WE TEACH
PEOPLE AND WE EMPOWER PEOPLE AS WELL.
MORE THAN ANYTHING THAT THIS MODEL IS THAT

WHEN I GO UP THERE, I GIVE THEM, IT IS NOT THAT I'M GOING TO GO AND GIVE THEM A COURSE. THE MODEL IS, THERE WILL BE POPULAR EDUCATION AND I KNOW THAT LAURA WILL BE SHARING MORE ABOUT THIS LATER.

IT IS ABOUT LISTENING TO THE EXPERIENCES OF THE COMMUNITY.

IT IS ABOUT THAT EVERYONE IS GOING TO COME AND SHARE THEIR EXPERIENCE TO WHERE WE, WHERE THEY ARE PREPARED.

THESE ARE PEOPLE WHO HAVE, WHO HAVE DEGREES, THAT HAVE HAD TO COME TO THIS COUNTRY SO WE KNOW THAT WE ARE ABLE TO SHARE STORIES SO THAT THEY FEEL EMPOWERED.

SO DO WE.

SO IF YOU CAN PLEASE MOVE ON TO THE NEXT SLIDE, AS YOU CAN SEE IN THESE PICTURES THAT WE HAVE ON THE SLIDE, WHAT WE ARE DOING HERE, WE ARE PUTTING OUT SOME INFORMATION ON OUR TABLES.

WE GO OUT TO THE STREETS, HERE YOU CAN SEE ONE OF OUR PROMOTORES.

SHE IS GOING OUT AND GIVING INFORMATION OUT TO PEOPLE WHO ARE OUTSIDE WALKING OR ON THE WAY TO THE STORE.

AND WHAT THEY DO IS SHARE INFORMATION OF WHAT IS WITHIN THE COMMUNITY.

WHAT BENEFITS DO THEY HAVE ACCESS TO?

THEY HAVE THE INFORMATION TABLES.

OR THEY CAN GO DOOR-TO-DOOR.

I KNOW THAT I'M BEING VERY REPETITIVE.

IT IS VERY IMPORTANT THAT YOU UNDERSTAND WHAT WE DO AS PROMOTORES.

NOT EASE OF WHAT ANYONE CAN DO, IT IS VERY HARD WORK.

WE HAVE SOME TESTIMONY WHO IS IN THE ADULT PROGRAM AGAINST VIOLENCE, DOMESTIC VIOLENCE.

SHE IS VERY HAPPY, BECAUSE PROMOTORES FOUNDER OUTSIDE OF A STORE AND INVITED TO OUR VIOLENCE PREVENTION PROGRAM.

SO IF YOU CAN SEE HERE IT IS.

WE HAVE THE INFORMATION IN ENGLISH.

WE HAVE DEVELOPED SOCIAL SUPPORT.

WE DO GROUPS, MOBILIZE A COMMUNITY TO CREATE A HEALTHIER NEIGHBORHOOD.

IF WE CAN PLEASE MOVE ON TO THE NEXT SLIDE. OKAY.

SO HERE OUR SUCCESS AND OUR CHALLENGES THAT WE HAVE HAD, FIRST OF ALL, BEFORE WE GO ON TO THAT, I WOULD LIKE TO SHARE WITH YOU SOME

OF THE QUALITIES THAT A PROMOTORES SHOULD HAVE.
THEY NEED TO HAVE INITIATIVE.
INTEREST FOR THEIR COMMUNITY.
EMOTIONAL STABILITY.
INTEREST WITHIN THE CULTURE.
HAS TO BE MULTI-CULTURAL OPEN MINDED HAS TO HAVE GOOD SENSE OF HUMOR.
WE CAN'T GO OUT THERE TO THE WORLD BEING BITTER.
GOOD RELATIONSHIPS WITH THE PUBLIC.
LOTS OF EMPATHY.
THEY HAVE TO BE RESPECTED PEOPLE WITHIN THE COMMUNITY.
GOOD COMMUNICATION WITH THE COMMUNITY.
AND THEY HAVE TO BE ASSERTIVE WITH THEIR COMMUNICATION.
BECAUSE YOU KNOW THAT SOMETIMES, BECAUSE, OKAY, I'M GOING TO GO A LITTLE BIT SLOWER.
BUT PROMOTORES THEY HAVE TO HAVE LOTS OF EMPATHY.
LOTS AND LOTS OF EMPATHY.
THIS IS BECAUSE WE ARE REGULAR PEOPLE
BECAUSE WE ALSO HAVE PERSONAL ISSUES, PERSONAL PROBLEMS.
WE HAVE PROBLEMS AT SCHOOL, JUST PERSONAL LIFE BUT WE CAN'T GO OUT AND BRING OUR, BRING THESE PROBLEMS OUT TO THE COMMUNITY.
THEY NEED TO SEE US AS BEING A WHOLE.
THE MODEL HERE IS THAT WE ARE NOT PSYCHOLOGISTS OR THERAPISTS.
WE MAY ACT AS THERAPISTS BECAUSE SOMETIMES PEOPLE GO ON TO BE HEARD.
THEY DON'T WANT TO, THEY DON'T WANT TO HEAR ADVICE.
YES, THEY DO WANT THEIR RESOURCES BUT MAYBE WHEN THEY DO HAVE CERTAIN NEED, SUCH A GREAT NEED, THEY JUST NEED TO BE HEARD AND FOR US, AS PROMOTORES, WHAT WE DO, IS WE HEAR THEM OUT.
LET THEM SPEAK.
LET IT ALL OUT.
AND THEN BEING ABLE TO PROVIDE THEM WITH THE RESOURCES THAT THEY MAY NEED.
WHAT IS OUR SUCCESS?
OUR SUCCESS IS ABOUT THAT, THAT WE DON'T HAVE A SPECIFIC TIME.
WE DON'T HAVE AN 8-4 OR A 9-5.
AND I'M GOING TO GIVE YOU AN EXAMPLE.
YESTERDAY I STARTED WORKING AT 8 IN THE

MORNING.

AND I THINK THAT IT WAS ABOUT 9 AT NIGHT,
AND I WAS STILL TAKING CALLS OF PEOPLE WHO
STILL NEEDED MY SERVICES.

THAT IS WHAT A TRUE PROMOTORES DOES.

THEY DON'T SAY THAT IT IS LIKE, OH, MY SHIFT
IS DONE.

AND MY RESPONSIBILITY IS DONE AT THIS POINT.

BUT NO, TODAY I STARTED A LITTLE BIT LATER.

THAT IS BECAUSE I'M GOING TO END UP MUCH
LATER TONIGHT.

BUT IN REALITY, SOMETIMES OUR JOB DOESN'T
END UNTIL 9.

WHETHER IT BE FROM THE OTHER PROMOTORES OR
WHETHER IT BE PEOPLE FROM THE COMMUNITY.

WE HAVE HELPED.

THE MODEL HERE IS SO AMAZING.

AND THAT IS WHAT I WOULD LIKE.

I WOULD LIKE FOR THIS OPPORTUNITY THAT WE
HAVE IS TO BE ABLE TO FIND AND UNDERSTAND
THE ESSENCE OF A PROMOTORES, IS TO BE ABLE
TO HELP.

IT DOESN'T MATTER WHERE WE ARE.

WE HAVE PROMOTORES THAT TAKE FOOD TO PEOPLE
WHO ARE NOT ABLE TO COME OUT.

WE HAVE BEEN ABLE TO HELP PEOPLE FILL OUT
DOCUMENTS, MAYBE SOME LEGAL DOCUMENTS THAT
THEY MAY NEED AT THE MOMENT.

WE ARE ALWAYS THERE TO HELP OUT THE
COMMUNITY.

RIGHT NOW, I HAVE TWO OF THE GIRLS, WHO ARE
WITHIN THE FOLLOWING VIDEOS.

AND THEY ARE PROVIDING EMOTIONAL SUPPORT.

BECAUSE LIKE I SAID, WE ARE NOT THERAPISTS.

WE ARE NOT, WE ARE NOT, WE DON'T HAVE A
DEGREE OR A LICENSE PSYCHOLOGY.

WE MAY HAVE OTHER DEGREES BECAUSE IT IS ALSO
VERY IMPORTANT THAT WE UNDERSTAND THAT A
PROMOTORES IS A PERSON THAT IS VERY WELL
PREPARED.

WE ALL WEAR DIFFERENT HATS.

SOMETIMES WE ARE FROM PROMOTORES.

SOMETIMES WE DO DATA ENTRY.

WE PUT THE DATA, ALL OF THE DATA IN THE
SYSTEM.

WE ALSO DO REPORTS.

AND EVEN WHEN WE DON'T, WHEN WE DON'T -- THE
PERSON MAY NOT SPEAK ENGLISH, ALL OF THE
REPORTS NEED TO BE IN ENGLISH.

HOW DO WE DO IT?

I DON'T KNOW.
GOD KNOWS.
BUT THE PROMOTORES, WHAT WE DO, ALL VERY
WELL EQUIPPED.
PREPARED.
SOMETIMES I FEEL LIKE THEY ARE LOOKED DOWN
UPON NOT BY EVERYONE BUT RIGHT NOW, I AM
VERY HAPPY THAT WE ARE DOING THIS KIND OF,
DOING THIS KIND OF TRAININGS AND WORKSHOPS
OR HOWEVER YOU WANT TO CALL THEM.
WE ARE DOING THESE MEETINGS SO THAT WE CAN
REALLY, TRULY UNDERSTAND WHAT A PROMOTORES
DOES BECAUSE THE PROMOTORES IS A VERY
CAPABLE PERSON.
BECAUSE MY GIRLS, FOR EXAMPLE, THEY SAY, OH,
I DON'T KNOW HOW TO USE A COMPUTER BUT I
WILL LEARN.
THEY LEARN HOW TO MAKE A CALENDAR.
THEY KNOW.
NOW THEY ARE LOOKING AT THE TIMELINES AND
ALWAYS ON IT.
THEY MAY NOT KNOW HOW TO DO IT BUT WILLING
TO LEARN.
THERE ARE SOMETIMES, PEOPLE WHO ARE ONCE
THEY GET CONTRACTED, WHO ALREADY HAVE
UNIVERSITY DEGREE OR OTHER PROMOTORES THAT
KNOW HOW TO USE A COMPUTER.
BUT THEY ALSO HAVE THE HEART.
THEY DON'T SAY, OH, THEY DON'T SAY NO
BECAUSE I'M A NUTRITIONIST.
I'M ALREADY DOING WORKING ON MY MASTER'S.
I'M GOING TO BEHAVE OR ACT DIFFERENTLY.
OH, NO, MY HEART IS HERE FOR THE COMMUNITY.
IF AT 8 P.M. SOMEONE IS CALLING ME, I'M
GOING TO TAKE THAT CALL.
AND THAT IS WHERE OUR TRUE SUCCESS IS AT.
NOW OUR CHALLENGES, WELL, IT IS SOMETHING
THAT I HAVE DISCUSSED ABOUT THAT ALREADY.
MAY BE THE TERMINOLOGY.
MAY BE LIKE FOR ONE OF THE GIRLS THAT SPEAKS
A DIALECT.
IT MIGHT BE THE LANGUAGE BARRIER.
EVEN THOUGH, EVEN WITH THAT, THROUGHOUT THE
PANDEMIC, SHE WAS ABLE TO SAY HERE LET'S
SIGN HERE.
OR LET ME HAVE YOUR DOCUMENTS.
HOWEVER SHE MADE HERSELF, SHE MADE IT
POSSIBLE.
EVEN SPANISH IS DIFFICULT.
BECAUSE FIRST LANGUAGE IS [INDISCERNIBLE].

SHE IS HERE HELPING HER COMMUNITY AND ALL OF THE PROMOTORES.

SO THOSE ARE SOME OF THE CHALLENGES THAT WE HAVE.

SOME OTHER CHALLENGES THAT WE ALSO HAVE IS THE HIGH TEMPERATURES THAT WE HAVE HERE WITHIN THE VALLEY.

THEY ARE EXTREME.

ANOTHER CHALLENGE LIKE DURING THE PANDEMIC WAS THAT A LOT OF PEOPLE AND I'M NOT GOING TO SPEAK ABOUT A PARTICULAR GROUP BUT THERE WERE SPECIFIC GROUPS WHO WERE SOMETIMES, WOULD INSULT US, DIDN'T WANT TO WEAR THE MASKS, EVEN ALSO WE HAD A SITUATION WHERE IN MORE LIKE DIFFERENT AREAS LIKE, IN CERTAIN VALLEYS, I'M NOT SURE EXACTLY WHAT AREA IT WAS AT.

BUT THIS GENTLEMAN TOLD ONE OF MY, ONE OF THE PROMOTORES, SAID, DON'T YOU DARE COME INTO MY PROPERTY BECAUSE I WILL SHOOT YOU. SO THOSE ARE SOME OF THE CHALLENGES THAT WE HAVE FOUND ALONG THE WAY.

ALTHOUGH MOST MAJORITY OF PEOPLE, EVERYONE HAS BEEN KIND, THEY WILL HEAR US OUT.

BUT THERE ARE SOME VERY FEW EXCEPTIONS WHERE THEY ARE INSULTING, OFFENSIVE AND THEY DON'T TREAT US VERY NICELY.

BUT THAT DOESN'T AFFECT US.

WHAT WE DO CARE ABOUT IS THE GOOD VIBES THAT PEOPLE GIVE US.

THAT IS SOMETHING THAT, THAT WE CAN UNDERSTAND WHAT THE PROMOTORES ARE, THEIR LEADERS, THEY ADVOCATE FOR THE COMMUNITY. THEY ARE DOING, WORKING ON SOCIAL MOVEMENT THAT ARE ALWAYS DEFENDING OUR COMMUNITY RIGHTS.

AND WHAT I MEAN, WHEN I MEAN COMMUNITY, I AM INTEGRATING EVERYONE, ALL ETHNICITIES, NOT JUST ONE ETHNIC GROUP.

BUT EVERYONE.

IF WE CAN MOVE ON TO THE NEXT SLIDE PLEASE. HERE I WOULD LIKE TO INTRODUCE, I'M NOT SURE IF I, PAST LIFETIME, I WAS TRYING TO SPEAK FASTER.

WITHIN THIS VIDEO, WE ARE GOING TO CALL HER, WE CALL HER [INDISCERNIBLE].

BUT ALSO HEAR IT IN SPANISH.

SO WE CAN PLEASE PLAY THE VIDEO THAT YOU ARE ABLE TO SEE THE WORK THAT THE PROMOTORES DOES IN ADDITION TO EVERYTHING THAT WE

ALREADY EXPLAINED.

I THINK THAT A PICTURE SPEAKS MUCH MORE,
PICTURE IS WORTH MORE THAN A THOUSAND WORDS.
IN ADDITION, WHEN LAURA IS TALKING ABOUT
PROPER EDUCATION, WE'LL BE ABLE TO GO MORE
INTO IT.

>> MY NAME IS [INDISCERNIBLE] AND I'M HERE
TO HELP MY COMMUNITY.

MY NAME IS SAUL AND WE HAVE PROGRAMS.
FOR PREVENTION FOR THE KIDS AND YOUNG
ADULTS.

FOR OUR YOUNG AMBASSADORS, FOR PREVENTION OF
FIREARMS AND VIOLENCE, VACCINE CENTERS UNDER
THE COLLABORATION OF HERE IN THE COACHELLA
VALLEY.

THE MISSION IS TO BE ABLE TO SUPPORT THE
COMMUNITY GIVEN THE TOOLS TO BE ABLE TO
SUCCESSFUL.

>> THANK YOU SO MUCH.

SO I'M GOING TO PASS IT OVER TO LAURA SO
THAT SHE IS ABLE TO SHARE WITH YOU WHAT
POPULAR EDUCATION AND THE MODELS THAT WE USE
HERE SO THAT WE ARE ABLE TO SHARE THE
RESOURCES AND TOOLS WITHIN THE COMMUNITY.

>> THANK YOU SO MUCH.

AND WELCOME EVERYONE AND GOOD MORNING.

I WILL BE TALKING TODAY ABOUT POPULAR
EDUCATION AND THE ROLE THAT WE HAVE AS
PROMOTORES IN OUR ORGANIZATION.

SO POPULAR EDUCATION IS THE PROCESS THAT
LEADS PEOPLE TO DEVELOP CRITICAL THINKING
AND AWARENESS ABOUT THEIR REALITY IN THE
SOCIAL, ECONOMIC, POLITICAL AND HEALTH
ENVIRONMENT THROUGH REFLECTION FOLLOWED BY
ACTION.

SOMETHING THAT I WOULD LIKE TO HIGHLIGHT IS
WE AS A PROMOTORES WE ARE PART OF THE
COMMUNITY.

THAT IS, THAT IS SOMETHING THAT IT IS REALLY
IMPORTANT BECAUSE WE CAN, WE CAN HIRE PEOPLE
WHO LIVES THERE.

AND WHO IS GOING TO BE, IT IS GOING TO BE
VERY ACTIVE.

VERY ACTIVE FOR THE COMMUNITY.

BECAUSE IF WE WANT TO SEE CHANGES, IF WE
WANT TO SEE OUR COMMUNITY BETTER, SO IT IS,
IT IS MUCH, MUCH IMPORTANT IF WE HIRE
SOMEONE FROM THE COMMUNITY BECAUSE THEY ARE
GOING TO PUT THEIR, PUT THEIR HEARTS.

THEY ARE GOING TO PUT EVERYTHING IN THEIR

POSSIBILITY THAT THEY CAN DO.
THEY ARE GOING TO DO IT.
THEY ARE GOING TO DO IT.
IF WE ARE SAYING THAT WE WANT A CENTER WHERE
WE CAN TAKE OUR CHILDREN AND HELP THEM TO
START LEARNING HO YOU TO PLAY GUITAR AND HOW
TO PLAY PIANO.
WE WANT TO SEE THAT.
WE ARE GOING TO THRIVE.
WE ARE GOING TO BE THERE.
AND WE ARE GOING TO START THINKING ON
DIFFERENT STRATEGIES HOW WE CAN DO IT.
SO THAT IS, THAT IS SOMETHING IMPORTANT THAT
WE WANT TO MENTION.
AND POPULAR EDUCATION IS A PROCESS.
THAT LEADS PEOPLE TO DEVELOP CRITICAL
THINKING.
SO IT IS NOT JUST LIKE EVERYTHING THAT IS
COMING TO ME, WE ARE JUST GOING TO TAKE IT.
NO.
WE KNOW THAT IS GOING TO BE GOOD FOR THE
COMMUNITY.
SO WE ARE GOING TO BE WORKING WITH THE
COMMUNITY.
AND WORKING FOR THE COMMUNITY.
SO THAT IS SOMETHING IMPORTANT IN THE
CENTRAL GOAL OF PUBLIC EDUCATION IS AN
APPROACH TO EDUCATION THAT EMPHASIZES THE
ACTIVE INVOLVEMENT OF LEARNINGS AND SEEKS TO
EMPOWER INDIVIDUALS AND COMMUNITY TO ADDRESS
THE SOCIAL AND POLITICAL ISSUES.
AND IF WE CAN GO TO THE NEXT SLIDE.
SHELBY, PLEASE.
OKAY.
RIGHT HERE, I WAS, AS I MENTIONED BEFORE,
THE PROMOTORES GO EVERYWHERE.
EVERYWHERE.
IF WE NEED TO GO TO THE FIELDS, WE GO TO THE
FIELDS.
IF WE NEED TO GO TO A PARK, WE WILL GO TO
THE PARK.
IF WE NEED TO GO TO A AREA, THAT THERE IS A
LOT OF PEOPLE, AND WE CAN PRESENT THE
INFORMATION THAT WE HAVE IN JUST TO CREATE A
CHANGE ON SOMEONE.
IT REALLY MATTERS.
AND IT IS REALLY IMPORTANT FOR US.
FOR EL SOL.
SO HAVING THE KNOWLEDGE AND BE AWARE IT IS
IMPORTANT.

AND I REMEMBER BEFORE I STARTED DOING THE PROMOTORES, THE PROMOTORES MODEL, I REMEMBER THAT I WAS JUST CRITICIZING THEM, EVERYONE BECAUSE I DIDN'T KNOW.
LIKE MENTAL HEALTH ISSUES, I WAS LIKE, I HAD A FRIEND BEFORE AND LIKE IN 2011, SHE FELT VERY, VERY DOWN.
AND DEPRESSED.
I WAS LIKE, WELL YOU SHOULD JUST DO SOMETHING AND GET OVER IT.
SHE NEEDS TO DO SOMETHING LIKE GETTING TO SPORT OR LEARN TO DO AN ACTIVITY.
AND IT IS NOT JUST LIKE THAT.
ONCE I STARTED TO LEARN THAT DEPRESSION IS SOMETHING THAT NEEDS TO BE PAID ATTENTION, AND WE NEED TO GO TO THE DOCTOR.
IF WE FEEL DEPRESSED FOR A VERY, VERY LONG TIME.
SO IF WE WANT TO LIVE A HEALTHY LIFE. WE HAVE TO PAY ATTENTION TO US.
WE NEED TO KNOW OUR BODIES.
WE NEED TO KNOW OUR MINDS AND THAT IS REALLY IMPORTANT.
SO ONCE I STARTED WORKING FOR EL SOL, I REALIZED SO MANY THINGS.
LIKE I WAS CRITICIZING WITHOUT KNOWING AND THAT IS SOMETHING THAT I WANT TO DO AND IN THE PROMOTORES WANT TO DO.
LIKE, OKAY.
WE WANT TO GO WHERE PEOPLE IS.
AND WE WANT TO CREATE THAT CHANGE. IN THEM.
AND HOW CAN WE DO THAT?
BY GOING WHERE THEY ARE.
BECAUSE SOMETIMES WE, I MEAN, IT IS GOING TO WORK IF WE CREATE AN EVENT.
BUT WAITING FOR 20 PEOPLE OR 50 PEOPLE, SOMETIMES IT IS GOING TO, IT IS NOT GOING TO HAPPEN.
SO SOMETHING THAT WE DO AS PROMOTORES, WE GO WHERE THE PEOPLE IS.
MAYBE THE, THEY DON'T WANT TO TAKE A LOT OF TIME.
TO TRAVEL AND TO GO WHERE WE HAVE EVERYTHING ALL SET.
SO WE WILL, WHERE THEY ARE.
WHICH IS LET THEM KNOW THAT IT IS GOING TO BE, IT IS GOING TO BE A SHORT PERIOD OF TIME THAT WE ARE GOING TO TAKE.
TO SHOW THEM AND GIVE THE TOOLS THAT THEY

WILL NEED TO LIVE BETTER.
TO CREATE A BETTER FAMILY, CREATE HEALTHY
FAMILIES WHICH IS SOMETHING THAT WE ARE,
THAT WE ARE WORKING FOR.
WE WANT TO HAVE FAMILIES WHERE THEY, THEY
ARE AWARE OF EVERYTHING.
SO THAT IS, THAT IS SOMETHING THAT IS, THAT
IT IS IMPORTANT AND WE ARE WORKING FOR.
LEARN TO UNLEARN.
I LIKE THIS PHRASE BECAUSE WE HAVE LEARNED
SO MANY THINGS.
CULTURALLY.
AND SINCE I WAS A LITTLE GIRL I, I THOUGHT
THAT WHEN MY DAD SAY SOMETHING, IT HAS TO BE
LIKE THAT.
AND THAT I WAS LIKE, OKAY, MY DAD IS THE ONE
WHO SAYS IT.
AND SO WE HAVE NO RIGHT TO SAY ANYTHING.
I THOUGHT IT WAS LIKE THAT.
THAT WE HAVE TO FOLLOW THE SAME STRUCTURE,
THE SAME, THE SAME ROLES AS WE SAW.
SO NOW I UNDERSTOOD THAT WE DON'T HAVE TO
FOLLOW THAT.
THOUGH WE DON'T HAVE TO JUST FOLLOW CERTAIN
PATTERNS THAT WE CAN LEARN TO UNLEARN.
AND BE CONSCIENCE AND BE AWARE.
AND BE HUMBLE.
BE HUMBLE.
BECAUSE THAT IS WHAT IT IS GOING TO MAKE A
DIFFERENCE.
IT IS GOING TO MAKE A DIFFERENCE FOR US.
SO IF THIS EDUCATION THAT I RECEIVE CREATE A
CHANGE IN ME, I THINK THAT I AM GOING TO BE
ABLE TO CREATE CHANGES.
ON MY COMMUNITY.
IN MY COMMUNITY.
SO THAT IS WHY I'M WORKING AS A PROMOTORES.
BECAUSE I WANT TO SEE THOSE CHANGES.
I WANT TO SEE THAT IF I COULD SEE THE
DEPRESSION, THAT IT IS NOT JUST LIKE, OKAY,
YOU HAVE TO ACTIVATE AND GET OVER IT.
NO, IT IS NOT LIKE THAT.
SO WE HAVE, WE ARE THE BRIDGE.
WE ARE THE BRIDGE BETWEEN THE COMMUNITY AND
THE RESOURCES.
THAT IS ALWAYS SOMETHING THAT I SPECIFY.
OKAY, IF YOU NEED TO GET ATTENTION FROM A
PROFESSIONAL, PLEASE DO IT AND GO.
BECAUSE THE ONLY PERSON THAT IS GOING TO
CREATE THIS CHANGES IS THE PERSON WHO NEEDS

IT.

THE PERSON WHO WANTS TO DO IT.
SO THAT IS, THAT IS WHY I LOVE THIS SHOP AND
I REALLY LIKE IT.

AND I FEEL SO PASSIONATE BECAUSE WE ARE, WE
HAVE THE AVAILABILITY ALL OF THE TIME.

AS LETICIA SAID BEFORE, SHE STARTS WORKING
IN THE MORNING, OR IF SHE GETS A MESSAGE OR
A PHONE CALL, SHE WILL, SHE IS ALWAYS THERE.
IT IS NOT LIKE, YOU ARE GOING TO HOSPITAL
AND YOU HAVE A FRAMETIME, FROM 9-5.

HOW ABOUT IF YOU HAVE A QUESTION?

AND HOW ABOUT IF YOU DON'T KNOW WHAT TO DO?
SOMETIMES A SIMPLE MESSAGE, A SIMPLE PHONE
CALL, IT IS GOING TO MAKE A HUGE DIFFERENCE.
SO THAT IS WHY, PROMOTORES WE HAVE TO HAVE
THEIR HEARTS.

EVEN IF WE, WE ARE NOT IN THE CLOCK.

EVEN THOUGH THAT THE COMMUNITY OR OTHER
PROMOTORES, THEY KNOW THAT WE ARE THERE.

WE ARE GOING TO BE ANSWERING.

WE ARE GOING TO BE, IT IS NOT GOING TO TAKE
NOT A MINUTE.

IT IS NOT GOING TO TAKE THAT LONG TO ANSWER
A MESSAGE.

AND WE CAN CREATE A DIFFERENCE SO THAT IS
SOMETHING THAT I REALLY LIKE.

BEING THERE.

FOR MY COMMUNITY.

I REALLY LIKE TO KNOW AND ACCOUNTABLE AND
THE OTHER PROMOTORES ARE ACCOUNTABLE.

WE ARE WORKING AS A TEAM.

NEXT SLIDE PLEASE.

THE ROLE OF THE COMMUNITY HEALTH WORKERS.
OKAY PROMOTORES DEVELOP VARIETY OF KNOWLEDGE
AND SKILLS THAT ARE DISSEMINATED THROUGHOUT
THE COMMUNITIES WHILE ALSO PROVIDING
LINKAGES TO RESOURCES WHEN NEEDED.

WE ARE TRAINED TO PROVIDE COMMUNITY MEMBERS
WITH HEALTH, OUTREACH REFERRALS AND BASIC
AND PREVENTIVE HEALTH AND SOCIAL SERVICES.

SO WE WORK IN THE FIELD.

LIKE WE MENTIONED BEFORE.

SO WE HAVE PROMOTORES WORKING IN AND GOING
TO DIFFERENT PLACES LIKE ON THE FIELD AS
MENTIONED BEFORE.

THEY GO TO DIFFERENT HOUSES.

HOME VISITATION AND THEY PROVIDE THE
EDUCATION RIGHT THERE.

THEY PROVIDE INFORMATION.

OR JUST DO OUTREACH.
JUST LET THEM KNOW FOR THE RESOURCES, WHERE
THEY ARE.
AND DO THE COMMUNITY.
WE ALSO COORDINATE.
COORDINATE PROGRAMS.
WE SUPERVISE PROGRAMS.
IF WE ARE NOT WORKING ON THE FIELD, WE ARE
SUPERVISING.
WE ARE COORDINATING.
RIGHT NOW, I AM WORKING -- OKAY.
WE ARE WORKING ABROAD.
WE HAVE OPPORTUNITY TO WORK IN THE
ORGANIZATION AND TO BE PART OF THE TEAM.
WHICH IS IMPORTANT.
SO I THINK THAT ONCE WE KNOW WHERE OUR
WEAKNESSES, SO WHAT OUR STRENGTHS, WE CAN
TAKE ADVANTAGE OF EVERYTHING.
LIKE WHO IS GOING TO BE DOING THIS.
WHO IS GOING TO BE DOING THAT?
LET'S WORK ALTOGETHER.
SO WE CAN WORK WITH DIFFERENT PROGRAMS.
OKAY.
NEXT SLIDE PLEASE.
AND WHERE WE GO, WE GO TO HEALTH FAIRS.
WE DO TABLING.
WE DO DOOR-TO-DOOR.
WE PROVIDING INFORMAL POPULAR EDUCATION ON
THE STREETS, SOCCER FIELDS, OUTSIDE THE
STORES, I DID MENTION THAT, WE GO TO THE
STORES AND WE GO THERE AND TALK TO THE
COMMUNITY AS WELL.
BECAUSE WE KNOW THAT WE ALWAYS HAVE TO GO
AND BUY SOME GROCERIES.
OR WE HAVE TO GO AND BUY SOME STUFF.
WE KNOW THE COMMUNITY IS THERE.
SO LET'S GO THERE.
WE NEED TO PAY ATTENTION WHERE THE COMMUNITY
IS.
AND IF WE HAVE A PROGRAM, OKAY.
WE HAVE THIS PROGRAM.
WHAT DO WE NEED TO DO?
WELL WE HAVE TO GO HERE TO CREATE AWARENESS.
AND PROVIDE INFORMAL EDUCATION IN
INSTITUTIONS.
SO WE GO TO HOSPITALS.
WE GO TO LIBRARIES.
WE GO TO CHURCHES AS WELL.
WE GO TO SCHOOLS.
YOU SEE, THE PEOPLE IS THERE.

SO WE GO WHERE THE PEOPLE IS.
I THINK THAT IS ONE OF THE SUCCESSES.
OKAY.
NEXT SLIDE PLEASE.
AND AS I MENTIONED BEFORE, ONE OF THE
SUCCESS IS GOING EVERYWHERE.
AND WORKING AS A TEAM.
LIKE ANASTASIA.
ANASTASIA IS REALLY GOOD ON TECHNOLOGY.
SO SHE IS THE ONE WHO IS GOING TO BE DOING
ALL OUR TECHNOLOGY.
TECHNOLOGY STUFF.
WE HAVE PROMOTORES WHO ARE REALLY GOOD WITH
THE COMMUNITIES AND GOING OUTSIDE AND
WORKING ON THE FIELD.
OKAY.
LET'S GO OUTSIDE AND SHE IS GOING TO BE
DOING THAT WORK.
SO LET'S, LET'S, THAT IS SOMETHING THAT WE
DO.
CREATE, WORKING AS A TEAM AND WORKING IN
DIFFERENT ROLES.
AND BE EVERYWHERE.
I MENTIONED THAT BEFORE.
BUT I JUST WANT TO HIGHLIGHT THAT.
EVERYWHERE.
EVERYWHERE.
OKAY.
NEXT SLIDE PLEASE.
IN EL SOL, WE HAVE DIFFERENT PROGRAMS.
RIGHT HERE WHICH IS I JUST WANT TO MENTION
SOME THAT ARE IN THE COACHELLA VALLEY.
SO WE HAVE RESILIENCE, DOMESTIC VIOLENCE
PREVENTION, WE HAVE ASTHMA EDUCATION
PREVENTION AND YOUTH AMBASSADOR AND
COVID-19.
AND A KEY TO HAVE SUCCESS IN THIS PROGRAM, I
THINK THAT IT IS TEAMWORK.
THE TEAMWORK.
WE, ONCE WE HAVE A PROGRAM LIKE RESILIENCE.
WE HAVE THIS PROGRAM.
THIS PROGRAM NEEDS TO, WE NEED TO SEE THE
OUTCOMES.
WHAT ARE THE OUTCOMES THAT WE ARE LOOKING
FOR?
OKAY.
SO HOW MANY PROMOTORES DO WE NEED?
WHAT DOES PROMOTORES NEED TO DO FOR THIS
PARTICULAR PROGRAM?
SO THAT IS WHAT WE ARE, WHAT WE ARE DOING

OVER HERE.
DOMESTIC VIOLENCE PREVENTION.
DOMESTIC VIOLENCE PREVENTION BECAUSE WE ARE,
WITH THE CLOSE TO HOME MODEL.
WE ARE WORKING TOTALLY DIFFERENT WITH THIS
PROGRAM.
WE NEED TO HAVE TWO GROUPS.
ADULT AND YOUTH GROUP AND THEY HAVE TO STAY
WITH US FOR TWO YEARS.
SO WHY ARE WE GOING TO DO TO KEEP THEM?
WE HAVE ON-LINE, ON-LINE MEDIA.
WE HAVE DIFFERENT ACTIVITIES ON THE FIELD.
WE ATTEND HEALTH FAIRS.
TEENAGER, WE HAVE ADULTS.
WE HAVE COUPLES.
BEING PART OF THIS VIDEO.
AND WE HAVE LEADERS WHO ARE WORKING IN THE
VACCINES AND TRYING TO BE PART OF THE VIDEO.
THEY WANTED TO SEE CHANGES.
THEY WANTED TO SEE, THEY WANT TO BE THERE
FOR US.
WE WANT TO PREVENT DOMESTIC VIOLENCE.
WE DON'T WANT THIS TO HAPPEN AGAIN.
IF YOU PASS FOR THE FAMILY, BE AWARE, IT IS
NOT GOING TO BE, I'M SORRY, IT IS ON YOU.
THAT YOU WILL DECIDE NOT TO DO IT ANYMORE.
STOP THERE.
SO WHAT IS YOUR ROLE?
LET'S GO AWAY AND PLAY THE VIDEO.
>> OKAY.
THANK YOU SO MUCH ANASTASIA.
I WILL PASS OVER TO ANASTASIA.
PLEASE TAKE IT OVER.
>> THANK YOU SO MUCH FOR SHARING.
YES, THAT IS OUR VIDEO, WHAT IS YOUR ROLE.
AND NOW THIS SONG WAS COMPOSED BY THE
ARTISTIC AND CREATIVE VIEW TEAM FROM THE
PREVIOUS SEASON WHO STAYED LOYAL TO THE
PROGRAM DESPITE THE UNPRECEDENTED
CONSEQUENCES THAT RESULTED FROM THE
PANDEMIC.
THEY MET ACTUALLY IN SMALL GROUPS, IN OPEN
SPACES LIKE LOCAL PARKS AND LAURA'S
BEAUTIFUL HOME.
THIS PROJECT IS NOT ONLY A SONG BUT A
COMPOSITION OF TEAMWORK, DEDICATION AND
COMMITMENT TO THE PROGRAM.
MOST IMPORTANTLY A COMPOSITION OF THE UNIQUE
STORIES AND EXPERIENCES IN STANDING UP
AGAINST DOMESTIC VIOLENCE.

TODAY I AM HAPPY TO PRESENT TO YOU A SONG
THAT IS REPRESENTATIVE OF OUR PROGRAM'S
MISSIONS AND PURPOSE.
GO AHEAD AND PLAY IT.

[MUSIC]

>> THAT MEANS YOU LISTEN TO ME.
WHEN I SAY I DON'T LIKE IT, TAKE IT
SERIOUSLY!

[NOT SPEAKING ENGLISH]

[MUSIC]

[MUSIC]

>> AND THAT IS OUR SONG.
SO LET'S GO ON AND TALK ABOUT DOMESTIC
VIOLENCE PREVENTION PROGRAM.
SO WHAT IS THIS PROGRAM ABOUT?
SO OUR DOMESTIC VIOLENCE PREVENTION PROGRAM
IS A INTERGENERATIONAL TEAM CONSISTING OF
YOUTH AND ADULTS.
OUR YOUTH BETWEEN THE AGE RANGE OF 13-26.
WHILE ADULTS ARE 26-PLUS.
SO WITH DYNAMIC LEARNING, THE
INTERGENERATIONAL ENVIRONMENT HAS DYNAMIC
ENVIRONMENT FOR LEARNING AND EMPOWERMENT.
UNIQUE PERSPECTIVES AND PERSPECTIVES, YOUTH
AND ADULTS CONTRIBUTE UNIQUE PERSPECTIVES
AND EXPERIENCES AND ENRICHING THE
UNDERSTANDING OF DOMESTIC VIOLENCE
PREVENTION.
POWERFUL INFLUENCE ON PEERS, YOUTH LED
INITIATIVES HAVE A POWERFUL INFLUENCE ON
PEERS ENABLING RELATABLE AND IMPACTFUL
MESSAGING.
COMPREHENSIVE UNDERSTANDING, SO THE
COMBINATION OF ADULT EXPERTISE AND YOUTH
INNOVATION INSURES A COMPREHENSIVE
UNDERSTANDING OF DOMESTIC VIOLENCE
PREVENTION.
CULTURALLY RELEVANT APPROACHES, SO WORKING
TOGETHER ALLOWS THE DEVELOPMENT OF
CULTURALLY RELEVANT APPROACHES THAT
CONSIDERS SPECIFIC NUANCES AND COMMUNITY
NEEDS.
INCREASE OUTREACH.
SO JOINT EFFORTS ARE INCREASE OUTREACH
THROUGH DIVERSE EDUCATION CHANNELS REACHING
A WIDER AUDIENCE AND FOSTERING COMMUNITY
ENGAGEMENT AND AWARENESS.
EMPOWERMENT OF YOUTH ADVOCATES.
SO ENGAGING YOUTH AS ADVOCATES AND EMPOWERS
THEM TO ACTIVELY PROMOTE HEALTHY

RELATIONSHIP AND PREVENT VIOLENCE.
SUSTAINABLE COMMUNITY ENGAGEMENT.
THE COLLABORATION BETWEEN YOUTH AND ADULTS
ESTABLISHES SUSTAINABLE COMMUNITY ENGAGEMENT
AS GROUPS TAKE OWNERSHIP OF THE EDUCATIONAL
INITIATIVES.
AND LASTING IMPACT.
BY HARNESSING THEIR COLLECTIVE STRENGTHS AND
PERSPECTIVES, THE PARTNERSHIP AIMS TO CREATE
LASTING IMPACT AND FOSTER SAFER ENVIRONMENTS
FOR ALL.
WE GO ON TO THE NEXT SLIDE.
SO THE YOUTH PROGRAM OF THE COACHELLA
VALLEY.
AS YOUTH COORDINATOR, I HAVE SEEN THE UPS
AND THE DOWNS.
SO LET'S TALK ABOUT THE UPS.
AND THEN WE WILL GO INTO THE DOWNS
AFTERWARDS.
KIND OF LIKE A PLANT.
YOU WANT IT TO GROW.
BUT YOU HAVE TO TRIM IT AND WATER IT.
GIVE IT PROPER NOURISHMENT IN ORDER FOR IT
TO GROW AND BLOSSOM.
SO THE WAY THAT THE YOUTH RECRUITED THEY
ACTUALLY WERE RECRUITED IN SEVERAL WAYS.
WE CREATED NUMEROUS FACEBOOK LIVE VIDEOS AND
PARTNER WITH A LOCAL RADIO STATION TO SPREAD
THE MESSAGE TO A WIDER AUDIENCE.
WE CREATED INSTAGRAM REELS AND FLYERS THAT
WERE PLACED IN LOCAL RESTAURANTS AND
SCHOOLS.
EVEN PERFORMED NUMEROUS PHONE CALLS TO LOCAL
ORGANIZATIONS LIKE BOYS AND GIRLS CLUB.
AND HOW IS OUR TEAM MAINTAINED?
ONE OF THE THINGS THAT IS PIVOTAL IS
RECOGNITION.
SO GIVEN THEM A SENSE OF BELONGINGNESS IS
PIVOTAL.
AND ENCOURAGING THEM TO GROW BY HAVING THEM
SHARE THEIR IDEAS AND JUST LIKE I MENTIONED
WITH THE ANALOGY OR THE PLANT, WATERING
THOSE IDEAS WITH PROPER MENTORSHIP SUCH AS
NOURISHMENT FOR THE ANALOGY.
SO THAT THEY CAN FEEL LIKE THEY ARE LEARNING
AND BUILDING SKILLS THAT CAN HELP THEM IN
THEIR CAREER AND SO ON.
CAN WE GO AHEAD AND MOVE ON TO THE NEXT
SLIDE?
THANK YOU.

SO WHAT ARE THE YOUTH LEARNING WEEKLY?
WEEKLY THEY ARE LEARNING SEVERAL THINGS
RANGING FROM TOPICS FROM UNDERSTANDING OF
ROOTS OF VIOLENCE AND TEEN DATING VIOLENCE
TO MEDIA TECHNOLOGY TO SEXUAL ASSAULT AND AS
SOMEONE WHO IS ASSOCIATED WITH THE
UNIVERSITY, I REACHED OUT TO PSYCHOLOGISTS
AND THERAPISTS AND INVITED THEM AS SPEAKERS
TO SHARE THEIR EXPERTISE ON THESE TOPICS.
SPEAKING OF THE 8 HEALTHY RELATIONSHIP
MODULE, WHICH WERE ACTUALLY THE TOPICS THAT
I MENTIONED, THEY RECENTLY COMPLETED THAT,
EIGHT MODULES ON HEALTHY RELATIONSHIPS.
CURRENTLY I'M HAVING THEM DO PRESENTATIONS
BASED ON TOPICS RELEVANT TO THESE MODULES.
SO WHEN I WORK WITH YOUTH, IT IS IMPORTANT
TO STAY IN CONTACT WITH THEM OTHERWISE THEY
LOSE CONNECTION.
THEY LOSE THOSE PIVOTAL THINGS THAT I
RECENTLY MENTIONED.
THEY LOSE THAT SENSE OF BELONGINGNESS AND
RECOGNITION WHICH IS REALLY IMPORTANT SINCE
THEY ARE YOUNG PEOPLE.
NOW THAT I TALK ABOUT THE UPS.
NOW I'M GOING TO TALK ABOUT THE DOWNS.
SO THE PROGRAM STARTED LAST YEAR IN JULY.
AND WHILE I WAS WORKING TOWARDS COMPLETING
MY LAST YEAR OF MY MASTER'S DEGREE AT GLOBAL
UNIVERSITY, I WAS KEEPING UP WITH SCHOOL
DEADLINES, STUDYING FOR MY BOARDS.
I WAS INVOLVING SEVERAL SCHOOL ACTIVITIES,
LIKE I WAS THE LIAISON OF MY DEPARTMENT AND
THE CALIFORNIA ACADEMY OF NUTRITION AND
DIETETICS AND ALSO VERY INVOLVED WITH THE
ACADEMY OF NUTRITION AND DIETETICS.
NOT THAT CALIFORNIA ONE BUT THE WHOLE
NATIONWIDE ONE.
SO MY TIME MANAGEMENT SKILLS WERE DEFINITELY
CHALLENGED.
IT WAS SOMETHING THAT I NEEDED TO ADAPT.
AND WE DID LOSE SOME YOUTH BUT WE ALSO
GAINED SOME NEW YOUTH.
WHICH HAVE BEEN VERY LOYAL AND THANKS TO
THAT OPPORTUNITY FOR ME TO BE CHALLENGED, I
TOOK AS A CHALLENGE TO ADAPT AND LEARN FROM
IT TO HOPEFULLY SPREAD THE POSITIVE IMAGE TO
THE YOUTH AS WELL.
BECAUSE YOUTH ARE VERY OBSERVANT.
THEY ARE ALWAYS WATCHING.
SO THE THINGS THAT WE DO WITH THE YOUTH AND

THE ADULTS AS WELL, WE TRY TO EMPHASIZE BUILDING AWARENESS. PRIMARILY IN UNNORMALIZING VIOLENCE. WE CARRY WHERE ADULT AND YOUTH WERE COLLECTIVELY IN HEALTH FAIRS AS LAURA MENTIONED SO THEY CAN COLLECT DATA. THEY CAN COLLECT SURVEY DATA AND CONDUCT AND CONTRIBUTE AS THEY ASSIST IN INVESTIGATING THE ATTITUDES, BELIEFS AND AWARENESS OF THE COMMUNITY THAT WE ARE TARGETING AS OUR MAIN AUDIENCE. SO THESE ACTIVITIES ENHANCE THEIR COMMUNICATION SKILLS OF OUR PARTICIPANTS AS WELL AS BUILDING THE PEOPLE SKILLS. BUT MOST IMPORTANTLY, IT IS HELPING THEM BUILD THE SKILL FROM HUMAN EXTENSION LEVEL WHERE OUR PARTICIPANTS WHO ARE COMMITTEE MEMBERS CAN PLACE THEMSELVES AT SAME LEVEL OF THEIR COMMUNITY RESULTING IN SOMETHING THAT HERE AT EL SOL WE VALUE IMMENSELY WHICH IS GREATLY. AS PART OF THE HEALTHCARE ACTIVITIES WE ENCOURAGE THEM TO BE PART OF AT LEAST TEN COMMUNITY ACTIVITIES. AND CURRENTLY I'M ACTUALLY HAVING THEM DO YOUTH PRESENTATIONS. I WILL GO A LITTLE BIT MORE IN DETAIL ON THE NEXT SLIDE. CAN WE MOVE ON. SO THESE ARE TWO OF OUR AMAZING YOUTH TEAMS WHO ARE PART OF THIS SEASON. SEASON TWO AS I LIKE TO CALL IT. I LIKE TO MAKE AN ANALOGY TO NETFLIX SERIES AND SEASONS. THIS ALIGNS VERY WELL WITH AGE GROUP AS WELL. PART OF THE PROGRAM, WE AIM TO ELEVATE YOUTH SKILLS IN THE TOOLKITS SO THEY CAN TAKE THE SKILLS INTO DAY-TO-DAY. THESE SKILLS INCLUDE PUBLIC SPEAKING, TIME MANAGEMENT AND LEADERSHIP SKILLS. SO WITH PROPER MENTORSHIP, I SCHEDULE TIMES TO REHEARSE WITH THEM. I INSURE THAT I GIVE THEM AMPLE TIME TO SPEAK. I INSURE THAT I AM LISTENING AND THAT I AM NOT JUST LISTENING BUT THEY ARE BEING HEARD AND ACKNOWLEDGED. AND AT THE SAME TIME, I'M WRITING NOTES THAT I LATER USE TO PROVIDE POSITIVE FEEDBACK AND

CONSTRUCTIVE CRITICISM.
PERSONALLY, I VALUE PERSONAL GROWTH.
THAT IS VERY IMPORTANT FOR ME.
AND SO AS A MENTOR I WORK LIKE A GPS.
I PROVIDE THE DIRECTIONS BUT IT IS UP TO
THEM TO CHOOSE HOW THEY ARE GOING TO GET
THERE.
AND HOW LONG IT IS GOING TO TAKE THEM TO GET
THERE.
SO I INSURE THAT THEY ALSO RECEIVE
RECOGNITION WHEN THEY GO ABOVE AND BEYOND
WHICH IS SOMETHING THAT THEY REALLY
APPRECIATE.
ESPECIALLY SINCE THEY ARE YOUNG PEOPLE.
MOST IMPORTANTLY, I INSURE THAT THEY FEEL
LIKE THEY ARE IN A SAFE ENVIRONMENT.
AND THAT THEY ARE BEING RESPECTED REGARDLESS
OF THEIR RACE, THEIR SOCIO-ECONOMIC STATUS
OR THEIR IDENTITY.
HOW THEY PRIDE THEMSELVES.
SAFETY IS SOMETHING THAT I ALSO VALUE AS
WELL.
WE GO ON TO THE NEXT SLIDE.
NOW I'M HAPPY TO INTRODUCE TO YOU GUYS A
POEM THAT WAS PUT TOGETHER BY A COMMUNITY
MEMBER.
IT READS SOMETHING LIKE THIS: A CLEAN LAND
IT WOULD BE, SAFE TO ROME AROUND FREE.
NO CHAINS OR RESTRICTIONS THAT BOUND, NO
NEED TO FIND A WAY AROUND.
NO FEAR OF USING PROTECTIVE MEASURES,
BECAUSE OUR MINDS AND BODIES ARE SACRED
TEMPLES AND TREASURES.
THIS WAS WRITTEN BY ONE OF OUR PROMOTORES.
AND THIS CONCLUDES OUR PRESENTATION.
THANK YOU SO MUCH FOR BEING AN AMAZING
AUDIENCE.
NOW WE ARE OPEN FOR QUESTIONS.
I'M GOING TO ACTUALLY PASS THE MIC TO JESSIE
AND SHELBY.
>> BEFORE THAT, ANASTASIA, THAT POEM WAS
WRITTEN BY ONE OF THE YOUTH, NOT A
PROMOTORES.
IT WAS ONE OF THE YOUTH.
>> OKAY.
SORRY ABOUT THAT.
YOUTH PROMOTORES.
>> THANK YOU SO MUCH.
SO FOLKS HAVE QUESTIONS PLEASE FEEL FREE TO
PUT THEM IN THE CHAT.

I HAVE A QUESTION ABOUT COMMUNITY LEADERS
WHETHER THEY BE YOUTH OR ADULTS.

OR THE ROLE THAT THEY ARE IN.

DO YOU, IS THERE SOME SORT OF TRAINING OR
ORIENTATION YOU PROVIDE TO, YOU KNOW, HELP
THEM GET STARTED WITH INFORMATION FOR THE
COMMUNITY?

HOW DOES THAT LOOK DIFFERENT, MAYBE IS IT
DIFFERENT FOR THE DIFFERENT ROLES THAT THEY
MIGHT BE IN?

>> SO YES, SO WE HAVE AT EL SOL, WE HAVE A
TRAINING CENTER.

AND WHEN, YOU ARE TALKING ABOUT THE
PROMOTORES, NOT THE VOLUNTEERS.

OKAY.

SO WE HAVE A TRAINING CENTER AT EL SOL.

THEY PROVIDE US WITH TRAINING THAT IS GOING
TO HELP US ON HOW TO BE MORE RESPECTIVE, HOW
TO BE COMPETENT AND HOW TO BE EMPATHETIC.

THEY GAVE US, THEY GAVE US A TOOL TO USE IN
OUR COMMUNITY.

THEY LET US KNOW LIKE WHAT TO SAY, WHAT NOT
TO SAY.

LIKE WE ACTUALLY, WE ARE WORKING WITH THE
DIFFERENT CULTURES SO SOMETIMES WE ARE
SAYING OKAY, I AM FROM MEXICO.

IF I SAY A WORD THAT IS MAYBE IS AN INSULT
IN YOUR COUNTRY OR MAYBE IN THE SAME MEXICO,
IN DIFFERENT STATES, THERE ARE DIFFERENT
SAYINGS.

SO WE ARE VERY CAREFUL ON THAT.

WE GET THAT KIND OF TRAINING AT THE EL SOL
ETHICAL WORK ALSO.

SO YES WE GET TRAINED BY EL SOL TRAINING
CENTERS.

>> JUST TO ADD ON, YES, WE ARE CONSTANTLY
TRAINED.

SOME OF OUR, SOME OF THE TRAININGS ARE
ACTUALLY LED BY PSYCHIATRISTS WHO HAVE MORE
EXPERTISE ON THIS.

AND WHEN WE WERE TEACHING FOR INSTANCE OUR
EIGHT MODULES, SUCH AS SEXUAL ASSAULT,
SEXUAL, YOU KNOW, ANYTHING THAT HAS TO DO
WITHIN THOSE REALMS, I ACTUALLY REACHED OUT
TO PEOPLE WHO HAVE EXPERIENCE, WHO HAVE
STUDIED THAT TOPIC SO THAT THEY CAN COME AND
PROVIDE BETTER UNDERSTANDING FOR THEM SO
THAT IT CAN HELP THEM, YOU KNOW, IF THEY
HAVE TO ASK QUESTIONS, THEY CAN ASK SOMEONE
WHO IS EXPERIENCED IN THAT.

AND ALSO LICENSED ON THAT TOPIC.
AND THAT AS LETICIA MENTIONED, LANGUAGE IS
IMPORTANT NOT ONLY IN THE ENGLISH LANGUAGE
BUT IN SPANISH.
NOT EVERYONE SPEAKS THE SAME SPANISH.
ONE WORD CAN BE CONSIDERED RUDE IN ANOTHER
STATE.
SO THAT IS WHAT LETICIA WAS REFERRING TO AS
CULTURAL COMPETENCE.
UNDERSTANDING HOW WE WORK COLLECTIVE AND
SYMBIOTICALLY AND WORKING AS RESPECTFUL AND
COMPETENT PEOPLE.
>> THANK YOU.
>> ANY QUESTIONS?
FROM THE AUDIENCE?
>> WE GOT TO SEE EXAMPLES OF THE EFFECT ON A
COMMUNITY AND VIDEOS THAT YOU MADE.
WHAT ARE SOME OF THE EFFECTS YOU SEE ON THE
PROMOTORES AND VOLUNTEERS THEMSELVES.
AND THEIR LEADERSHIP DEVELOPMENT AND MAYBE
THAT HAS, YOU KNOW, HOW IT HAS AFFECTED
THEIR LIVES AND COMMUNITIES.
>> YES, SO ACTUALLY IT IS VERY EFFECTIVE IN
THEM BECAUSE FOR INSTANCE, RIGHT NOW, THEY
ARE IN ONE OF THE SLIDES THAT ANASTASIA WAS
SHOWING, SHE SHOWS TWO OF THE VOLUNTEERS, IN
THE YOUTH GROUP BUT THEY ARE DEVELOPED IN
LEADERSHIP IN THE COMMUNICATION AND SKILLS
BECAUSE THEY ARE PRESENTING CERTAIN, LIKE
MATCHIMAL, I DON'T KNOW IF YOU KNOW THAT.
A DIFFERENT TOPIC.
THEY ARE PRESENTING DIFFERENT TOPIC IN THE
GROUP AND YOUTH GROUP IN OUR SESSIONS.
SO THEY DEVELOP THEIR OWN POWERPOINT.
THEY ARE LIKE PRESENTING LIKE RIGHT NOW WE
ARE DOING HERE, THEY ARE DOING TO EVERYBODY.
SO THEY ARE GETTING EMPOWERED AND THEY ARE
GETTING THOSE SKILLS AND ALSO BASICALLY
EVERYTHING YOU SAW THERE ON THE VIDEO THAT,
WHAT IS YOUR ROLE IN THIS SONG?
THEY WERE VERY IMPORTANT PART ON THE
DEVELOPMENT.
WE ARE JUST HERE TO LIKE MAYBE GATHER THEM
TOGETHER AND BRAINWASH AND GETTING IDEAS ON
WHAT WE NEED TO DO.
BUT THIS IS THEIR WORK.
AND WE ARE JUST GUIDING THEM.
JUST HELPING THEM IN THE MEDIA DEPARTMENT,
COMING ALONG WITH US TO HELP US.
SO YES.

THIS IS HELPING THEM A LOT, TREMENDOUSLY FOR THEIR FUTURE.

>> AND JUST TO ADD ON TO WHAT LETICIA MENTIONED, ALSO IT IS VERY IMPORTANT IS WE DEFINE THEIR PREVIOUS BELIEFS, ATTITUDES AND AWARENESS REGARDING DOMESTIC VIOLENCE BECAUSE HOW THEY USE TO BE, BEFORE THE PROGRAM, HOW THEY ARE NOW, IS SIGNIFICANTLY. TO ADDING ON TO LEADERSHIP DEVELOPMENT, WE HAVE ACTUALLY WORKED ONE ON ONE WITH THEM. ESPECIALLY WITH THE PRESENTATIONS THAT LETICIA MENTIONED.

HAVING THIS INTIMATE ONE ON ONE SESSIONS, NOT ONLY MAKES THEM FEEL ACKNOWLEDGED AND RECOGNIZED, BUT IT HELPS ELEVATE THEIR SELF-WORTH.

THE SELF-ESTEEM AND IT HELPS BUILD ON THEIR VALUE.

SO JUST LIKE THE HIERARCHY, WE MAKE THEM FEEL SAFE AND WE BUILT, YOU KNOW, THEIR SELF-ESTEEM AND SELF-ACTUALIZATION.

>> THANK YOU SO MUCH.

AND THEN WE ALSO RECOGNIZE IN OUR FIELD, HOW IMPORTANT THOSE FACTORS ARE THAT YOU ARE BUILDING AS FAR AS CONNECTION TO COMMUNITY, CONNECTION TO TRUSTED ADULTS.

GIVING, GETTING NOT ONLY THOSE PROFESSIONAL OR LEADERSHIP SKILLS BUT ALSO GETTING ACCESS TO OPPORTUNITY TO PRACTICE THOSE SKILLS.

SO MANY IMPORTANT THINGS HERE.

>> DEFINITELY.

AND I'M SORRY -- AND I JUST WANT TO MENTION THAT HAVING THESE TRAININGS, AND HAVING THIS PROGRAMS, THE HELP IS FOR US.

AS PROMOTORES.

AND THEN WHEN WE HAVE THAT HELP AND WE HAVE, WE HAVE CHANGED NOW WE CAN SHARE OUR ABILITIES, OR OUR TOOLS TO THE COMMUNITY. AND IF CREATING THE CHANGE IN US, WE CAN CREATE THE CHANGE IN OTHER PEOPLE.

>> YEAH, YESTERDAY, JESSICA ROMO TALKING ABOUT CLOSE TO HOME WAS TALKING ABOUT THE RIPPLE EFFECT THROUGH COMMUNITIES FROM THE PEOPLE WHO ARE THE STAFF OF THE PROGRAM TO THE PEOPLE WHO ARE THE ADULT AND ORGANIZERS, OUT TO THE COMMUNITY AT LARGE.

SO THAT CONNECTION.

>> YES, AND ESPECIALLY WITH DOMESTIC AVENUES, PREVENTION IS, IT HAS BEEN SUCH A OPEN MINDED FOR ME.

AND FOR THE WHOLE TEAM.
BECAUSE WITH THIS MOBILIZATION, WE HAVE TO
WORK IN A DIFFERENT WAY.
AND WE HAVE TO UNDERSTAND EVERY SINGLE PART
OF IT.
IN ORDER TO HELP OTHERS.
SO IT IS, IT HAS BEEN GREAT WORKING WITH
SUCH A GREAT LEADER THAT WE HAVE.
AND THEY HELP US SO MUCH.
>> THANK YOU.
>> NOBODY HAS ANY QUESTIONS FOR US?
I FEEL LIKE OH, SO EVERYTHING WAS PRETTY
CLEAR.
OUR GROUP IS, I JUST WANT TO THANK THE CLOSE
TO HOME PROGRAM BECAUSE WE ARE FOLLOWING
OLDER MODEL AND IT IS HELPING US, GUIDING
BOTH TEAMS.
AND ALSO JUST TO LET YOU KNOW THAT THE TEAM,
THEY ARE PEOPLE FROM THE COMMUNITY.
THEY ARE NOT PROMOTORES.
THEY ARE PEOPLE FROM THE COMMUNITY THAT
PROMOTORES ENGAGE THEM OUTSIDE OF THE
STORES, OR WHEREVER WE ARE, SO I JUST WANT
TO CLARIFY THAT.
BECAUSE SOMETIMES PEOPLE THINK, OH, THEY ARE
FROM PROMOTORES.
OR THEY BELONG TO ANOTHER ORGANIZATION.
NO THEY DON'T BELIEVE TO ANY OTHER
ORGANIZATION.
THEY ARE JUST VOLUNTEERS AND FROM THE
COMMUNITY FOR THE COMMUNITY.
AND WE ARE, WELL, THEY WANTED TO TALK TO THE
CONGRESSMAN AND TO SEE IF WE CAN CHANGE
POLICIES BECAUSE THAT IS WHAT IT SAYS.
SOMETIMES WE NORMALIZE VIOLENCE LIKE THE
YOUTH IS LIKE, OH, HE PUSHED ME BUT IT IS
FINE.
IT IS NORMAL.
WE PUSH EACH OTHER.
WE, IT IS LIKE EVERYBODY TALKING ABOUT
BULLYING AND BEING AGAINST BULLYING.
BUT ALL YOU SEE ON TV JUST ABOUT HOW PERSON
LOOKS, ABOUT THE LOOKS, ABOUT IF IT IS FAT
OR SKINNY, IF IT IS SHORT OR TALL, WHATEVER.
SO ALL I SEE ON TV AND MOVIES AND
EVERYWHERE, IT IS BULLY.
APPARENTLY EVERYONE IS AGAINST BULLY.
A GROUP WOULD LIKE TO, I DON'T KNOW HAVE A
CAMPAIGN BECAUSE I THINK FEEL SO SAD, HOW
LIKE THE GOVERNMENT THROW AWAY MILLIONS AND

MILLIONS OF DOLLARS IN DOING SOMETIMES
NOTHING.

THE IMPORTANT THING THAT WE SHOULD BE
INVESTING IN THE, INVESTING THE MONEY IN,
THEY ARE NOT DOING IT.

LIKE I SEE ON TV.
HEALTHY RELATIONSHIP.
OKAY.

WE ALREADY KNOW THAT THEY ARE VIOLENT.
AND THEY, THE PEOPLE IS, MEN AND WOMEN, WHY
DON'T WE SEE ON TV LIKE HOW, AN EXAMPLE OF
HEALTHY RELATIONSHIP LIKE A MAN TALKING TO
HIS WIFE AND HOW WAS WORK?

OR WOMAN, WHEN SHE GETS HOME, LIKE, HOW ARE
YOU FEELING?

WAS WORK?

AND I DON'T KNOW.

LIKE THINGS LIKE THAT, MAYBE THERE IS PEOPLE
THAT THEY DON'T KNOW THAT THERE IS SUCH
THING AS A HEALTHY RELATIONSHIP.

ALL THEY KNOW IS VIOLENCE.

BECAUSE IT IS NORMALIZED.

WE NEED TO STOP THAT TO STOP NORMALIZING
THINGS.

BUT WE NEED MORE HELP LIKE, WE NEED HELP
FROM THE MEDIA, HELP FROM EVERYBODY TO SHOW
THAT IT IS POSSIBLE TO HAVE A GOOD LIFE WITH
HEALTHY RELATIONSHIP.

SO SOMETIMES, CREATED BECAUSE I KNOW THAT
THE STATE OF CALIFORNIA ALREADY LOCATING, I
THINK THAT POINT TO A MILLION, IN THE VALLEY
FOR MENTAL HEALTH.

THEN I SEND MESSAGE TO ASSEMBLY MEMBER,
OKAY, WHAT IS THE TIMELINE?

WHAT ARE YOU GOING TO DO WITH THE MONEY?

ARE YOU JUST GOING TO GET NUMBERS TO LOOK
GOOD?

OR YOU ACTUALLY GOING TO GIVE THE MONEY TO
THERAPY, TO GIVE THERAPY TO THE PEOPLE THAT
CAN'T AFFORD PSYCHIATRIST OR THERAPY.

ARE YOU GOING TO USE THE MONEY IN THAT WAY?

OR YOU JUST SHOW NUMBERS AND THEN, WE DID
THIS AND THAT FOR MENTAL HEALTH.

THAT IS NOT THE SOLUTION.

ADDRESS.

AT LEAST LOWER THE HEALTH PRICES, SO MAYBE
NOT SO STRESSED OUT AND KIDS ARE ON THE
STREET DOING GOD KNOWS WHAT.

BOTH PARENTS WORKING TWO JOBS IN ORDER TO
PAY RENT OR THE HOUSING.

SO THERE IS A LOT THAT WE NEED TO DO BECAUSE EVERYTHING THAT GOES TOGETHER. THE PARENTS ARE STRESSED OUT, THEY HAVE NO TIME TO BE NICE TO EACH OTHER. OR TO BE NICE TO THE KIDS. SO EVERYTHING COMES HAND IN HAND AND WE NEED TO DO SOMETHING ABOUT IT. I, I FEEL --
>> THANK YOU.
YES.
THOSE INTERSECTIONS ARE SOMETHING THAT WE TALK A LOT ABOUT. ALL OF THE TIME, RIGHT? PROTECTIVE FACTORS FOR VIOLENCE. OBVIOUSLY YOU KNOW, WE LOVE THE PASSION AND HOW MUCH PASSION YOU ALL PUT INTO YOUR WORK. THAT IS VISIBLE THROUGH WHAT YOU ALL SHARED TODAY.
WE LOOK FORWARD TO HAVING CONVERSATIONS AROUND THIS. AND SEE THE WORK THAT YOU ALL DO. WE ARE JUST ABOUT AT TIME. SO I DO WANT TO JUST GIVE FOLKS TIME TO FILL OUT THE EVALUATION. I PUT THE LINK IN THE CHAT. SO PLEASE TAKE A MOMENT TO FILL THAT OUT. IF YOU CAN. AND WITH HE JUST REALLY WANT TO THANK LETICIA, LAURA, ANASTASIA, THANK YOU SO MUCH FOR BEING HERE WITH US TODAY. THANK YOU TO OUR CAPTIONERS AND OUR INTERPRETERS AS WELL. WE APPRECIATE YOU ALL SO MUCH. AND JUST THANK YOU FOR THOSE OF YOU WHO STUCK AROUND FOR THE REST OF THIS CALL. WE APPRECIATE YOU AS WELL. AND YEAH, THANK YOU SO MUCH FOR WONDERFUL PRESENTATION. AND FOR ALL OF THE WORK THAT YOU ARE DOING IN THE COMMUNITY. THANK YOU SO MUCH.
>> THANK YOU.
THANK YOU FOR INVITING US.
>> THANK YOU.
>> I'M GOING TO GO AHEAD AND STOP THE RECORDING. IF LETICIA, LAURA AND ANASTASIA WOULD HANG OUT FOR 15 MINUTES TO DEBRIEF. THANK YOU ALL FOR THOSE OF YOU WHO JOINED US TODAY.

WE APPRECIATE YOU.
THANK YOU, THANK YOU.
AND PLEASE TAKE A MOMENT TO FILL OUT THE
EVALUATION FOR TODAY.
THANK YOU.
CAN WE TURN OFF THE INTERPRETATION?
>> FOR THOSE WHO ARE STILL ON, IF YOU HAVE
QUESTIONS, PLEASE FEEL FREE TO UNMUTE
OTHERWISE I AM GOING TO MOVE YOU TO THE
WAITING ROOM.
THANK YOU!
WE APPRECIATE YOU ALSO!
>> IT IS LIKE SHE IS GONE.
>> YEAH, I JUST LIKE TO TAKE A MINUTE TO
DEBRIEF WITH EVERYONE.
I'M NOT SURE -- ABERDEEN IS HERE.
IF YOU WOULD LIKE TO DEBRIEF WITH US AS
WELL, THAT WOULD BE HELPFUL.
IF THERE IS ANYTHING THAT WE COULD DO MOVING
FORWARD TO IMPROVE, IF THERE WAS ANYTHING
THAT CAME UP.
FEEL FREE TO LET US KNOW.
HOW WAS THAT?
FOR YOU ALL?
>> FOR ME, I THINK THAT IT WAS FINE BUT I
TEND TO SPEAK SO FAST.
I DON'T KNOW WHEN I KNOW THAT I HAVE CERTAIN
TIME.
AND I DO IT IN ENGLISH TOO.
SO FAST UNLESS I FIND THE WORD.
SO I NEED TO WORK ON THAT LIKE, SLOW DOWN.
SLOW DOWN.
BUT I, FOR ME, I THINK THAT IT WAS A GREAT
OPPORTUNITY ON HOW TO LET OTHERS KNOW WHAT
IS THE PROMOTORES MODEL.
BECAUSE NOT EVERYBODY KNOWS ABOUT THE
PROMOTORES.
IT IS LIKE, RIGHT NOW WE ARE, WE ARE ON
TREND, LIKE EVERYBODY WANTS TO KNOW ABOUT
PROMOTORES.
DURING THE PANDEMIC, WE EVEN THE SECRETARY
OF SALES WAS IN WASHINGTON, TALKING ABOUT
IT.
LIKE EVERYBODY IS TURNING THEIR EYES ON US.
LIKE WHAT IS, WHAT ARE THE PROMOTORES?
SO I HOPE WHAT WE SAID IS LIKED, OR GAVE
MORE KNOWLEDGE ABOUT THE PROMOTORES MODEL.
SOMETIMES WE HAVE PROMOTORES SINCE LITTLE.
I DIDN'T KNOW I WAS A PROMOTORES WHEN I
JOINED EL SOL.

THEN I REMEMBERED THAT I WAS HELPING IN I
DAD WITH A MICROPHONE AND GOING LIKE
DOOR-TO-DOOR.
GETTING SIGNATURES.
SO WE COULD HAVE ELECTRICITY IN OUR
NEIGHBORHOOD.
SO THEN I THOUGHT, OH, I HAVE BEEN AN
ADVOCATED OF ENTIRE LIFE.
PROMOTORES FOR MY ENTIRE LIFE.
I JUST FOUND OUT OVER HERE I WAS A
PROMOTORES.
BUT THIS, THIS HAS BEEN SUCH A PLEASURE FOR
ME TO BE HERE.
AND THANK YOU SO MUCH FOR INVITING US.
THE MORE PEOPLE KNOW ABOUT EL SOL AND ABOUT
OUR EFFORTS AND ABOUT WHAT WE ARE DOING, YOU
KNOW, IN OUR PROGRAM, ESPECIALLY WITH THE
DOMESTIC VIOLENCE PREVENTION.
I THINK THAT THE PANDEMIC TOO THAT I THINK
THAT IS SOMETHING THAT WE NEED TO ERADICATE.
BUT WE DON'T GIVE, OR MAYBE NOT A LOT OF
PEOPLE ARE INTERESTED IN -- MAYBE A LOT OF
PEOPLE IS INTERESTED BUT WE DON'T HAVE THE
TOOLS.
BECAUSE DURING THE PANDEMIC, MILLIONS AND
MILLIONS OF DOLLARS WERE DESIGNATED TO -- I
DIDN'T WANT TO PUT IN FLYERS BECAUSE, OH MY
GOSH, A WASTE OF MONEY AND PAPER.
JUST TAKE A PICTURE OF ONE FLYER AND LIKE
THAT.
AND THAT KIND OF PERSON LIKE, I, I DON'T
LIKE TO WASTE THINGS.
SO WHEN I SEE A LOT OF MONEY WASTED BY THE
GOVERNMENT, I AM THINKING, WHY THEY ARE
WASTING MILLIONS AND MILLIONS OF DOLLARS IN
THIS TIME.
THEY DON'T PUT THEIR EYES ON THE THINGS THAT
REALLY NEEDS THEIR RESOURCES.
THAT IS MY THINKING.
I APPRECIATE THE OPPORTUNITY THAT YOU GUYS
GAVE US.
THANK YOU.
>> YEAH, IT WAS REALLY GREAT.
AND I APPRECIATE ALL OF THE CONTENT AND
COVERING ALL OF THOSE PIECES THAT WE WERE
HOPING FOR.
TO BE REALLY APPRECIATED IT.
AND I NOTICED THAT YESTERDAY THERE WEREN'T A
TON OF QUESTIONS FROM THE AUDIENCE EITHER.
BECAUSE I THINK THAT IT IS BECAUSE, I THINK

THAT PART OF IT IS, THERE WAS A LOT OF
INFORMATION COVERED, RIGHT?
SO I THINK THAT SOMETIMES PEOPLE ARE
PROCESSING IT.
AND THEN I ALWAYS HAVE MY QUESTIONS BECAUSE
I ALREADY THOUGHT OF THEM.
OR -- SO ANYWAY.
I THINK EVERYTHING WENT GREAT.
AND I WONDER IF, FROM, YOU KNOW, IS THERE,
YOU LET US KNOW IF THERE IS A WAY THAT WE
COULD HAVE, YOU KNOW, DONE, IF THERE IS
ANYTHING THAT WE COULD HAVE DONE THAT WOULD
HAVE BEEN MORE HELPFUL OR SOMETHING ELSE
THAT MAYBE WOULD HAVE BEEN HELPFUL TO KNOW
AHEAD OF TIME OR SOMETHING.
BECAUSE IT IS ALWAYS HELPS US TO MAKE SURE
THAT WE HAVE A NICE PROCESS FOR OUR TRAINERS
THAT COME IN.
JOSE.
>> JUST GENERAL SPEAKING FOR THE
INTERPRETERS, WE DO GET THE SLIDES.
WE GET THEM, SHELBY IS GOOD AT SENDING THEM
TO ME.
FOR US TO LOOK OVER.
THAT IS REALLY HELPFUL.
HOWEVER THE VIDEOS, NOT JUST FOR YOU GUYS
AND EVERYONE, EVERY PERSON TEACHING.
IT WOULD BE WONDERFUL FOR US AHEAD OF TIME.
I REALIZE THAT AFTER A WHILE I WAS
INTERPRETING SOMETHING THAT WAS ALREADY
SUBTITLED.
AND AT THIS TIME, I COULDN'T STOP ANYMORE.
IT WOULD HAVE SOUNDED PRETTY ODD.
BUT IT WOULD BE REALLY HELPFUL FOR US
INTERPRETERS TO KNOW AHEAD OF TIME IF THERE
IS A SPECIFIC FORMAT.
OR ANY TIME THAT YOU DEVIATE FROM THE
NORMAL, JUST, YOU KNOW, THE SLIDES
PRESENTATION.
AND ALSO ANY TIME YOU FEEL THAT YOUR IDEAS
AREN'T CLEAR IN ENGLISH, PLEASE, PLEASE
TRUST US.
I THINK THAT WE ARE REALLY, REALLY GOOD.
WE ARE VERY PROFESSIONAL.
JUST SAY THAT.
BUT YOU SPEAK WHATEVER LANGUAGE YOU WANT TO
SPEAK.
>> OKAY.
>> EXCEPT I'LL, DON'T SPEAK THE LANGUAGE WE
DON'T KNOW.

[LAUGHTER]
>> I AM TRYING TO PRACTICE FRENCH.
[LAUGHTER]
>> NO, YOU CAN SPEAK SPANISH, ENGLISH,
ITALIAN.
>> OKAY.
>> AND THAT IS ALL I HAVE.
THAT IS IT.
>> THANK YOU.
>> I WOULD LIKE TO TAKE MY LEAVE AND FROM
YOUR DISCUSSION.
>> THANK YOU.
>> SHELBY, NO, NEVER MIND, I CHECKED WITH
YOU YESTERDAY.
AND YOU ARE NOT WITH ME TOMORROW.
THAT IS SOMETHING ELSE.
GOT IT.
GOT IT.
>> BUSY, BUSY.
>> BYE.
THANK YOU SO MUCH.
ABERDEEN, PLEASE FEEL FREE TO HOP OFF TOO IF
YOU WOULD LIKE.
THANK YOU.