



# Promotores in South San Francisco

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Promotores Program

Tamiko Huey, Management Fellow





Marisol Durand, Promotora

Hilde Romero, Promotor

Ernest Garcia, Promotor

March 9, 2022

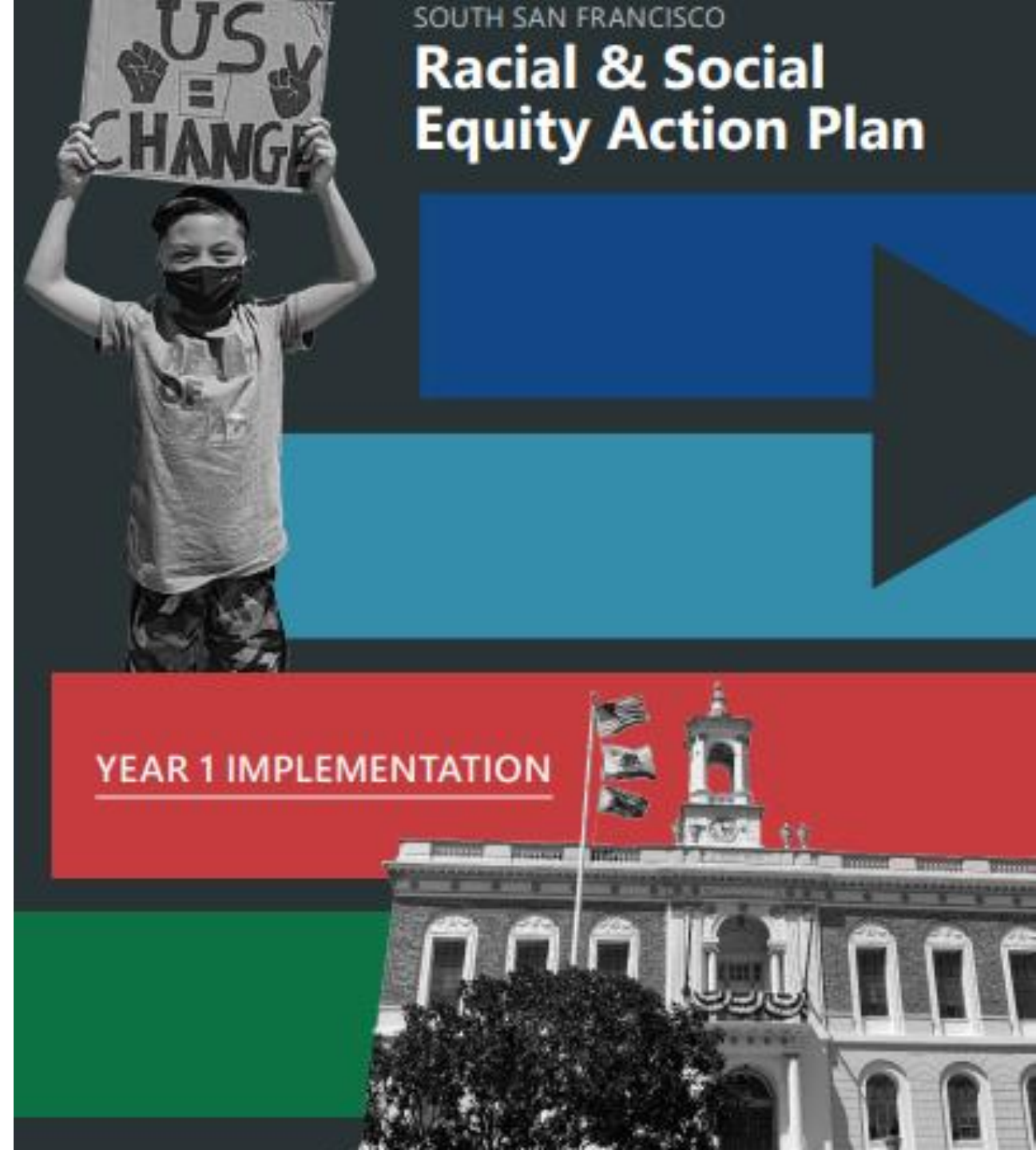
# Phases of Development

| Action                                                                                             | Date                      | Racial and Social Equity Action Plan                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Identification   | August 2020 – August 2021 | <ul style="list-style-type: none"> <li>Target resources and support to residents of color to reduce gaps created by structural inequities (Goal 3, Action Plan).</li> </ul>                                                                                                                                                                                                                                                                                    |
|  Planning         | July 2021                 | <ul style="list-style-type: none"> <li>Hire a management fellow to carry out the action plan (Strategy 1.1, Action Plan).</li> </ul>                                                                                                                                                                                                                                                                                                                           |
|  Recruitment      | September – December 2021 | <ul style="list-style-type: none"> <li>Recruit and hire diverse and responsive promotores (Consideration 1, Action Plan).</li> </ul>                                                                                                                                                                                                                                                                                                                           |
|  Training         | March 2022 - ongoing      | <ul style="list-style-type: none"> <li>Provide ongoing training for promotores (Consideration 2, Action Plan).</li> </ul>                                                                                                                                                                                                                                                                                                                                      |
|  Implementation | March 22 – ongoing        | <ul style="list-style-type: none"> <li>Reduce documentation to increase access to services (Consideration 3, Action Plan ).</li> <li>Increase trust between community members and South San Francisco City services (Consideration 4, Action Plan).</li> <li>Address fear and stigma related to accessing services (Consideration 5, Action Plan).</li> <li>Expand and target outreach to hard-to reach populations (Consideration 6, Action Plan).</li> </ul> |

# Goals

1. **Inform, educate, and empower** the community through targeted outreach and education efforts.
2. Ensure **culturally and linguistically appropriate** approaches are used in civic engagement opportunities.
3. Increase use of supportive services **by residents of color.**

These goals proudly align with the Commission on Racial & Social Equity recommendations as outlined in the Action Plan as stated in Strategy 3.1- 3.4.



# Introduction to the program

SSF Promotores can provide:

- Culturally and linguistically-competent system navigation and health education
- Strengthen communication between communities and health and human service agencies
- Outreach and community mobilization
- Capacity building among residents and health and human services
- Cultural mediation
- Health promotion
- Informal counseling
- Community-based advocacy
- Participation in research and evaluation
- Support in COVID-19 response strategies





# Marisol Durand

- ❖ Mother
- ❖ Medical Assistant & CNA Certified
- ❖ Resident since 2002
- ❖ Languages Spoken: English and Spanish

Juntos Podemos!





# Hilde Romero

- ❖ Census Outreach
- ❖ Born in Nicaragua
- ❖ Resident since 2005
- ❖ Languages Spoken: English and Spanish

Juntos Podemos!



# Ernest Garcia

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- ❖ SSF Library
- ❖ Attended Sunshine Gardens, Parkway Heights Middle School, and South San Francisco High School
- ❖ Languages Spoken: English and Spanish

Juntos Podemos!

A decorative background featuring several overlapping geometric shapes, primarily triangles and diamonds, in teal, yellow, and green colors. The shapes are arranged in a way that creates a sense of movement and depth, with some shapes appearing to be layered on top of others. The overall aesthetic is modern and clean.

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**Promotores** are **members** of the community who are involved in championing **health** and **social services** in their **own communities**. They **bridge** communities to **tangible** services, provide **support** and **peer education**, and are **fully vested** in improving the **overall well-being** of their community. Promotores' work is often described as **servicio de corazón** – **service from the heart**.



*Juntos Podemos*

# Thank you! Questions?

Contact us:

[Promotores@ssf.net](mailto:Promotores@ssf.net)

|           |                                       |
|-----------|---------------------------------------|
| Monday    | 10:00 AM – 3:00 PM; 6:00 PM – 7:30 PM |
| Tuesday   | 10:00 AM – 3:00 PM; 6:00 PM – 7:30 PM |
| Wednesday | 6:00 PM – 7:30 PM                     |
| Thursday  | 2:00 PM – 7:30 PM                     |
| Friday    | 8:00 AM – 7:30 PM                     |
| Saturday  | 8:00 AM – 3:00 PM                     |
| Sunday    | 1:00 PM – 3:00 PM                     |

