



Promotoras

East Los Angeles Women's Center
R1 2016-2017
\$50,000

The East Los Angeles Women's Center expanded the community's capacity to provide culturally and linguistically specific services for immigrant Latinas by training and empowering Latinas from their community to be "Promotoras" who provided outreach, prevention education, and referrals to Latinas at risk and who are survivors of sexual violence.

Communities

Adults
Communities of Color
Immigrant/Refugee
Latinx
Survivors
Women

Systems

Advocacy/rape crisis
Therapeutic/mental health

Level:

Local



Learning Circles

Promotora Conference at the California Endowment brought together 110 Promotoras to focus was on self-care, vicarious trauma and empowerment.



Educate & Train

The project follows a train-the-trainer model for outreach work within and by the Latina community. The 87 Promotoras (Goal 65) conducted community presentations on sexual violence and prevention to 815 (Goal 450) people.



Build Champions

Some 87 women trained to become Promotoras in 4 collectives representing East Los Angeles, Boyle Heights, City of Compton and South Los Angeles.



Provide Resources

Promotoras are trained to respond to disclosures of violence against the specific survivor and to identify with the survivors needs. A Promotora will refer a survivor to the direct services staff to assess and plan with the survivor the options and services to meet the survivors' needs. A survivor is more likely to receive services and follow through with the service plan since a relationship of trust developed by the Promotora has already been established.



Measure Impact

Evaluation data indicated that 93% of those who participated in the program increased their knowledge on issues of sexual and domestic violence. Women in the collectives shared that attending monthly power circles increases their motivation to continue doing this work, provided them with the knowledge and skills they learned to provide effective presentations to their communities.

What's next:

ELAWC's success helped reduce barriers for Latinas accessing culturally responsive, trauma-informed community services. Promotoras will continue to build support as ELAWC seeks additional funding to expand this work. The model is adaptable to unique communities.

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