

Promotora
Program



BU-GATA

What is the Promotora Program?

- A culturally competent **neighborhood-based system** of care that seeks to provide low-income immigrant households with a continuum of education and advocacy that are accessible and culturally relevant.
- **Goal:** is to engage community members to develop and strengthen support systems for isolated residents, particularly in the areas of access to services and civic engagement.

The Need

Many immigrants are not familiar with and tend to be deeply distrustful of formal delivery systems.

Other immigrants who have lived in Arlington for a longer time may have approached formal services but believe they were not served because of language, cultural, or legal barriers.

Consequently, these residents may face unemployment, lack of decent and affordable housing, and decreased opportunities for participation and acculturating to mainstream society.

Civic Engagement

Another need is to encourage immigrants and others with limited English capacity to participate in community activities and engage as leaders in public forums about issues that affect their daily lives.

Promotoras: A Network of Residents

Building upon its existing network of residents and service providers, BU-GATA serves as both a connector to a network of services and as an outreach mechanism to engage residents, using neighborhood leaders as liaisons (promotoras).

The liaisons are trained in community organizing, advocacy and information about existing services. The *promotoras* are effective disseminators of information and act as a bridge between formal systems and the communities where they live.

Goals and Objectives

Identify	Identify barriers faced by Latinos and other immigrants to accessing County and partner services
Develop	Develop neighborhood navigators to reach isolated residents as a strategy for improving community engagement
Expand	Expand outreach and social networks to educate and empower residents
Connect	Connect to County and community service provider services

Impacts

Gain access to services/programs that provide stability and improved quality of life

Sharing of learned experience with others in their community/neighborhood

Civic engagement: participation in workshops, events/forums and testimony at public hearings

Advocate for themselves and others in the community

Promotora Program Targets

01

Outreach to 300 individuals and/or households-delivery of community liaison services

02

Participate and host workshops and events related to issues relevant to the community

03

Measure impact on households who receive one-on-one assistance

Measure of Success

Gained access to services/programs that impacted their lives

Sharing of learned experiences with others in their community/neighborhood

Increase in levels of learning, self-confidence, engagement

Civic engagement: participation in workshops, presentations at forums or testimony at public hearings

Accomplishments in 2022 YTD

Gain access to services that impacted their life: 314 individuals/households.

- Planned and supervised four (5) workshops for community residents
 - Workshop on housing programs, housing types, and housing options
 - Workshop on Debt and collections
 - Workshop on immigration and asylum
 - Workshop on eviction moratoriums
 - Workshop on mental health (youth and adults)
- Secured access to heating subsidies
- Secured food assistance
- Connected to emergency assistance to prevent evictions
- Healthcare access
- Secured changes to Relocation Plans and/or changes in program implementation to keep tenants from being displaced
- Many tenants were able to remain in their units or learned how to access services as a result of the “promotora” outreach program
- Secured access to various programs by assisting residents fill out forms, apply for programs or negotiate with landlords or other government officials

Community Resources
(Government and partner organizations)

Public Assistance and General Information

- SNAP
- Housing Choice Voucher
- Housing Grants

Health

- Financial Assistance Applications
- Finding healthcare providers
- Insurance/Medical
- Mental health

Immigration

- Information and Resources

Employment

- Application
- Resources

Crime/Police

- Education and Resources
- Scams (IRS, Social Security, Census, Utilities)

AFAC

- Information/Registration/Renewals

Education

- Citizenship
- Adult classes
- APS
- Income Taxes

Areas of Assistance



Future Plans FY24



Continue to expand our outreach and the social network to educate, empower under-engaged residents.



Identify barriers faced by Latinos and other immigrants to accessing County and partner services and collaborate to develop and implement strategies for reducing them.



Established partnerships with Arlington Nonprofits to provide educational workshops and emergency assistance to residents.



Connect residents with programs to help mitigate the impact of inflation on vulnerable households and help bring stability and prevent evictions, displacements and homelessness.