

2024



 **NEWARK**  
**Recreation**  
and Community Services



**NEWARK  
PROMOTORES  
COMMUNITY  
NETWORK**



# CITY OF NEWARK PROMOTORES TEAM 2024 IN TRANSITION

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**Edda Rivera**  
**Administrative Assistant**  
**Promotora 2021**

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**Adriana Lopez**  
**Special Assistant**  
**Promotora 2013**

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# Important Data



# COMMUNITY STUDENT DATA

NUSD Demographics

## Enrollment

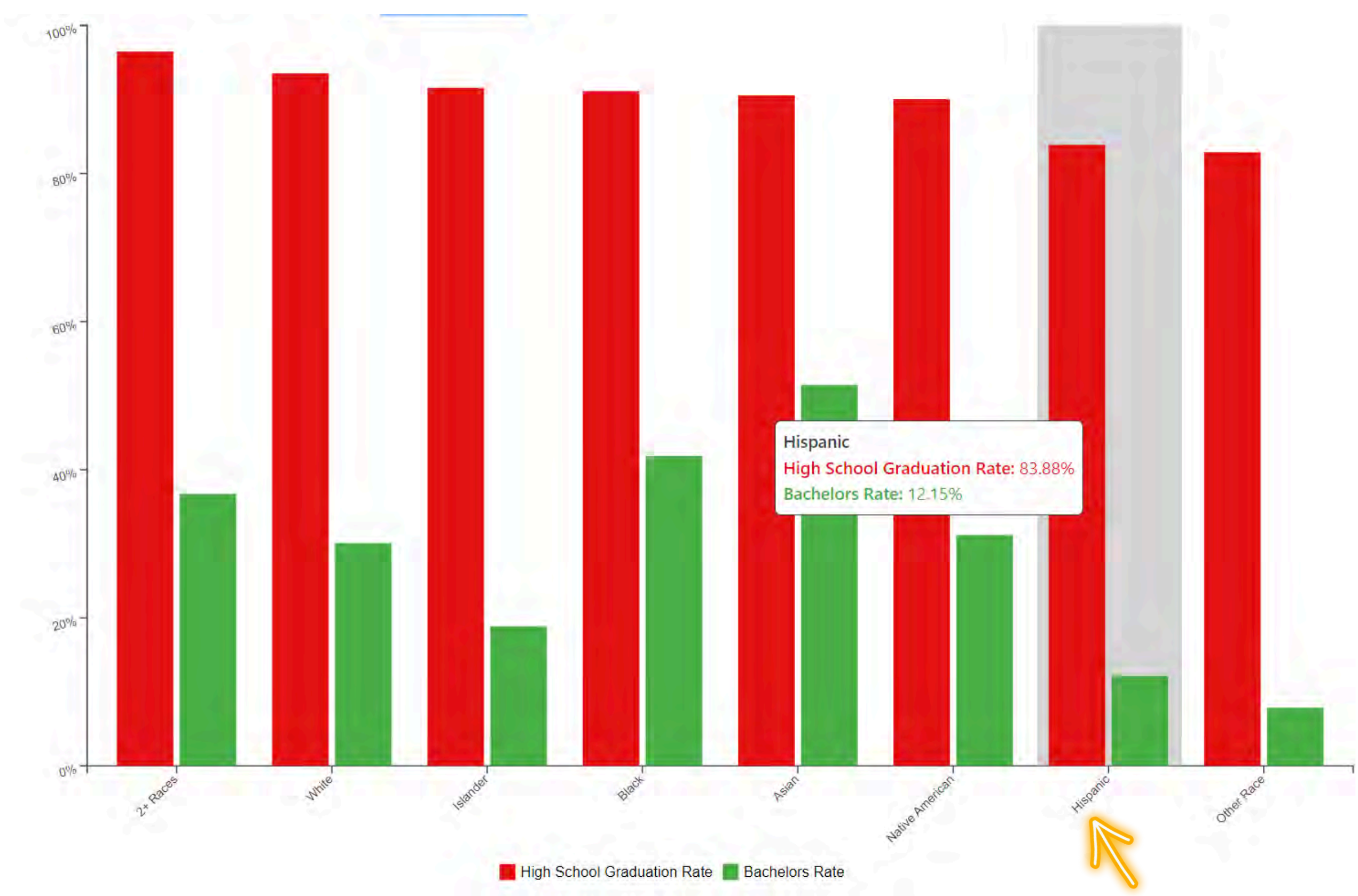
### District Demographics

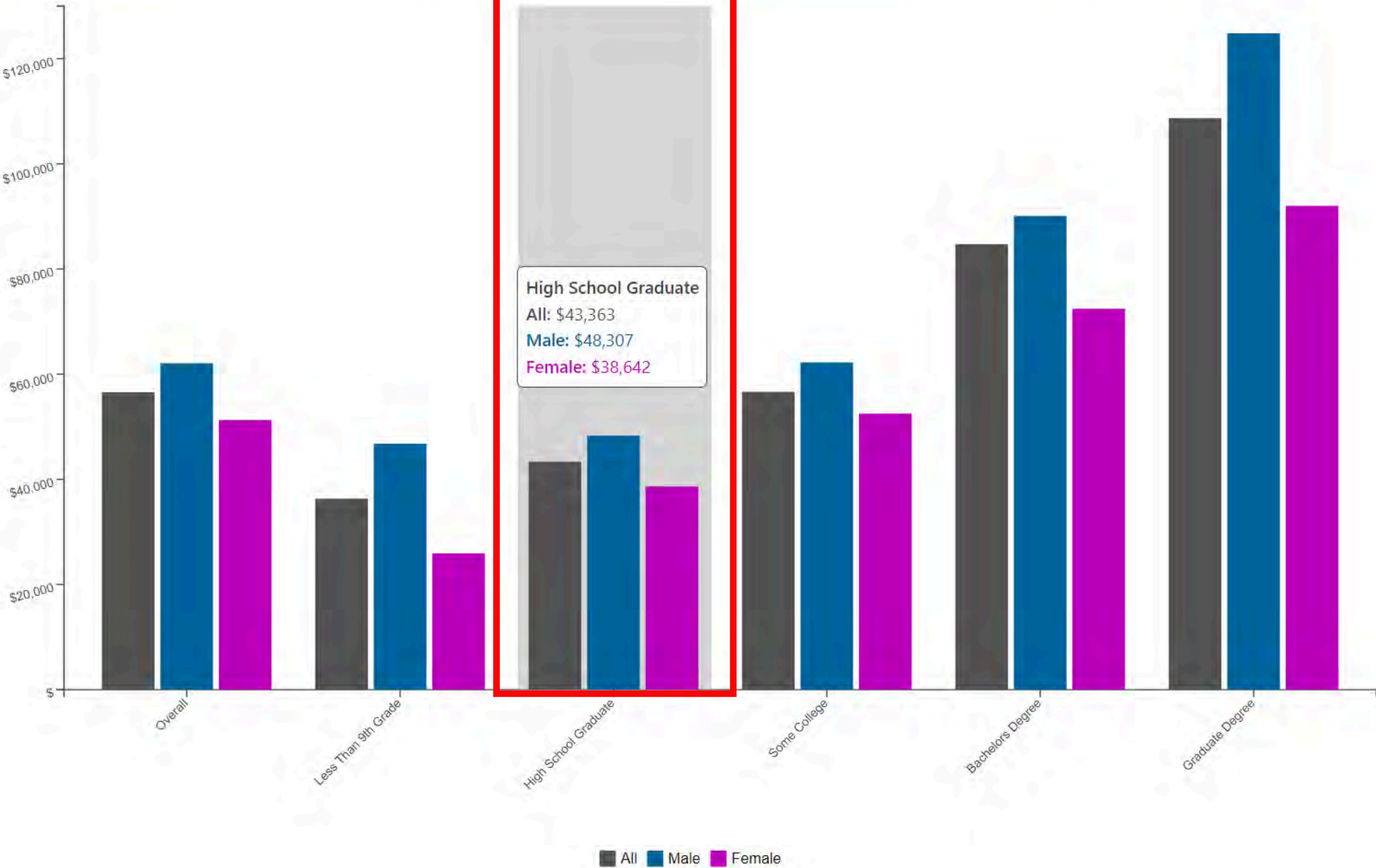
Student Group	Total	Percentage
English Learners	1,062	19.3%
Foster Youth	17	0.3%
Homeless	251	4.6%
Socioeconomically Disadvantaged	3,025	54.9%
Students with Disabilities	716	13%

Race/Ethnicity	Total	Percentage
African American	157	2.9%
American Indian	14	0.3%
Asian	917	16.7%
Filipino	498	9%
Hispanic	2,867	52.1%
Two or More Races	286	5.2%
Pacific Islander	98	1.8%
White	580	10.5%

# Newark Educational Attainment by Race

US Census 2019





2024

Income Eligibility Guidelines  
[Effective from July 1, 2024 to June 30, 2025]

Household size	Federal poverty guidelines	Reduced price meals—185%					Free meals—130%				
	Annual	Annual	Monthly	Twice per month	Every two weeks	Weekly	Annual	Monthly	Twice per month	Every two weeks	Weekly

48 Contiguous States, District of Columbia, Guam, and Territories

1	15,060	27,861	2,322	1,161	1,072	536	19,578	1,632	816	753	377
2	20,440	37,814	3,152	1,576	1,455	728	26,572	2,215	1,108	1,022	511
3	25,820	47,767	3,981	1,991	1,838	919	33,566	2,798	1,399	1,291	646
4	31,200	57,720	4,810	2,405	2,220	1,110	40,560	3,380	1,690	1,560	780
5	36,580	67,673	5,640	2,820	2,603	1,302	47,554	3,963	1,982	1,829	915
6	41,960	77,626	6,469	3,235	2,986	1,493	54,548	4,546	2,273	2,098	1,049
7	47,340	87,579	7,299	3,650	3,369	1,685	61,542	5,129	2,565	2,367	1,184
8	52,720	97,532	8,128	4,064	3,752	1,876	68,536	5,712	2,856	2,636	1,318
For each add'l family member,	5,380	9,953	830	415	383	192	6,994	583	292	269	135



# Social Needs and Key Determinants of Health and Wellness in a Community

Economic  
Stability



Neighborhood  
and Physical  
Environment



Education



Food



Community  
and Social  
Context



Immigration Status

Health care



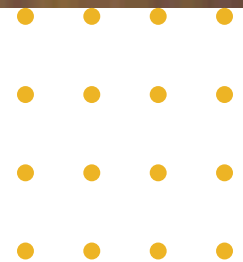




# WHAT IS A PROMOTOR?

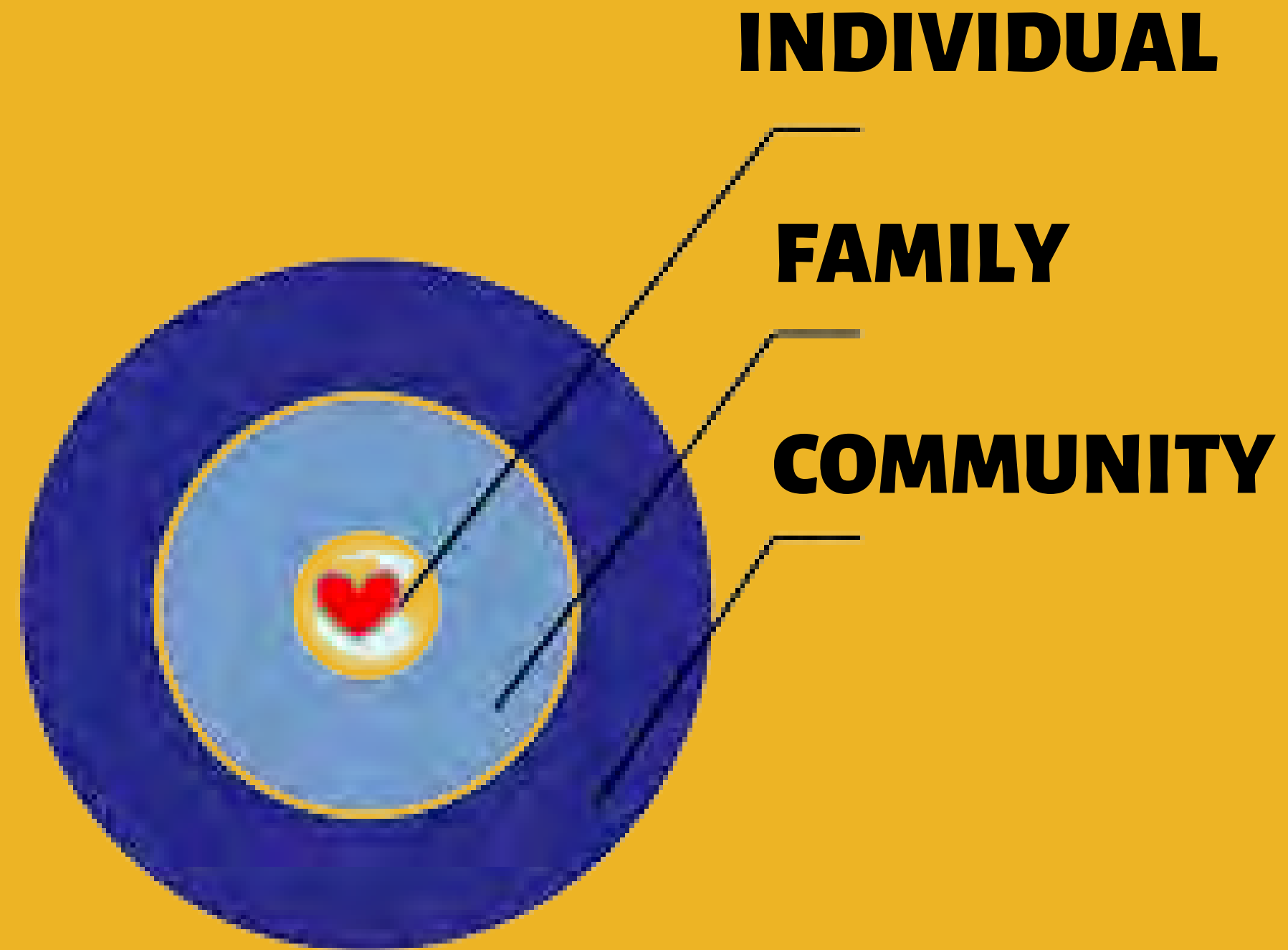
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**A Promotor is a community member who shares the same language and culture of the community they serve and understands the needs in their community.**



**A PROMOTOR IS AN ESSENTIAL  
CATALYSTS FOR COMMUNITY CHANGE & SUPPORT**

# HOW DO WE KNOW THIS PROGRAM WORKS?





# PROMOTORES ORIGINS

## China

In the 1960s, Chinese farm workers were trained as “barefoot doctors” to provide health care in rural communities

## Latin America

Heightened political activism across Latin America in the 1960s and 1970s resulted in an increased number of Promotores trained by popular organizations and church groups.

## United States

In the U.S., the first formal community health worker programs were established in the 1950s to deliver accessible and appropriate health resources to communities not being served by the traditional medical system.





# PROMOTORES IN THE CITY OF NEWARK

In the City of Newark, the Promotores Action is visible, having a favorable impact on access to resources and services in the Latino community.





# ● ● ● OUR WAY TO TRANSFORMATION

COMMUNITY

Promotores  
Leadership Training



COMMUNITY  
EDUCATION

Popular Education



PARTICIPATION

Community  
Outreach/Engagement



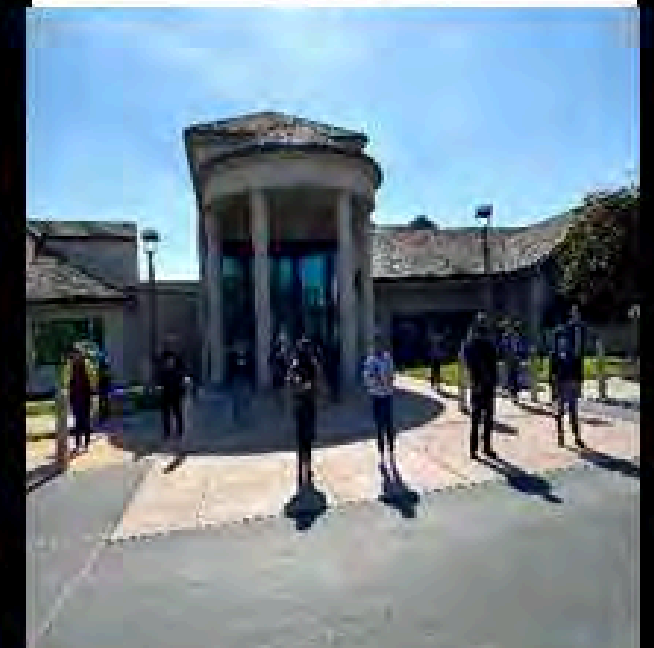
EMPOWERMENT

Community  
Network/Advocacy



TRANSFORMATION

Thrive



*What I do is the opposite of building walls. I build bridges.  
A bridge is something that connects instead of separating.  
By Santiago Calatrava*

# OUR CURRENT PROJECTS

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- **Bilingual Preschool Program**
- **Bilingual Reading Club "Little Hands in Action"**
- **Adult Reading Club "Minds in Action"**
- **Youth Leadership Program**
- **Latin Dance Fitness**
- **Community Education Series & Workshops**
- **Promotores Leadership Training Program**
- **Food Distribution (2nd & 4th Fridays @month)**
- **Holiday Gift Distributions for underserved families.**





# FORMAS DE ALCANCE COMUNITARIO

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- **Community Presentations (workshops, forums, trainings, series, etc.)**
- **Information tables through local businesses, schools & community events.**
- **Collaboration, participation, outreach & organization assistance in Community Events, such as Mariachi Festival, Health Fairs, etc.**
- **Home Visits (Door to Door Program/BACH)**
- **One on One referrals**





# Leadership Training



## Promotores de Salud y Educación Comunitaria



Parents are invited to participate in the:

### HEALTH PROMOTORES AND COMMUNITY EDUCATION TRAINING

The program includes:

- 10 sessions with information to understand your role as a parent leadership development capacity to effectively support your children's education and foster positive changes in your community
- Childcare included!

**IN SPANISH**

10 SESSIONS  
(Tuesday, Wednesday and Thursday)  
Starting Tuesday, March 4, 2019 8:30 - 11 am  
Salman Activity & Family Aquatic Center  
Meeting Room  
6800 Stony Avenue, Newark, CA 94661

For more information contact:  
Adriana P. Lopez - [adriana.lopez@newark.org](mailto:adriana.lopez@newark.org)  
Victoria Torres - [victoria.torres@newark.org](mailto:victoria.torres@newark.org)  
Phone: (510) 574-4663

NEWARK Recreation and Community Services

Alameda County LIBRARY

FIRST 5 ALAMEDA COUNTY





# Drive thru



**Assisting with:**  
Food  
Census information  
PPE Supplies  
Basic Needs Gift Cards  
Books  
Clothes  
Chromebooks  
Flu Vaccination  
COVID-19 Testing and  
Vaccinations



# Door to door contact less Community Outreach



Stay Safe!



**Census Materials**  
**Food**  
**PPE supplies**  
**Informational**  
**Flyers**



# Latin Fitness

**Latin Fitness**  
Con la Promotora  
**Esther Garcia**  
Lunes, Miércoles y Jueves 9-10 am  
Martes 10-11 am  
Community Park, 35501 Cedar Blvd. Newark, CA  
¡Baile, Cardio y diversión incluida!





# Reading Club

## Miércoles de Club de Lectura

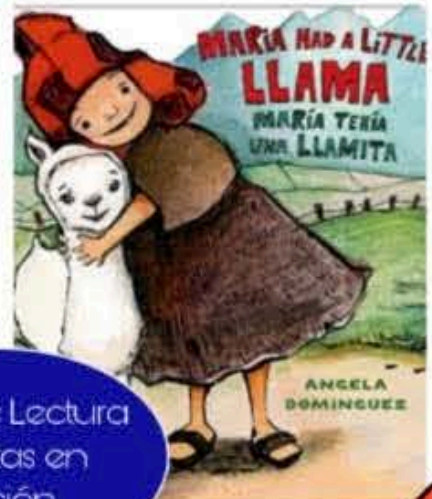
Presentado por:

**Sofia Sanchez**

Acompañándole

Promotora Lorena Talavera

2:00-3:00pm



Club de Lectura  
Manitas en  
Acción

Listos con papel y colores para  
hacer una actividad



Promotores de Salud y Educación Comunitaria  
**Club de Lectura  
Manitas en  
Acción**

Nuestros lectores de esta semana son:  
**Alan L. Nagy**  
Asesor de la Biblioteca de Newark  
y **Sofia Sanchez**  
Facilitadora

Presentando el libro:  
**Los perros de la ciudad**

Miércoles 10 de Marzo del 2021  
3:00 pm

Meeting ID: 967 0789 0919  
Passcode: 031021



Promotores de Salud y Educación Comunitaria  
**Club de Lectura  
Manitas en  
Acción**

Nuestros lectores de esta semana son:  
**Joe Stoner**  
Director de la Biblioteca de Newark  
y **Natalie Raya**  
Participante del club de lectura

Presentando el libro:  
**La primera vez en la ciudad**

Miércoles  
24 de Marzo 3:00 pm

Meeting ID: 967 0789 0919  
Passcode: 031021



Promotores de Salud y Educación Comunitaria  
**Club de Lectura  
Manitas en  
Acción**

Presentado por:  
**Melissa Sim and Jennifer A. Ferreira**  
Grupos de Salud Maternal Educativa  
Hospital de Niños  
Hospital de Niños

Presentando el libro:  
**The Ugly Vegetables**

Miércoles 30 de Junio de 3-4PM  
Wednesday, June 30 from 3-4 PM

Meeting ID: 967 0789 0919  
Passcode: 031021



Promotores de Salud y Educación Comunitaria  
**Club de Lectura  
Manitas en  
Acción**

Nuestro lector de esta semana es  
**Nidya Gonzalez**  
The Fremont librarian

Presentando el libro:  
**NO LEVANTES UN DRAGON A LA BIBLIOTECA**

Miércoles 28 de Abril 3:00 pm

Meeting ID: 967 0789 0919  
Passcode: 031021



Celebrating their first  
anniversary.  
Featuring special guests such  
as:

- Al Nagy Mayor of the City of Newark
- Lawrence Hall of Science at the University of Berkeley
- The Newark and Fremont Libraries
- University of California



# ADULT READING CLUB “MINDS IN ACTION”



“Once you learn  
to read, you will  
be forever free.”

Frederick Douglass

## Club de Lectura “Mentes en Acción”

Unete al Club de Lectura (presencial)  
Primer Encuentro jueves, 15 de Agosto , 2024  
10:00 am-12:00 pm  
Creado por Promotores para la Comunidad



**NEWARK**  
Recreation  
and Community Services

PROMOTORES  
Community Network  
Newark California



**Fechas:**  
Agosto 15,22,29  
Sept. 12,19,26  
Oct. 10,17,24  
Nov. 14,21

Registracion Comienza:  
Julio 29, 2024 @ 8:30am  
En persona!  
Costo : \$5



Por Lorena Talavera, Esther García

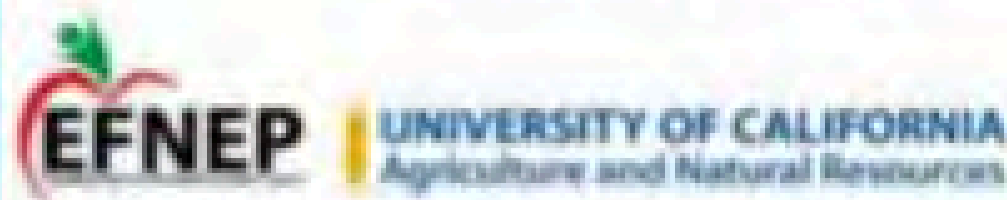
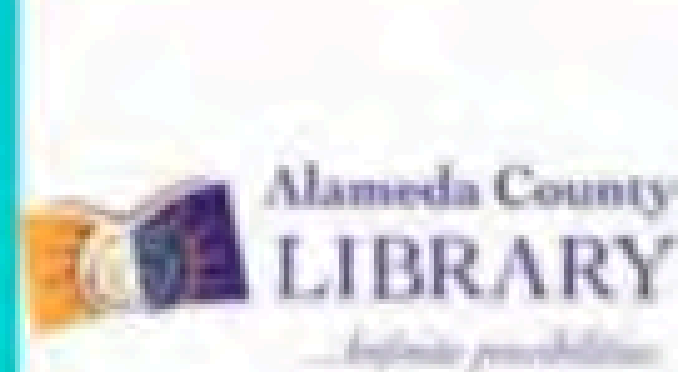
**Silliman Center**  
Activity Room  
6800 Mowry Ave.  
Newark, CA 94560

“Once you learn  
to read, you will  
be forever free.”

Frederick Douglass



# Building Community Partnerships





## CLASS OF 2020



**"It is not just the Promotor who must fit the organization, but the organization must fit the cultural values of the community-based model too. Organizations who truly understand promotores use popular education methodology appropriate for the community transformational model. Core competencies are also linked to the model. System readiness means you already have in place values and principles to support the model, and you understand what the model needs to be successful."**

*—San Diego County—*

## CLASS OF 2021



## CLASS OF 2023







**Thank You!**