

# Community Collaboration

## *A Community Promotora Model*

Sylvia Jimenez, MPH

Manager, Community Benefit Program

Kaiser Permanente  
Northern California Region



# Presentation Overview

- Review Strategies on collaboration between agencies
- Present a model to train community promotoras on leadership, relationship building and decision making skills





# Collaboration Partners

Kaiser Permanente

Congregations Organizing for Renewal (COR)

Tiburcio Vasquez Health Center





# Kaiser Permanente Community Benefit Program

*Community Benefit is central  
to Kaiser Permanente's mission*

- Our comprehensive approach is unique and comes from our heritage, structure, and capacities
- Fulfills our social purpose
- Allows us to engage the people of Kaiser Permanente, our members, and the community



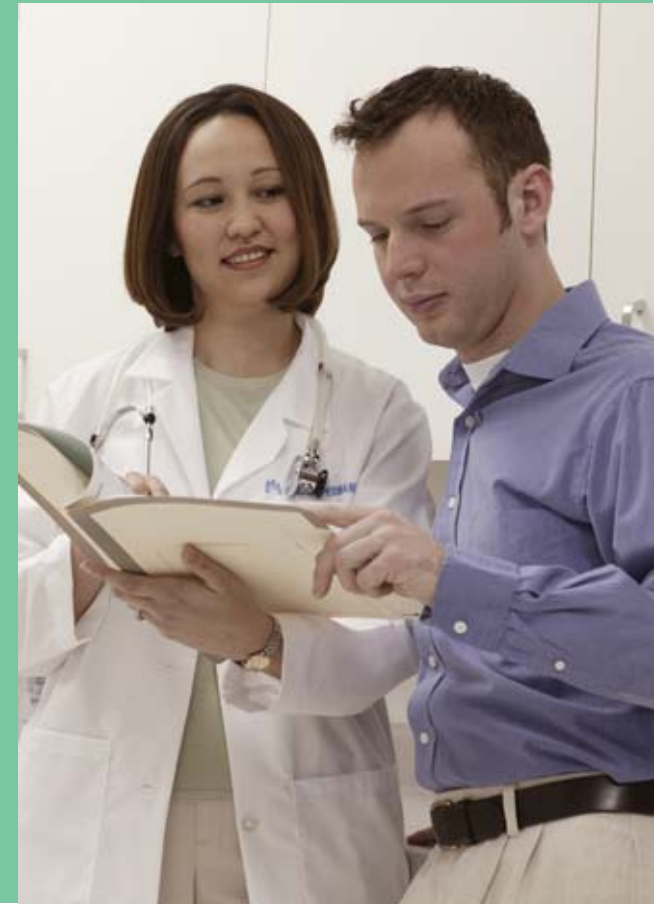
# Our programs are more important now than ever

- Rising cost of health care
- Growing uninsured population
- Serious and growing health problems, such as obesity



# Community Benefit Funding

- Our Community Benefit portfolio encompasses nearly 40 programs
- In 2007, Our service area has awarded over \$750,000 in Community Benefit Grants to 43 non-profit organizations



# 2007 Health Priorities

## *Our core areas of focus*

- Reduce Rates of Obesity in Adults and Children
- Improve Prevention and Management of Diabetes
- Improve Prevention and Management of Coronary Heart Disease
- Improve Prevention and Management of Childhood Asthma
- Reduce Pregnancy rates among 15-19 year olds



# We are investing in the Safety Net

- Kaiser Permanente Safety Net partnership with community clinics and public hospitals
- Access to quality, affordable care
- Long-term, large-scale commitments





# We are building partnerships with Safety Net providers

- Expand access to care
- Improve the quality of care
- Reduce disparities
- Develop policy and advocacy capacity
- Collaborate with one another



# Our goal is total health for all of our communities

- Best practices
- Quality Improvement
- Health Information Technology



# Community Collaborations and Strategies

- Community Needs Assessments
- Strategic Grants
- Collaborative Grants
- Partnerships
- Sponsorships



# Congregations Organizing for Renewal (COR) Project

- Build Leadership Skills
- Build Capacity in educating neighbors on health issues such as asthma, diabetes and nutrition/weight management
- Encouraging neighbors to change their environments
- Help to empower hard-to-reach monolingual and bilingual Latino immigrant residents





# COR Promotora Training

- 10 trainings were conducted and a total of 50 promotoras were trained
- Topics included:
  - One-on-one relationship building
  - Outreach
  - Research
  - Conducting Effective Meetings
  - Opportunities to increase access to health care



# COR Promotora Training *Outcomes*

- Helped to build capacity in leadership, outreach, and decision making skills
- Identified the causes of and potential solutions for health and community-related problems
- Developed outreach action plans
- Initiated over 250 one-on-one conversations with immigrant families in their homes
- Participated in two “sign-up” days to enroll children and families into health care coverage

