

Community Outreach & Education's Promotores/Liaisons

Promotores/Liaisons are bilingual/bicultural individuals who speak a variety of languages including: English, Chinese, Spanish, Somali, Vietnamese, and Russian. Promotores/Liaisons live and work with the people they serve. As members of their communities they are in a unique position to:

- develop a trusting relationship with families in their community
- provide information, resources, and education regarding basic needs and child development
- help make the connections that reach people and improve the well-being of children and their families
- share information, model problem-solving skills, and make referrals to appropriate services so that cultural and language barriers do not prevent those who need assistance from finding it
- empower families with information and knowledge in order for families to advocate for themselves
- bring their knowledge and expertise about their community to providers and systems
- serve as a bridge between community members and systems

Promotores/Liaisons also gain valuable knowledge and skills that help them be ready for employment in mainstream organizations. For more information on the Promotores/Liaisons program contact Mercedes Cordova-Hakim at Mercedes@childrenandyouth.org or 206/336-6938.

