

RAIZ Communities
Community Support
Mental & Emotional Health

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Stanislaus County
Behavioral Health & Recovery Services

PROMOTORES PROGRAM
PREVENTION & EARLY

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Behavioral Health and
 Recovery Services



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 Stanislaus County Mental Health Services Act
 Prevention and Early Intervention

RAIZ

Realizando Alianza & Inspirando Sabiduría
 Creating Alliances & Inspiring Wisdom

Promotores Mental Health
Prevention Program



Stanislaus County
Behavioral Health & Recovery Services
Prevention and
Early Intervention (PEI)

Mental Health is a person's ability to function and to be productive in life; to adapt to changes in his/her environment; to cope with adversity; and to develop positive relationships with others.

Dr. David Satcher



RAIZ Promotores Program

RAIZ is a mental health prevention and well-being program developed by promotores of Stanislaus County in collaboration with 13 Family Resource Centers (FRCs) and BHRS.

Promotores are individuals who like to help their community. They are also known as community leaders or workers. They are trusted individuals, mostly women who support the well-being of their community by providing a heartfelt service: “*servicio de corazón.*”

The purpose of the program is to prevent and reduce mental health stigma and discrimination for Latinos by strengthening natural communities of support, increasing the sense of belonging, improving well-being, and developing leadership.

Family Resource Centers employ promotores to support mental health, well-being, peer support, and suicide prevention. They contribute to the development of healthy relationships, leadership skills, and education about mental and emotional wellness.

As needed, promotores link community members to mental health prevention, recovery, and treatment services. Their work has been key to reducing mental health stigma in the community.

The Work of Promotores in RAIZ

Inform about early signs of mental health problems and protective factors that reduce the risk of mental health problems.

Link individuals to natural communities of support and mental health services that promote their well-being.

Contribute to promotores' knowledge and skills related to mental and emotional health, suicide prevention, and mental health stigma reduction so that together they can support the community to live mentally healthy.

Support the leadership of community promotores, create activities that contribute to their well-being, and reduce the risk of mental health conditions.



Program Commitments

Community: Promote a sense of belonging and positive emotions to reduce the risk of developing mental health problems.

Well-Being: Create self-discovery and learning opportunities to develop a sense of achievement and self-compassion.

Leadership: Develop an individual, family, and community plan that recognizes and utilizes the gifts and talents of the person, their families, and communities to improve mental and emotional health.

Results

Making changes takes leadership, and the promotores in RAIZ are working to build the capacity of the community to support their members to be well and mentally healthy. They promote social connectedness, resources and services, and facilitate learning conversations that help increase their overall health and well-being.