



Promotores Verdes

“GROWING FAMILY-BASED CHAMPIONS OF THE HEALTH BENEFITS OF NATURE, OUTDOOR EXPERIENCES, AND CONSERVATION”

An initiative of  **AFC+A**
AMERICAS for CONSERVATION
+ the ARTS

In partnership with  and 

THE PROMOTORES VERDES MISSION

Growing the capacity of family-based champions for the health benefits of connecting to nature and our need to protect it.

Expanding public health programs to include awareness of the benefits of nature to human physical and environmental health.

Expanding the role of the Latino community in integrated public health and environmental education, natural resource conservation, leadership, advocacy, and stewardship.

This intergenerational, culturally, and linguistically sensitive model can be transferred to and adapted by other culturally diverse communities to increase family, community, and civic engagement.

ABOUT PROMOTORES VERDES

This unique program integrates CREA Results' Community Health Promoters work and AFC+A's arts- and culture-infused environmental educational programming. Promotores Verdes works to raise awareness of the health benefits of connecting to nature and our shared stewardship responsibilities among individuals, families, communities, decision makers, and service providers.

Programming includes:

- Connecting concepts in forestry and ecosystem health with human health.
- Integrating dialog on pollinators, food, nutrition, and active living.
- Promoting environmental education, leadership, and engagement.
- Encouraging family visits to National Forests, Parks, and other public lands.

50 Latino families have come to the program from disenfranchised, and vulnerable urban communities in the Denver Metro Area with higher than average poverty and unemployment or underemployment rates, and elevated health risks. Working across generations, Promotores Verdes grows Green Ambassadors from under-represented and under-engaged demographics adversely affected by social and environmental injustices.

A UNIQUE ENVIRONMENTAL EDUCATION

The curriculum stresses the interconnectedness of human health and nature. Inspired by the four elements of nature symbolized in the tree crown program logo (Air, Water, Earth, Energy), all outdoor experiences integrate Leave No Trace principles, healthy lifestyle choices, active living and fitness, Get Outdoors Colorado campaign, a stewardship activity, a shared meal, and community circles. As in U-CAN, community circles encourage the development of personal and community resilience.

Each outdoor experience builds on knowledge gained in previous experiences and relies on active participation. Participants are invited to contribute, share personal stories and reflections, and become citizen scientists who collect and share their observations and findings (data).



Promotores Verdes 2017, Lilly Lake, Estes Park, CO

MODEL FOR MENTORSHIP

Each outdoor event exposes families to new public lands, new themes and topics to explore, and invites participants to deepen and apply their knowledge when they return home. Families are actively encouraged to share their stories and knowledge at school and community events, inspiring other community members to join.

Trained Promotores who participated in and volunteered for a variety of events are transformed into community mentors and can be compensated for their leadership, helping their family financially. They are each invited to participate in or lead upcoming AFC+A, CREA Results, and co-sponsored events. In September 2017, 35 of the 50 families involved in Promotores Verdes completed 20 hours of formal training and attended a graduation ceremony.

A VISION FOR THE FUTURE

Inviting 40 more families to be trained in 2018 and expanding to a total of 200 trained Promotores Verdes families by 2020.

Creating a Promotores Verdes Leadership Council and expanding the number of families trained as Promotores Verdes to enhance the program's community-led qualities.

Providing leadership development and skill building opportunities as well as facilitating and supporting community projects envisioned by trained Promotores. This will empower individuals to think and act beyond themselves and their families and to become active change makers within their communities.

Seeking community partners (faith groups, schools, community and grassroots organizations, etc.) to expand and support the program.

Expanding to community partners in other cities across the Americas by sharing our story and impact. This program can be adapted to other cultural and regional contexts and can enrich existing youth and family programming focused on health and nature.

HOW TO GET INVOLVED

The success and our ability to grow the Promotores Verdes program depends on the generous support of our partners and sponsors. To help ensure the future of Promotores Verdes you can show your support by:

- **Signing up a Promotor Verde family or as a Volunteer Expert.**
- **Nominating and Inviting a Family** to participate in the Promotores Verdes program.
- **Sponsoring a Family Outdoor Event, Leadership Training, or Community Impact Project** with a tax-deductible donation to AFC+A, a 501(c)(3) non-profit organization.
- **Supporting the Promotores Verdes Leadership Council** with healthy food donations.
- **Sharing with your Networks** to spread the word and achieve our shared goals.
- **Becoming a Partner.** Partnerships are available at different levels and carry recognition benefits. Contact us to discuss how we can work together to achieve common goals.

"Usually I feel out of place when I visit the mountains and this experience gives me hope. It is nice to know that there are other people from my community with the same interests....It was marvelous not to be the only hispanic family learning about the environment . Thank you!!"

- Familia Perez, 2017 Promotores Verdes Family



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FOR MORE INFORMATION

Visit americasforconservation.org/promotores-verdes

or contact Zuzi Bohley, AFC+A Education Director at zuzi@americasforconservation.org

or Fernando Pineda, Chief Executive Officer, CREA Results at Fernando@crearesults.org