COVID-19 Response

Promotores are community navigators who conduct home visits to help families access health, education and youth development services. During the COVID-19 pandemic, we are still conducting home wellness visits, but now we are also delivering food boxes and other essentials to families in need.

We have transitioned support-group activities such as Parent Project, Rincón de las Comadres, Superación Personal and Mami y Yo to technology-based groups for now. Our Promotores are also creating video content reading books to children, educating families about staying healthy and active during the crisis and demonstrating how to use the Mami y Yo quarantine activity kits.
Placer County's group lends helping hands to Latino community
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By Nick Pecoraro, April 14, 2020

During the COVID-19 pandemic, which has cost countless people jobs and security, there is a local organization seeking to help some of the more “marginalized” demographics.

The Latino Leadership Council is a non-profit organization that exists to provide support for underprivileged members of the Latino community in the greater Placer County area.

The group’s efforts have been doubled in the community since the coronavirus hit, says Executive Director Elisa Herrera.

“The Latino culture is all about extended family, and large gatherings,” Herrera said. “This pandemic has been a real challenge. Isolation is something we've been having to overcome for many years.”

The LLC features 12 staff members called “Promotores” who stay connected with members of the Latino community and offer resources ranging from curbing gang violence to finding Spanish-speaking doctors, whether clients are documented or not.

Refraining from giving her full name for immigration status reasons, “Mrs. Hernandez” from Lincoln said her husband was laid off from his job when the coronavirus escalated to Placer County. The promotores have offered “mobile” assistance to Hernandez and her family of four. A partnership with a local food bank allows LLC to deliver groceries and other essential products to their clients’ doorsteps.

“We've also been supported with food and knowing when they're going to be giving food in the city,” Hernandez said through her promotora translator, Nidia Russi. “We're very appreciative about that.”

The promotores give families parenting videos to learn social behavior and engagement with their children. They also offer counseling for kids trying to get into college, which benefited the Hernandez family. “They helped with our older daughter,” Hernandez said. “They guided her so she could continue classes online so she could graduate and facilitate enrollment to Sierra College.”

LLC client Ramon Silva has battled Stage 4 cancer and has been on disability since October. He said he struggled to find a place to live when recently moving to Roseville. “Having cancer and being homeless, it doesn't feel like you're gonna make it,” Silva said. “But they helped me get a place until I was able to find a place of my own. They went the extra mile, even when they got off of work.”

Silva said the LLC brings care packages of food and gift cards to grocery stores to him and his mother, who is serving as his caretaker while he does chemotherapy every two weeks.

“I didn't think that was possible,” Silva said. “But you never really know when you need the help. They call me and ask, ‘Do you need anything?’ They're more attentive to me than I expected. They're just there. … It gives you some kind of hope.”

Herrera estimates about 500 families are served each year and about 100 “active” families have been helped during the coronavirus shelter in place. About 20 food boxes a week are delivered to members of the Latino community.

“Everybody is struggling for sure,” Herrera said. “This population is marginalized already. They don't have the resources other families do. It's important that we don't forget about them.”