Recruiting the Heart, Training the Brain

The Work of Latino Health Access

In the two decades that Latino Health Access has been working in the largely immigrant and low-income communities of Santa Ana, California, it has achieved impressive improvements in health and quality of life. The key to their success has been training and sustaining a network of promotores – health workers who live in the community, organize around health issues, and care for and about their neighbors.

In Recruiting the Heart, LHA mixes testimony from promotores with descriptions of LHA’s development, struggles and guiding principles. What emerges is a motivating and fascinating look at the best ways to:

- recruit and train health promoters
- evaluate programs and their impact
- organize, build coalitions and advocate for social change
- keep your organization’s founding principles alive
- raise money and survive in hard times; and much more

“With engagement, passion, and powerful storytelling, this book makes clear that people are the experts in their own lives and recognizing this translates into better, healthier communities.”

—Alfonso Diaz Smith, Colectivo de Prácticas Narrativas

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