

Promotora Model for Family Leadership in Education – Podcast Episode 118



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Classnotes Podcast (February 15, 2013) The promotora model of community outreach evolved in neighborhoods in Mexico and Latin American countries to provide medical treatment often in marginalized communities. Community-based organizations in South Texas adopted the model naturally as women volunteer leaders from the community serve and inspire other women and families to leadership. In this Classnotes podcast episode, [Aurelio M. Montemayor, M.Ed.](#), IDRA senior education associate; **Frances Guzmán, M.Ed.**, IDRA education associate; and [Hector Bojorquez](#), IDRA education associate, discuss how schools can use this model for outreach to families. They share examples from PTA Comunitarios in South Texas who have used the promotora model to build family leadership in education to great effect.



Show length: 15:06

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Resources

Community Leaders Discuss How PTA Comunitarios Give Voice to Parents in their Children’s Education

IDRA Newsletter

<http://www.idra.org/resource-center/community-leaders/>

Family Leadership in the Field – Lasting Community Leadership in Education

By Aurelio Montemayor, M.Ed., IDRA Newsletter

<http://www.idra.org/resource-center/family-leadership-in-the-field/>

IDRA’s Family Leadership Principles

By Aurelio Montemayor, M.Ed., IDRA Newsletter

<http://www.idra.org/resource-center/idras-family-leadership-principles/>

Promotoras, Wikipedia

<http://en.wikipedia.org/wiki/Promotoras>

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