

April 15, 2025

## JULISSA SOTO

## BIOGRAPHY

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### **De Indocumentada a Revolucionaria! My Promise to Our Community**

Twenty-five years ago, I was just another scared Latina mama - undocumented, beaten down by domestic violence, desperately trying to find healthcare for my sick children in a system that wasn't built for us. No English, no papers, no hope... but I had something stronger: a promise to God that would change everything.

"Diosito," I prayed, "help me survive this, and I will dedicate my life to making sure no other familia has to suffer like mine."



That promise became my fire. From cleaning bathrooms at McDonald's to making French fries, from scrubbing church floors to pay for my children's Catholic school, from doing every job nobody else wanted - to becoming an award-winning health equity leader. Every step, every struggle, every moment of hard work has been about fulfilling that sacred commitment to our community.

Mental health, diabetes prevention, youth violence, suicide prevention - I've fought every battle where our gente needs a voice. Because here's what I learned: the system doesn't just need fixing, it needs a revolution!

Today, I'm not just breaking barriers - I'm burning them down! With cultural validation as our weapon and community power as our strength, we're building a healthcare system that serves EVERYONE, especially our communities of color who've been silenced for too long.

This isn't just my story - it's OUR story. Together, we're not just dreaming of change, we're creating it!

¡Si Se Puede!

**Julissa Soto**  
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*Julissa Soto*

**ACHIEVE OUR HIGHEST  
ASPIRATIONS THROUGH THE JOY  
OF PUBLIC HEALTH  
REVITALIZATION, AND BY  
EMBRACING THE VIBRANT  
TAPESTRY OF CULTURES WE AIM  
TO SUPPORT**

Julissa Soto, Public Health Advocate





## DEDICATED TO USING HER PLATFORM TO CREATE POSITIVE VISIBILITY

Julissa Soto stands at the forefront of the movement for Latino health equity, a beacon of empowerment and change dedicated to using her platform to create positive visibility.

Through her advisory, Julissa Soto Latino Health Equity Consulting, extends her influence from Colorado to a nationwide and global scale. Soto has trained over 5,000 health providers and presented to 10,000 healthcare professionals across 117 countries on the "Power of Cultural Validation."

“**I see disruption as an opportunity and as something positive**”

As a TEDx Speaker, Vaccine Global Ambassador, Bilingual Transcreator Spanish-English, LinkedIn Top Voice in Public Health, Public Radio Host, and Lifestyle Coach, Ms. Soto leverages her diverse roles to advocate for health equity and inclusion.

Julissa Soto has been a force of change, leading the charge for Latino immigrant equality, inclusion, and health equity not just in Colorado, but across the entire world. From her roots in teen parent programs to her pivotal role on the Colorado Vaccine Equity Task Force and her advocacy for health equity at the American Diabetes Association, Soto has relentlessly pioneered programs aimed at empowering marginalized communities.

As the founder and CEO of Julissa Soto Latino Health Equity Consulting, her influence spans Colorado, reaching nationwide and extending internationally and globally. Through her consultancy, she provides invaluable guidance and education to organizations and agencies, paving the way for health equity initiatives that resonate on a global scale.

Julissa Soto's extensive travels have taken her to over 30 states across the United States and five countries, providing her with a broad perspective on the diverse cultural landscapes and health disparities present in various communities. Her firsthand experiences in these regions have deepened her understanding of the unique challenges faced by different populations, fueling her commitment to advocating for health equity on a global scale.

Her impactful advocacy has earned her recognition in esteemed publications such as NPR, Time Magazine, Hispanic Executive Magazine, and The CEO's At The Center of America's Systems Magazine, showcasing her tireless efforts to uplift immigrant voices. Soto's influence extends beyond print media; she's been a featured speaker at TEDx Talk and her success in spearheading evidence-based prevention programs for new immigrants has garnered acclaim at both state and national levels.

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**NOT CONTENT WITH ACCOLADES ALONE,  
SOTO'S IMPACT IS TANGIBLE**

One of Julissa's most significant achievements is her training of over 5000 health providers on the "Power of Cultural Validation," equipping them with the tools and understanding necessary to provide culturally sensitive care to diverse communities.

Through her efforts, over 30,000 Latino adults, youth, and children have been vaccinated, alongside the distribution of 180,000 COVID-19 tests and 90,000 masks, making a tangible difference in the lives of countless individuals.

Soto's journey has been chronicled in a Channel 22 documentary, "Mexicanos Exitosos", which aired in the United States, Mexico and Spain, inspiring countless individuals with her story of resilience and success in a new country. In 2021, her groundbreaking programming earned her a prestigious honor when Colorado Governor Jared Polis proclaimed September 20th as "Julissa Soto Day", highlighting her dedication to serving the community.

Today, as CEO and founder of Julissa Soto Latino Health Equity Consulting, Soto continues to drive change by providing consulting and education services to partners and agencies across Colorado and the United States. Her influence extends to the highest levels of public health policy, serving on the Health Equity Commission for the Colorado Department of Public Health; leading as Diversity, Equity, and Inclusion Co-Chair of the Regional Accountable Entity (RAE) Program Improvement Advisory Committee.

Julissa's dedication to health equity is unparalleled, reflected in her extensive involvement in various organizations and committees. She serves as a guiding force in initiatives such as the Colorado Vaccine Equity Task Force, the Health Equity Commission for the Colorado Department of Public Health, Latinos Unidos For Vaccines, and the Suicide Prevention Commission for Colorado, among others.

Her impact reverberates globally, as she actively contributes to organizations such as the National Hispanic Medical Association and serves on key committees such as the United States Substance Abuse and Mental Health Services Administration (SAMHSA)'s Behavioral Health Equity steering committee. Her influence extends to key roles in organizations like the National Conference for Immunization Coalitions and Partnerships Planning Committee, where she works to increase pediatric vaccines uptake.

Beyond her professional commitments, Julissa remains deeply engaged in her community, serving as an Ambassador with the Colorado Department of Public Health Care and Finance and mentoring young adults through partnerships with organizations like Young Invincibles.

Julissa Soto's journey embodies the power of advocacy and the transformative potential of disrupting the status quo.