Effective Outreaching to Latino Migrant and Seasonal Farm Workers

Esmeralda Mandujano
Professor Fadi Fathallah, PhD
Farm Workers

- There are an estimated 3 million migrant and seasonal farm workers in the United States
  - 72% of farm workers are born outside of the United States
    - 4% are born outside of Mexico
    - 22% are female
  - 40% had completed grades 1-6

Statistics

• 35% cannot speak English
• 30% speak English "well"
• 35% speak English "a little" or "somewhat"

• 33% are US citizens
• 26% have only been in the United States for 0-4 years

OUTREACH WEBINAR FROM
2010
AgrAbility Website Archives

AgrAbility Outreach to Migrant and Seasonal Farmworkers: Fotonovelas and Beyond

AgrAbility Webinar Series
September 2, 2010
Intercultural Competency

Ability to effectively interact with people from other cultures

Webinar on AgrAbility Training Archives
Cultural Humility

Cultural humility is the ability to maintain an interpersonal stance that is other-oriented (or open to the other) in relation to aspects of cultural identity that are most important to the person.

Challenges of Farmers and Farm Workers

- Rural location
- Physical disabilities
- Accessibility to services
- Lack of professional training
- Lack of services
- Public Transportation
Compounded Challenges of Latino Migrant Farm Workers

- Language
- Culture
- Education
- Physical Location
- Limited family and social support
- Resources
How to Effectively Outreach to Latino Migrant Farm Workers

- Understand needs
- Mass mailings and distributions
  - Clinics, rural centers, housing
- Attend resource fairs, conferences
  - Network with other exhibitors
- Collaborate with other agencies
  - Outreach representatives
- Functional Spanish
  - Proper pronunciation
  - Mexico vs Spain
  - Dialects
Understand Needs

- Small ATs
  - Ability Tools Lending Libraries

- Advocacy

- Access: Find free/low cost clinics, university clinics (med schools, etc.)

- Chronic illnesses and management for farmworkers

- #1 FAMILY - Before you CAN BEST help others you MUST help yourself
Mass Mailings and Distributions

- Clinics
- Rural Centers
- Housing Centers
  - Family, Unaccompanied
  - USDA, Mutual Housing, OMS
- Resource Centers
- Community Centers
Attend Resource Fairs

Location, location, location
Time, time, time (Early morning, late night)
Harvest seasons

• Yes
  • Bional Health Fairs-Sept/Oct
  • Occupational Health Fairs
  • Dia de la independencia de Mexico
  • Dia del trabajador agricola
  • Family, Migrant Parents, Education

• Maybe
  • Commodity Fair

• No
  • No "Festival"
  • Sunday fairs (unless its near churches)

• Experience and evaluate
• Ask hosting agency
• Ask attending agencies
• NETWORK, NETWORK, NETWORK
HEALTH AND SAFETY FAIR
Clarksburg Middle School
Wednesday, February 24, 2016
2:00pm – 6:00pm
CMS Auditorium
870 Nettleton Avenue, Clarksburg
(across from Delta High School)
Students, Families and the Community
Free food and drinks, health screenings for diabetes, blood pressure, BMI, lip & flex
on health insurance, health care, mental health, and many
information booths, food trucks, food, and
completing "Immunizers" mobile
and free food and coffee
in contact with the health
Wendy Samudio, CMS, at (916) 547-0552

El Departamento del Desarrollo del Empleo de California
Se le invita a asistir al
13° Día Anual de Agradecimiento
a los Trabajadores Agrícolas
Viernes, 29 de enero de 2016
9:00 a.m. - 2:00 p.m.
Gonzalez Hall
1417 3rd Street
Mendota, CA 93640
Para obtener información adicional, favor de comunicarse con:
Jaime Gahan al 559-283-0425.

- Servicios comunitarios.
- Recursos de empleo.
- Información sobre oficinas y entrenamiento vocacional.
- Información sobre los derechos y seguridad del trabajador agrícola.
- Información sobre los servicios disponibles a la comunidad agrícola.
- Ayuda a talleres de empleo y entrenamiento.
- Sorteo y premios.

Los trabajadores agrícolas, en colaboración con la empresa, trabajan para promover la seguridad, la salud y el bienestar de los trabajadores agrícolas.

Prezi
EL CONSulado GEnERAL DE MÉXICO
OTORGA EL PRESEnte RENOCIMIENTO A
UC DAvis CALIFORNIA AGRABILITY

POR SU DESTACADA LABOR COMO INSTITUCION PROMOTORA DE LA
AV SEÑORA FRANCISCA DE SALUD - QUIEDE MÁS TRABAJANDO
POR TU SALUD, EN LA REGIÓN NORTE DE CALIFORNIA.

SACRAMENTO, CA DICIEMBRE DE 2015.

ALEJANDRA GUEDES WILLIAMS
CONSEJO GENERAL
PREMIOS DE LA RADIO

Otorga el siguiente

Reconocimiento

A

CalAgrAbility Program

En la Categoría

MANO AMIGA

Este 11 de Diciembre del 2015

¡Gracias por su participación y apoyo!
Collaborate Closely

- Find organizations that directly serve latino migrant farm workers (or other relevant populations)
- Learn about the intricacies of outreaching to different peoples
- Migrant Education, WIC, Children's Centers at Migrant Housing, etc
- Develop resources needed
CALIFORNIA AGRABILITY PROGRAM
Bilingual Farm Safety & Rural Health
Biological & Agricultural Engineering

Bainer Hall
One Shields Avenue
Davis, CA 95616
calagrability.ucdavis.edu/

Toll Free (800) 477-6129
TEL (530) 752-1613
FAX (530) 752-2640
calagra@ucdavis.edu

Si tiene una lesión, enfermedad o discapacidad, podemos asistirlle a encontrar recursos.
Engage children

Creates a sense of community
Learning Spanish

- Pronunciation is key
- Learn the proper Spanish for the community you serve (Mexico, Guatemala, El Salvador, etc.)
- Understand the people, culture, customs, colloquialisms, etc.
Finding the Farm Workers

- Credibility among agencies/community leads to farmworkers finding you
- You will need to do the work to find them: outreach, calls, connections, etc.
- Hesitation to accept services is normal
Follow-up After the Initial Meeting

- Be aware of their work schedule
  - Best time to call?
- Do they live at the address permanently?
  - If not, where will they move?
  - Do they have a family member living permanently in the area?
- Where will they move next?
  - What resources are available at these places?
Promotores—Lay Worker

Who are promotores?
- Promotores are community members who act as natural helpers and liaisons to meaningful information and resources for their neighbors and neighborhoods.

Characteristics of promotores*
- Get trained and educated
- Think about their leadership role and analyze it
- Focus on the needs of others
- Implement their projects

*Cultural Humility
Are you a promotor?
Acknowledgments

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Questions?

CalAgrAbility

@CalAgrAbility

calagra@ucdavis.edu
800-477-6129
calagrability.ucdavis.edu