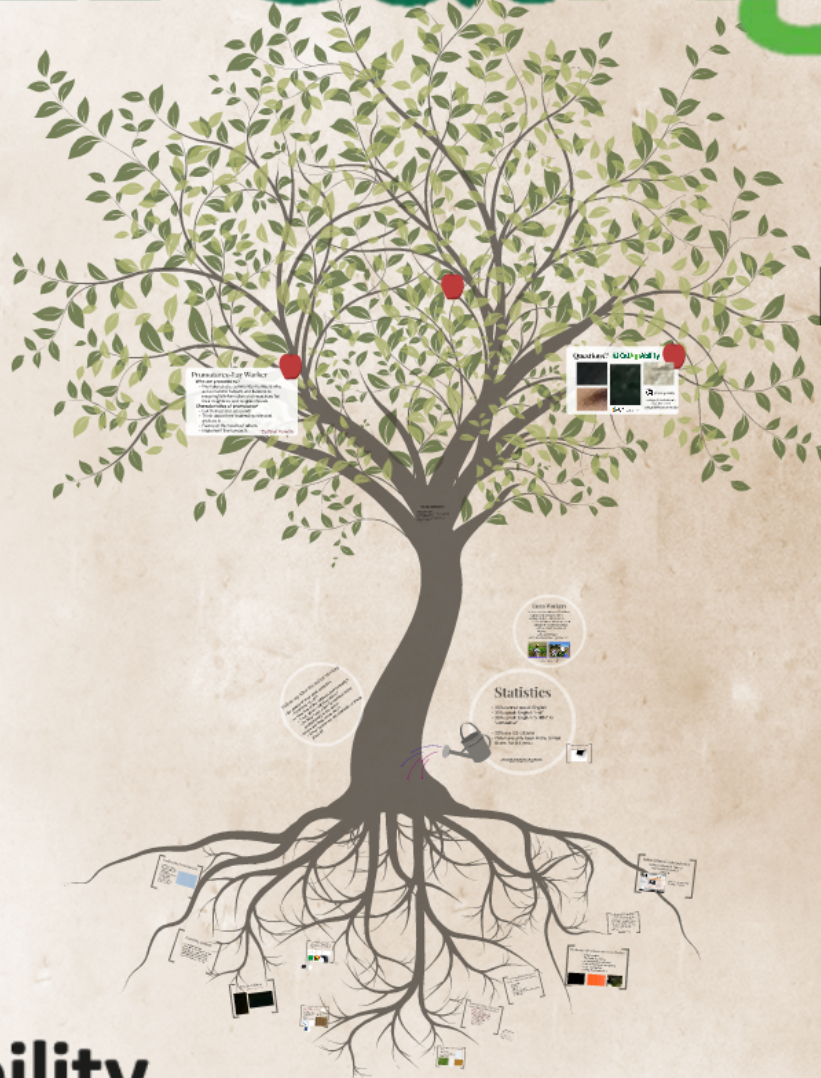


CalAgrAbility



Effective Outreach to Latino Migrant and Seasonal Farm Workers

Esmeralda Mandujano
Professor Fadi Fathallah, PhD



Assistive Technology Network
California's Tech Act Project



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



http://www.ncfh.org/uploads/3/8/6/8/38685499/fs-facts_about_farmworkers.pdf

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

http://www.ncfh.org/uploads/3/8/6/8/38685499/fs-facts_about_farmworkers.pdf



OUTREACH WEBINAR FROM
2010
AgrAbility Website Archives



AgrAbility Outreach to Migrant
and Seasonal Farmworkers:
Fotonovelas and Beyond

AgriLife Extension Service
September 2, 2010

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

The screenshot shows a webinar interface with a video player on the left and a presentation slide on the right. The slide is titled "Rural vs. Urban Life" and contains a table comparing rural and urban environments. A large play button is overlaid on the table.

Rural	Urban
Close and direct contact with the nature (rain, heat, drought, frost, etc.)	Greater isolation from nature (artificial environment)
Not a great	Great variety of occupations
Size of the	Size of the communities is large
More hom	More heterogeneous than rural.
psychologi	
Slow social	Intensive social mobility
Social solidarity or cohesiveness and unity are stronger/greater than urban. Strong sense of belonging and unity.	Social solidarity is less stronger than rural, dissimilarities, division of labor, interdependence, specialization, impersonal, less sense of belonging.
Standard of living is low	Standard of living is high

My agriculture information desk. Retrieved from <http://agrinfo.nv.gov/asp/asp.asp?period=7&page=11111>

YouTube

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

<http://www.apa.org/pi/families/resources/newsletter/2013/08/cultural-humility.aspx>



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



¿Tiene una lesión, discapacidad o enfermedad que le afecta cómo hace su trabajo?

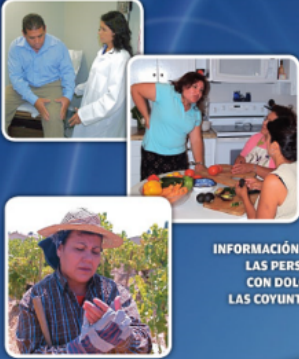


CalAgrAbility

Lláme gratuitamente:
1-800-477-6129

Un programa para Rancheros y Trabajadores de la Agricultura

¿Podrá ser la **ARTRITIS** lo que me causa **DOLOR**?



INFORMACIÓN PARA LAS PERSONAS CON DOLOR EN LAS COYUNTURAS

Could **ARTHRITIS** be what is causing **my PAIN**?

INFORMATION FOR PEOPLE WITH JOINT PAIN



Attend Resource Fairs

Location, location, location

Time, time, time (Early morning, late night)

Harvest seasons



- Yes
 - Binational 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





United Women's Organization/Organización de Mujeres Unidas
Presents/Presenta

2015
**Farmworker Women's Health, Safety, Employment,
Education and Environment
Conference**
**Conferencia sobre la Salud, la Seguridad, el Empleo,
la Educación, y del Medio Ambiente
para Mujeres Campesinas**

"The Wellness of Farmworker Women is our Focus"
"El Bienestar de Las Trabajadoras Campesinas es Nuestro Enfoque"

When/¿Cuándo?: Time/Hora
Friday, Viernes, November/Noviembre 6, 2015 • 7:30 AM - 3:30 PM

Special Guest Speaker
Dr. Sergio Aguilar-Gaxiola, M.D., Ph.D.
Professor of Clinical Internal Medicine, UC Davis School of Medicine
Director, U.C. Davis Center for Reducing Health Disparities

Where/¿Dónde?
Visalia Convention Center/Centro de Convenciones de Visalia
303 E. Acequia Avenue, Visalia, CA 93291

Catering by/Servicio de La Comida • Vallarta Market, Visalia

For Reservation and more information, please contact: Para Reservas y más información, favor de ponerse en contacto con:
United Women's Organization • P.O. Box 3938 • Visalia, CA 93278
Lali Moheno, Executive Director & Conference Coordinator, 1Moheno@shcglobal.net • (559)733-4121

HEALTH AND SAFETY FAIR
Clarksburg Middle School
Wednesday, February 24, 2016
2:00pm – 6:00pm
CMS Auditorium
1870 Netherlands Ave. Clarksburg
(across from Delta High School)
Students, Families and the Community

Health screenings for diabetes, blood pressure, BMI, Tdap & flu
on health insurance, health careers, mental health, and many
more. Search and Rescue dogs, ambulance visit, fire trucks, flood
preparation, "smoothie" bicycle. Free food and raffle.
For more information contact nurses Holly Pauls, RN (916)417-1121 or Angela Patin, RN
at (916)417-0352

El Departamento del Desarrollo del Empleo de California
Se le invita a asistir al

**13er Día Anual de Agradecimiento
a los Trabajadores Agrícolas**

viernes, 29 de enero de 2016
9 a.m. - 2 p.m.
Gonzalez Hall
1417 3rd Street
Mendota, CA 93640

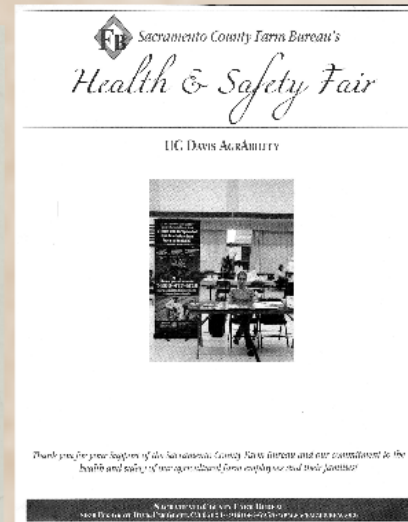
ABIERTO
AL
PÚBLICO

Para obtener información adicional, favor de comunicarse con:
Jaime Galvan al 559-285-0425.

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

En colaboración con la compañía Proteus Inc., la oficina de Asistencia Legal Rural de California, la Ciudad de Mendota, y varias agencias gubernamentales locales y organizaciones privadas.

El Departamento del Desarrollo del Empleo (EDD), un programa de servicios estatales, se está colaborando en este evento. Servir a su turno y a su asistencia para la persona con discapacidades están disponibles cuando se solicitan. Pídanlos por servicios, asistencia y/o formato alternativo recabar hacerse antes del evento llamando al 559-465-6747. Los que usan TTY favor de llamar al "California Relay Service" al 711.
© 2015 EDD





PREMIOS DE LA RADIO

Otorga el siguiente

Reconocimiento

A

PalAgrAbility Program

En la Categoría

MANO AMIGA

Este 11 de Diciembre del 2015

¡Gracias por su participación y apoyo!

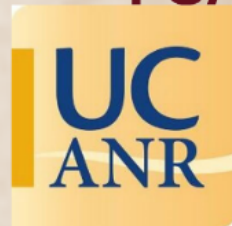


Collaborate Closely

- 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



PSA



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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 asistirle 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

CalAgrAbility Team:

Marianelly Lopez, Cody Thao, Sara Wat

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Western Center:

Victor Duraj

Questions?

CalAgrAbility



@CalAgrAbility

calagra@ucdavis.edu
800-477-6129
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Assistive Technology Network
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