

# National Farmworker Health Program Combating COVID-19 - A YEAR IN REVIEW

## OUR APPROACH

### Collaborative

The project relies on collaboration among farmworkers, agricultural employers, community-based organizations, national organizations, public health entities, and more.



### Community Guided

From beginning to end, our approach is informed by the National Agricultural Worker Advisory Council and our materials are reviewed by farmworkers.



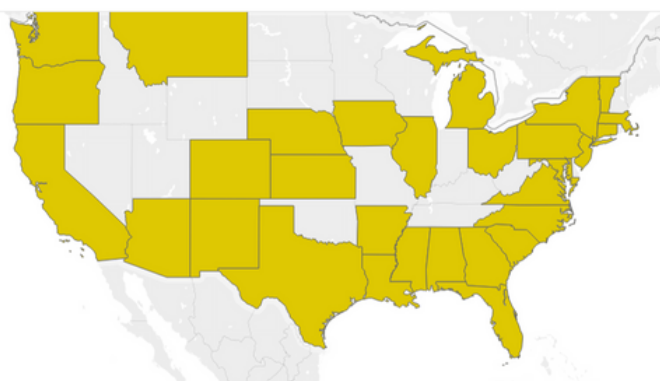
### Sustainable

Activities are designed to strengthen networks and build capacity among organizations to ensure farmworkers continue to be supported long-term.



### Data informed

Goals and activities were shaped by needs assessments and available data, and are continually evaluated during implementation.



States of partners and organizations supported

## 122 partners and organizations supported

NCFH supported 122 partners and community-based organizations through funding, training, and technical assistance across the U.S. 24 farmworker serving organizations received funding totaling \$1 million to support their outreach and education efforts in local farmworker communities, and 19 Demonstration Projects were funded with nearly \$1.3 million to increase vaccine access for farmworkers and their families.

## 160+ Health Education Products Curated & Developed

NCFH assesses materials from partner organizations with specific criteria to identify literacy-sensitive health education materials for farmworkers. All health education products are available for public use in [NCFH's Resource Hub](#). Materials include flyers, infographics, photonovelas, videos, audio & radio, and social media resources. This year, NCFH created 37 videos, flyers, and PSAs specific for the farmworker community to fill gaps in available health education.



### Farmworker Feedback

Products are reviewed by farmworkers and farmworker serving organizations on the NCFH Farmworker Health Education Committee



### Language Accessibility

Materials are provided in Spanish, Haitian Creole, and Indigenous languages such as Triqui, Mam, Zapotec, and Mixteco to address language barriers.



## Radio & Social Media Campaigns

NCFH aired 16 public service announcements daily during Summer 2021 in Spanish, Mixteco, and Triqui in the U.S. and northern Mexico. The COVID-19 vaccine PSAs generated over 7.4 million impressions across 46 participating radio stations in partnership with Radio Bilingue and the Hispanic Communications Network.

On social media, NCFH identified Facebook groups for weekly postings, where many farmworkers in the U.S. and Mexico go to for information. Additionally, NCFH social pages reached over 3,200 social media users. NCFH created a [social media toolkit](#) to assist other organizations with farmworker outreach.

## Call for Health

The free call line directly supports farmworkers by helping them find health care services in any part of the US. The most frequent referral type this year was for the COVID-19 vaccine. Since relaunching the call line in February 2021, Call for Health averaged a 28% increase in calls per month.



# INFORMING PUBLIC HEALTH EFFORTS

## Supporting CDC Deployments

NCFH informed and supported public health entities by adapting, translating, and disseminating public health guidance, and serving as a farmworker content expert and resource for the CDC. To inform CDC deployments, NCFH created farmworker data dashboards and provided technical assistance for several deployment areas, including in Georgia and Oregon.

## Data Dashboard

NCFH worked with University of Texas to develop a national farm labor data dashboard. Through the national dashboard, users can understand geographic concentrations of farmworkers, the seasonality patterns of farmworker jobs within a community, H-2A guestworker arrivals and concentrations, and locations of community and health services. The dashboard aims to inform public health planning at a local, state, and national level. The dashboard will be available to the public in 2022.

## Promising Practices

Promising Practices identify real-life examples of employer and community efforts to prevent COVID-19 among farmworkers. Promising Practices are replicable in farms and communities across the country, have demonstrated positive effects for farmworkers, and follow public health guidance. In partnership with Farmworker Justice and Health Outreach Partners, [7 promising practices were created](#).

## Community Assessments

NCFH partnered with JBS International to begin surveying farmworkers across the country about their experiences during COVID-19. The [Farmworker COVID-19 Community Assessments \(FCCA\)](#) illuminate workers' experiences during the pandemic, including their ability to access care and preventative measures, their confidence about the COVID-19 vaccine, and more. 1,094 surveys were collected in 5 farmworker communities, with data collection expanding into additional communities in 2022.

875,000  
farmworkers and  
family members  
reached



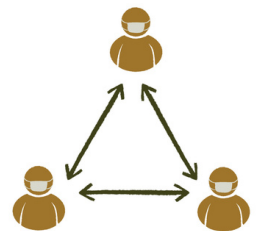
353,000  
PPE care  
packages  
distributed to  
farmworkers

78,000  
vaccine doses  
administered, with at  
least 63K farmworkers  
and family members  
vaccinated



7.4 M  
reached through  
radio & social media

25 trainings  
to over 1,500  
attendees



NCFH

BOLETÍN

DE SOL A SOL

The Boletín disseminates information among farmworker serving organizations regarding COVID-19 news, CDC guidance, and more. Since the first newsletter, subscribers increased by 79% to a total of 164 subscribers, with an average open rate of 50.13%, about 25% higher than the nonprofit industry average of 25.17% (MailChimp).

## New Activities for Year 2

- Support for farmworker coalitions
- Support and build networks of indigenous serving organizations
- Farmworker mobility patterns map
- Literature reviews
- Support CDC in adapting Rapid Community Assessment for farmworker communities
- Outreach to U.S. H-2A guest workers
- Digital & print educational materials for agricultural employers

