



Health inside. Welcome in.

truecare™

Juntos with Migratory & Seasonal Ag Workers

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Agenda

- TrueCare Overview
- Collective Impact
- Business Leveraging
- TrueCare Best Practices
- Q&A



TrueCare Locations

TrueCare has grown to **11** health centers, providing quality healthcare services throughout North San Diego County and Riverside County.

North San Diego County



Riverside County



TrueCare History

- Federally Qualified Health Center (FQHC)
- Originally called North County Health Services
- Founded in 1971 serving Agricultural Workers through Mobile Unit in rural San Diego, CA
- Opened first healthcare center in 1974
- **We're still growing!**



Trends & Observations

• TrueCare Patients

- *58,000 Patients*
- *60% Medi-Cal*
- *4,133 Ag workers*
- *39% served in a language other than English*

• Top Health Concerns

- *Chronic Diseases (Diabetes, Obesity, Hypertension)*
- *Arthritis*
- *Illnesses related to pesticides*

• Top Barriers

- *Access (lack of insurance)*
- *Language/Literacy*
- *Transportation*

• AG Population Changes

- *Younger Workers*
- *Female Workers*
- *Dialects and Other Languages*

TrueCare Services

- Medical
- Dental
- Behavioral Health
- Women's Health
- Chiropractic
- Pharmacy
- X-Ray
- Labs
- COVID-19 Testing & Vaccines
- Mobile Wellness Unit
- Telehealth



Additional Resources & Services

- Health Coverage Enrollment
- Women, Infants, and Children (WIC) Program
- Transportation
- Volunteer & Internship Opportunities
- Community Outreach & Education
- Community Programs
 - *Food Insecurity*
 - *Youth Advocacy*
 - *Mental Wellness*
 - *Senior Support Group*



Collective Impact



Conditions of Collective Impact



Collective Impact

Common Agenda

- Shared vision for change or addressing a problem
- Joint approach for a solution

Shared Measurement

- Shared accountability for performance management
- Ensuring efforts are in alignment

Mutually Reinforcing Activities

- United and unified efforts
- Coordination through joint plan of action and collaboration

Continuous Communication

- Open lines of communication
- Focus on building trust

Backbone Support

- Managing Collaboration
- Coordinating initiatives and participation of partners

Example of Collective Impact

- FarmWorker Care Coalition (FWCC)
- Established nearly 20 years ago
- Collaborative focused on the overall well-being of the farmworker communities in Northern San Diego.
- Multiple health centers, community-based organizations, agencies and grassroots groups
- Stemmed from addressing disaster preparedness, education and health access



Business Leveraging



Collective Impact + Plus

Determine Key Stakeholders

- Business Structure
- Decision Makers

Take an Evolutionary Approach

- Communication & Promotional Opportunities

Creating Flexibility

- Time
- Active Listener

Business Leveraging



Build your relationships as a support model for the Ag workers

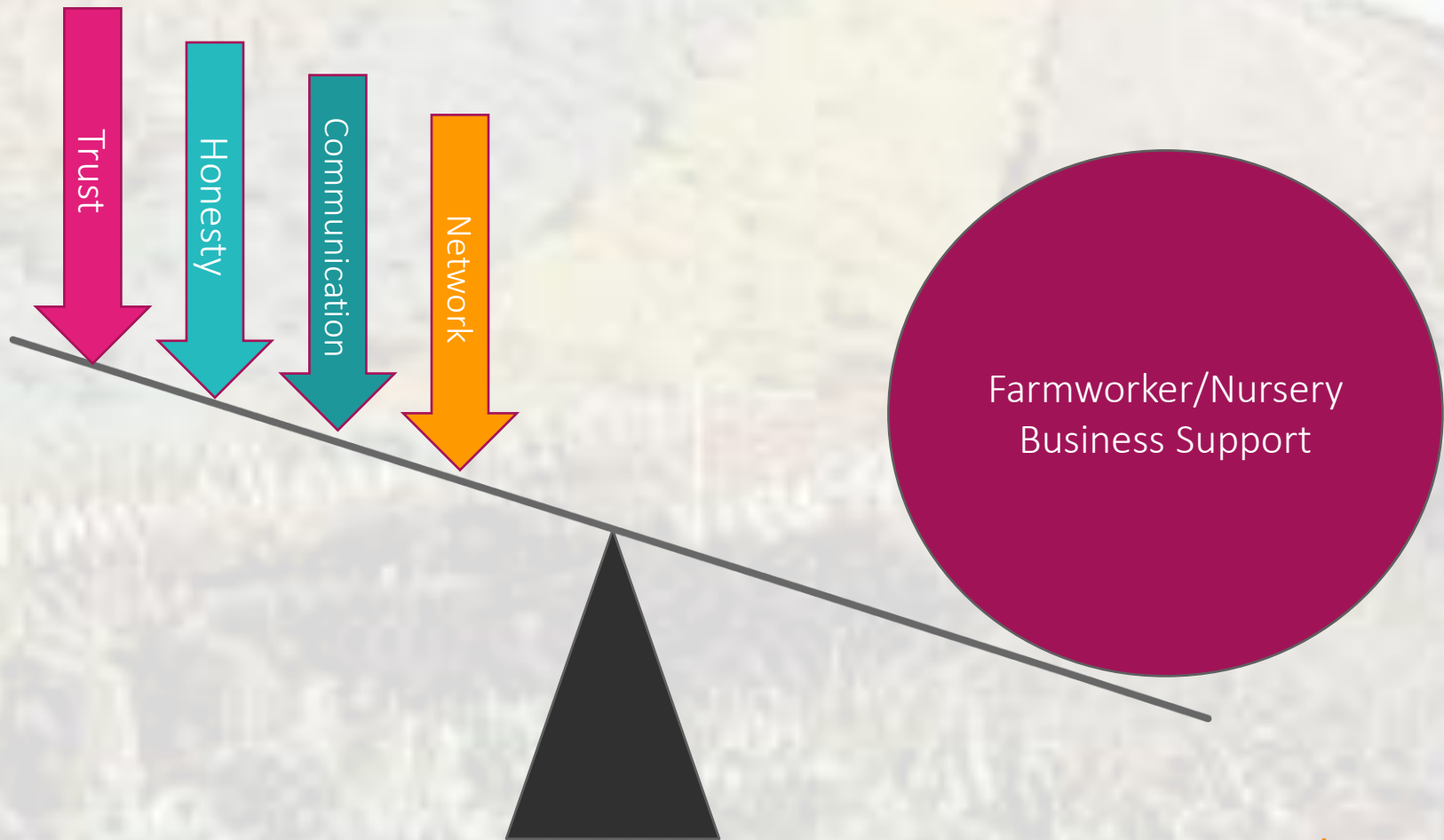


Ag Business and Needs Assessment



Sometimes Ag workers don't want any help

Building Relationships



TrueCare Best Practices



Specialized Approach



Creating and demonstrating trust through unique opportunities services



Mobile Services



Vaccine Events



Health Awareness Education

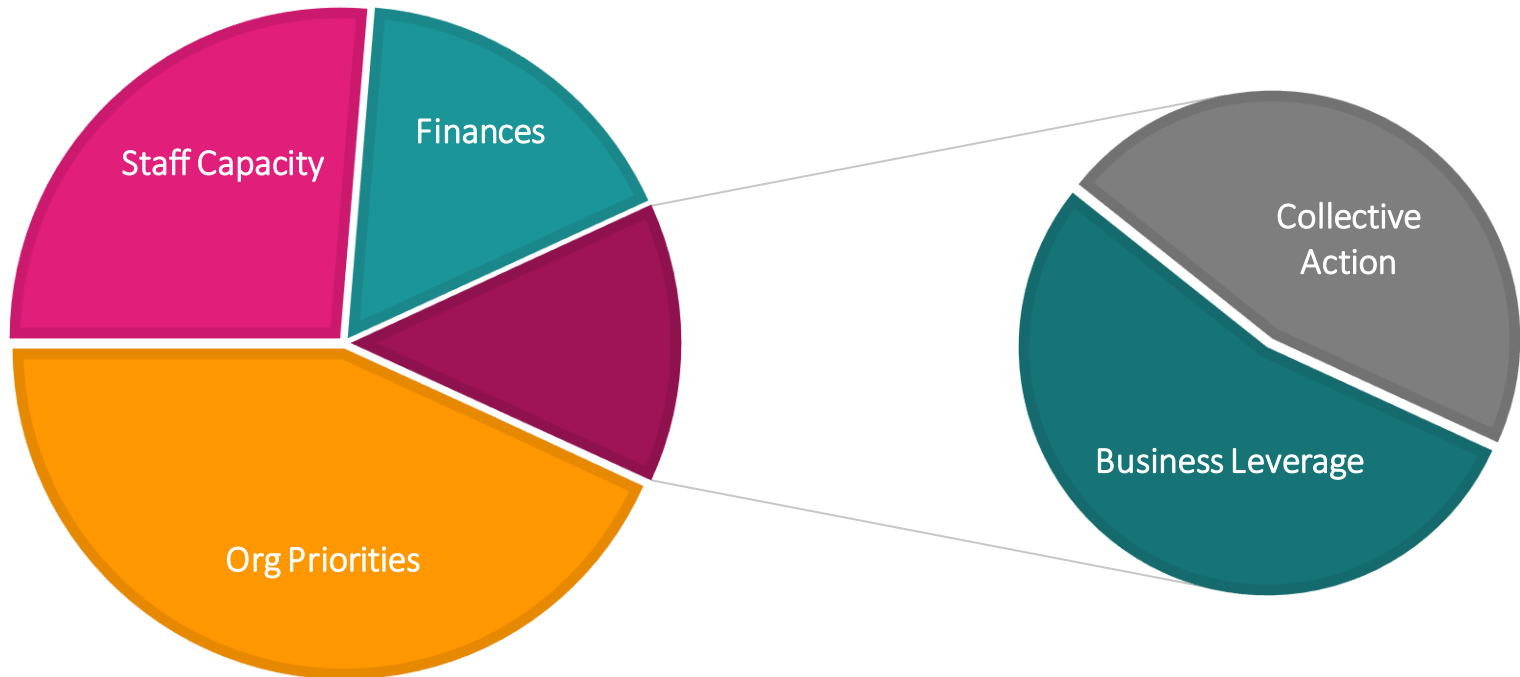


Food Distribution



Social Program Support

Ask for Help!



Consistency and Support



Direct contact/Point Person



Communication



Being responsive



Promotores(as)



Key Takeaways



COORDINATED AND
UNIFIED EFFORTS



INVOLVE BUSINESS
MANAGEMENT



DEMONSTRATION
TRUST



REMAIN
CONSISTENT

Ideas without execution are just dreams.
Ideas with a plan are goals.

Questions?



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