

Convening and Engaging a Farmworker Feedback Committee

Joelynn Avendano & Mario Garza March 2022



Important Reminders

- This session will be recorded.
- The recording and electronic copy will be available after the forum.
- You will receive an email asking for your evaluation of this training session.

Your feedback is greatly appreciated.



Today's Speakers



Joelynn Avendano



Mario Garza

Learning Objectives

- Strategies on convening a farmworker feedback committee.
- Utilize Whatsapp to gather direct feedback on educational health materials from farmworkers.
- Benefits of convening a farmworker feedback committee.
- Access to NCFH's COVID-19 resource hub with material reviewed by Farmworker Committee



National Center for Farmworker Health

The **National Center for Farmworker Health** is a private, not-for-profit organization located in Buda, Texas, whose mission is "To improve the health of farmworker families".

- Population specific data resources and technical assistance
- Workforce development and training
- Health education resources and program development
- Board Governance training
- Program Management

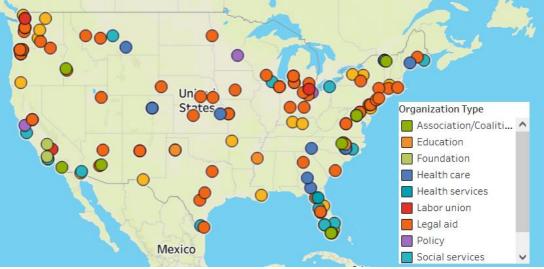




National Agricultural Worker Health Program (NAWH)

The National Center for Farmworker Health (NCFH), in partnership with the Centers for Disease Control and Prevention, is working with over 60 program partners to develop communicative, connected national networks of farmworker-serving organizations, health care providers, agricultural employers, and public health authorities.

The program aims to improve public health preparedness and response to health emergencies affecting farmworker communities. NCFH supports the work of diverse groups of stakeholders who impact farmworker health by providing training, technical assistance, rigorous data and information, and <u>culturally-relevant health education resources</u> in multiple languages.





Farmworker Feedback Committee

Why a feedback committee?

Having authentic, genuine criticisms from members of your audience is absolutely necessary and proven to increase outreach success.

As confirmed by many outreach teams, voices direct from their own communities works significantly more than a new person coming in with information.





Formation of a FW Committee

Criteria for our FW committee

Focusing on farmworker outreach, NCFH focused our criteria for the committee based on backgrounds including

- former or current work experience as a farmworker
- former or current work experience in the H-2A Program
- Spanish speaking

Our journey

Considerations

• Diversity

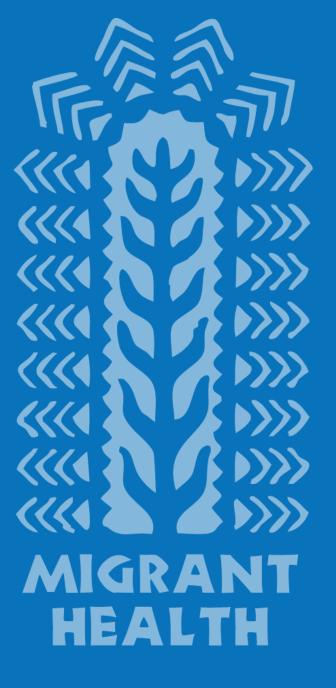
© National Center for Farmworker Health

Vrangler



Considerations

- Payment
- Accessibility



Communication

Communicating with the farmworker committee members requires flexibility and translations of complexity to simplicity.

Keeping in contact at minimum of twice a month has worked for everyone's schedule and our demand or publications.







Ensure to utilize a platform committee members can access and is easy to use

Helpful Tips for WhatsApp

Sample Feedback Message



Oops, el mensaje se quedó arriba: Buenas tardes todos. Muchas gracias por sus respuestas! Ahora hemos creado imágenes con mensajes de apoyo para que la gente se vacunen contra la gripe y COVID. ¿Nos pueden ayudar en ver los 6 imágenes y dar su opinión el próximo semana? Aquí están nuestra preguntas:

4:33 PM 🗸

- 1. ¿Hay una mejor manera /frase de usar?
- 2. ¿Hay algo confuso en el mensaje?
- 3. ¿Les gusta más las caricaturas o las fotos real de la gente?
- 4. ¿Qué sugerencias tiene? O ¿Qué le cambiaría?

S comite Ok, claro _{4:59 PM}

4:39 PM ✓



Lisbeth....

February 10, 2022

Hola compañeros, tenemos 4 preguntas para ustedes. Te los mando aqui y pueden contestar por una llamada or por mensaje en whatsapp. <u>11:06 AM <</u>

1. ¿En qué horas del día estas usando tu teléfono?

2. En tu opinión, ¿que indica que una publicación sobre COVID-19 es confiable?

3. Cuando usas las redes sociales, ¿es más probable que veas un video o fotos? (como en facebook)

4.¿Cuáles son los sitios o grupos en las que confías para obtener información sobre COVID-19?

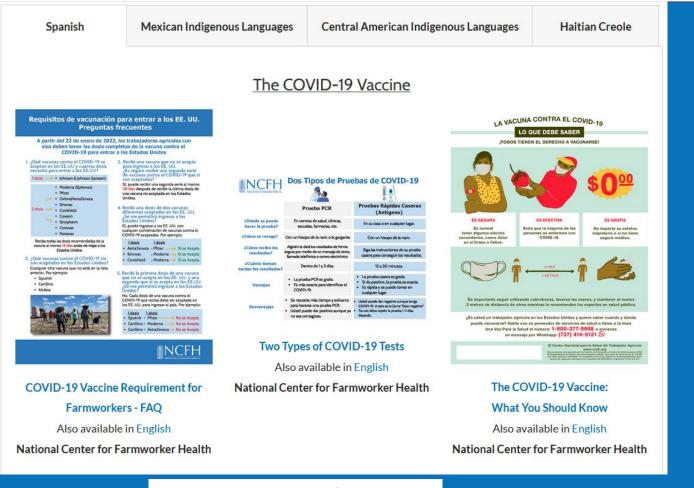
Si pueden mandar las respuestas antes del próximo jueves, el 17, por favor

11:08 AM 🗸





Sample Materials Reviewed by the FW Committee



COVID-19 webpage



NCFH COVID-19 Resources



COVID-19 webpage

Future Considerations

Adding members from other backgrounds and indigenous groups

Amplifying engagement strategies

WhatsApp groups





Connect with NCFH!





Instagram: @Farmworkerhealth

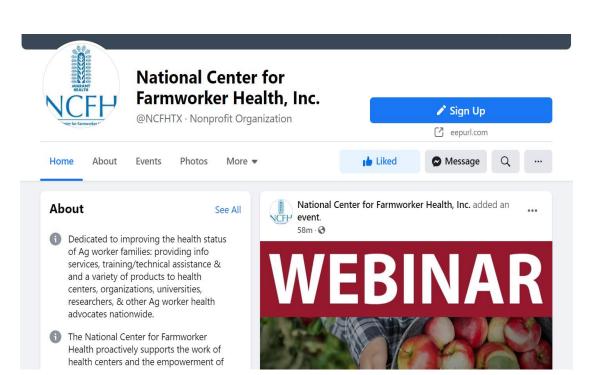


YouTube: National Center for Farmworker Health



Linkedin: company/national-center-for-farmworker-health-ncfh-/







NCFH Newsletters

Sign up for NCFH News



Sign up for Boletin de Sol a Sol Newsletter



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