Convening and Engaging a Farmworker Feedback Committee

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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

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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.
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
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 culturally-relevant health education resources in multiple languages.
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

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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
Hola compañeros, tenemos 4 preguntas para ustedes. Te los mando aquí y pueden contestar por una llamada o por mensaje en whatsapp.

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

Gracias!
Sample Materials Reviewed by the FW Committee

The COVID-19 Vaccine

Two Types of COVID-19 Tests

Also available in English
National Center for Farmworker Health

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!

Facebook and Twitter: @NCFHTX

Instagram: @Farmworkerhealth

YouTube: National Center for Farmworker Health

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

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Sign up for NCFH News

Sign up for Boletin de Sol a Sol Newsletter
Thank you!

This program is supported by the Centers for Disease Control and Prevention (CDC) of the Department of Health and Human Services (HHS) as part of a grant of $7,772,207 with 100% provided by CDC/HHS. The contents are those of the authors and do not necessarily represent the official opinions or endorsement of the CDC/HHS or the US government.

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