PROMOTOR-LED PROGRAM INSIGHTS TO REDUCE INFECTION AND TRANSMISSION OF SARS-COV-2

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OUTLINE

- Introduction to “Be The Hero”
- Learning Objectives
- Culturally Relevant Outreach & Delivery Platforms
- S.I.M.P.L.E Approach
- Mitigation Strategies
- Case Study
BE THE HERO - INTRODUCTION

Train & Empower CHWs

Engagement & Development of CABs/YABs/AGs

Safe Farmworkers & Families

Overwhelming information
LEARNING OBJECTIVES

**Determine**
Cultural, Traditional, and Language-Appropriate Alternatives

**Compare**
Multiple Delivery Platforms for Training

**Apply**
Case Study – Lessons Learned in Real Life Situations

………to reduce infection and transmission of SARS-CoV-2 among MSFWs and their families.
WHY CULTURAL, TRADITIONAL, LANGUAGE APPROPRIATE?

Cultural
❖ People who share common characteristics like language or social practices.

Traditional
❖ Beliefs and values that are passed down from generations to generations

Language
❖ Simple, clear, effective unifying communication

They influence our values, beliefs, thoughts, choices, and actions.
**OUTREACH STRATEGY**

**Pros**
- Large group
- One Sided
- Onsite Education
- Easier
- Trust

**Cons**
- Radio Radionovelas
- Intensive
- Conversations Cafecitos
- Graphics evolves

**Fotonovelas**
DELIVERY PLATFORMS

Most commonly used among FWs & CHWs

7 Important Features

- Popularity
- Two-Way Communication
- Interactive
- User friendly
- Accessible
- Privacy
- Minimal Training
FEATURES

WEIGHTED RANKING FOR IMPORTANT FEATURES

Minimal Training: 10%
Privacy: 10%
Accessible: 10%
User-Friendly: 15%
Interactive: 15%
Two-way Communication: 20%
Popularity: 20%

## Compare Top Delivery Platforms

<table>
<thead>
<tr>
<th>CHWs</th>
<th>Farmworkers</th>
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<tbody>
<tr>
<td>WhatsApp</td>
<td>WhatsApp</td>
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<tr>
<td>Facebook &amp; Messenger</td>
<td>Phone Calls</td>
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SIMPLE APPROACH

S - Straightforward
I - Interactive
M - Multicultural
P - Practical
L - Light
E - Effective
MITIGATION STRATEGIES

Do not gather

Isolation/Quarantine

Can’t Miss Work

Gather outside
Wear mask
Keep small & short
Wash hands or sanitize
Clean & disinfect

Best practices at work
Prevent heat related crises
Face mask
Handwashing
Social distancing
INSTRUCTIONS

- Read together
- Break into small breakout sessions
- Each group will have 15 minutes to review and discuss the case study and determine possible solutions for their assigned question.
- Select a spokesperson for your group
INSTRUCTIONS...CONT.

▪ Rejoin main room after 15 minutes

▪ You will also notice that we will be joining your groups to help guide the conversation and answer any questions your group may have.

▪ We will be providing the question the group needs to address once we break out into smaller groups.
As a CHW, what approach do you take to support the cultural and traditional beliefs driving Roberto’s decisions while providing proper guidance?
Roberto shares common beliefs among farm workers and mentions the following: that he is afraid of deportation, that he will be okay since he has survived worst situations, will resort to using home remedies, and just needs to focus on work. How do you respond and overcome those barriers as a CHW taking into consideration the SIMPLE acronym approach?
What mitigation strategies could Roberto have adhered to that would have protected him while he was out in the field, with his co-workers at the potluck event, and at home while keeping in mind the limitations around him?
As a CHW, what approach do you take to address Jaime, and if necessary, clarify the misinformation he is sharing with others? What do you have to keep in mind?
“COVID-19 has come at us in waves. We can’t predict or control those waves, but we can teach our essential workers how to surf.”

- Dan Millman
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Be the Hero Team

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