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.
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
• 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

- Common Agenda
- Backbone Support
- Shared Measurement
- Continuous Communication
- Mutually Reinforcing Activities
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

<table>
<thead>
<tr>
<th>Determine Key Stakeholders</th>
<th>Take an Evolutionary Approach</th>
<th>Creating Flexibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Business Structure</td>
<td>• Communication &amp; Promotional Opportunities</td>
<td>• Time</td>
</tr>
<tr>
<td>• Decision Makers</td>
<td></td>
<td>• Active Listener</td>
</tr>
</tbody>
</table>
Business Leveraging

1. Build your relationships as a support model for the Ag workers
2. Ag Business and Needs Assessment
3. Sometimes Ag workers don’t want any help
Building Relationships

- Trust
- Honesty
- Communication
- Network

Farmworker/Nursery Business Support
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!

- Org Priorities
- Staff Capacity
- Finances

Business Leverage
- Collective Action

truecare
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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