



National Center for Farmworker Health, Inc.

1770 967 FM | Buda, TX
www.ncfh.org

Strengthening Partnerships: Building and Sustaining Effective Coalitions

*Fortaleciendo las asociaciones: Creando
y manteniendo coaliciones eficaces*

National Center for Farmworker Health
April 30, 2025 // 30 de abril, 2025

Important Reminders

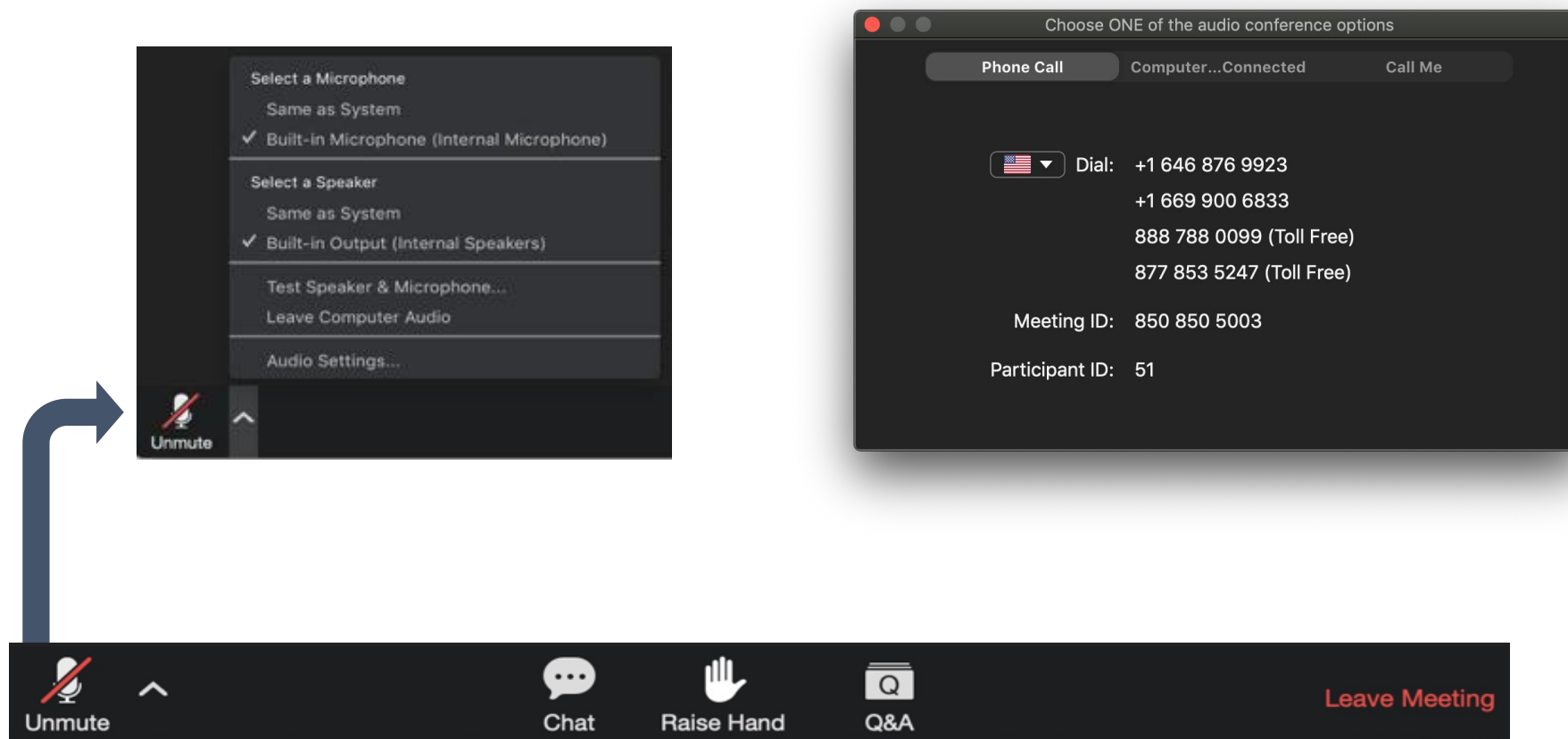
Recordatorios Importantes

- Webinar will last approximately 60 minutes.
- For technical issues, please send a chat to Vanessa Lopez.
- This session will be recorded.
- The recording and electronic copy will be available within 1 week.
- You will receive an email very soon after this session/webinar asking for your evaluation of this training session. Your feedback is greatly appreciated.

- *Seminario web durará aproximadamente 60 minutos.*
- *Para problemas técnicos, envíe un mensaje de chat a Vanessa Lopez.*
- *Esta sesión será grabada.*
- *La grabación y la copia electrónica estarán disponibles dentro de una semana.*
- *Recibirá un correo electrónico muy pronto después de este seminario web solicitando su evaluación para esta sesión de entrenamiento. Sus comentarios son muy importantes.*

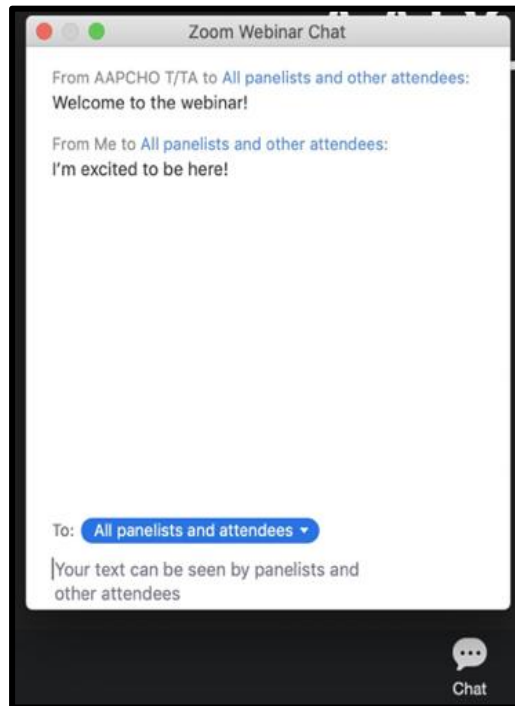
Zoom Housekeeping

Instrucciones de Zoom



Zoom Housekeeping

Instrucciones de Zoom

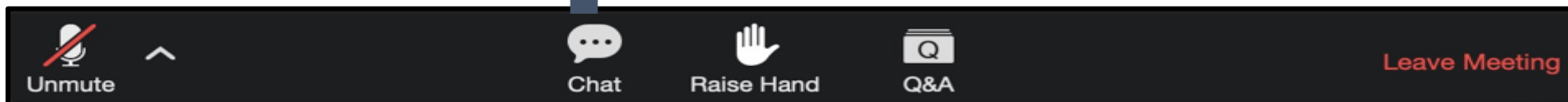


At any time during the webinar, you can ask questions. Please use the chat feature to send your questions to the panelists. At the end of the webinar, we will answer all questions.

Any questions that cannot be addressed during the webinar will be responded to the participants directly via email.

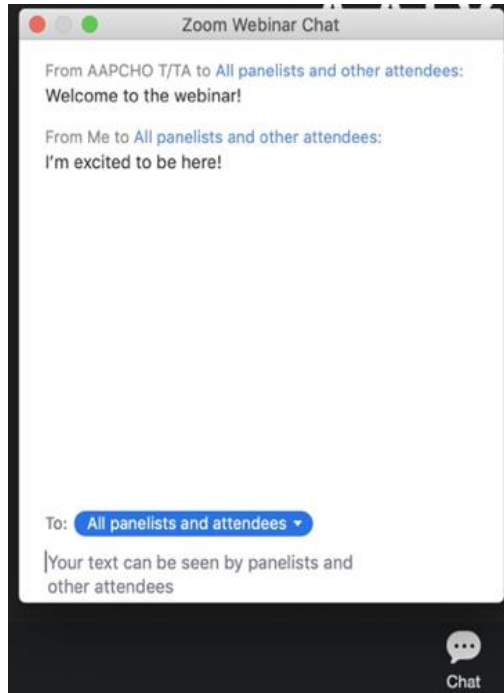
En cualquier momento durante el seminario web/presentación, puede hacer preguntas. Utilice la función de chat para enviar sus preguntas a los panelistas. Al final del seminario web, responderemos a todas las preguntas.

Cualquier pregunta que no pueda abordarse durante el seminario web se responderá a los participantes directamente por correo electrónico.



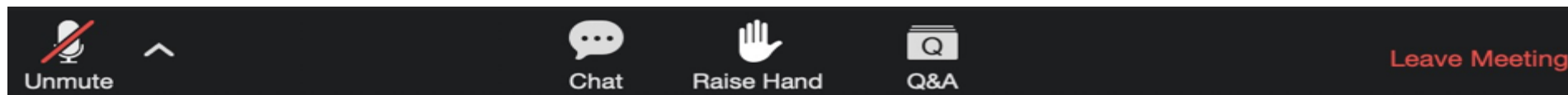
Zoom Housekeeping

Instrucciones de Zoom



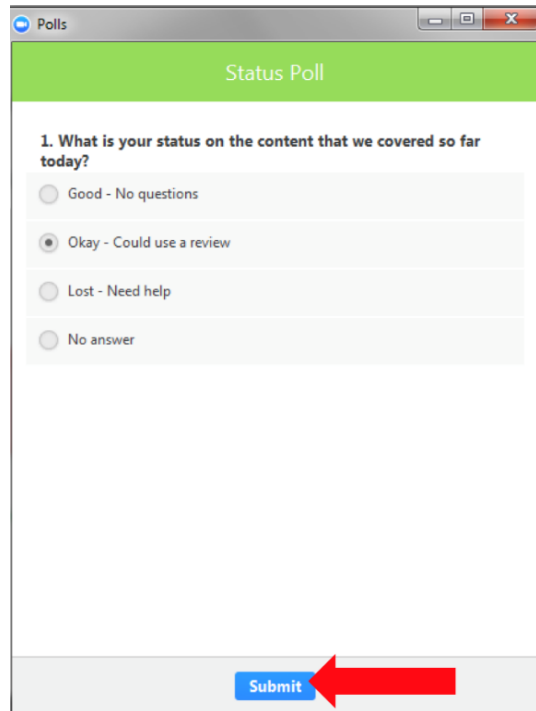
There will be a few poll questions that the presenter will ask you to answer. At the designated time, you will can answer the poll using the **Chat Box** and respond to the entire audience. The presenter will read the responses after the poll is closed.

*Habr  algunas preguntas de la encuesta que el presentador le pedir  que responda. A la hora designada, podr  responder a la encuesta utilizando el **cuadro de chat (Chat Box)** y responder  a toda la audiencia. El presentador leer  las respuestas despu s de que se cierre la encuesta.*



Zoom Housekeeping

Instrucciones de Zoom



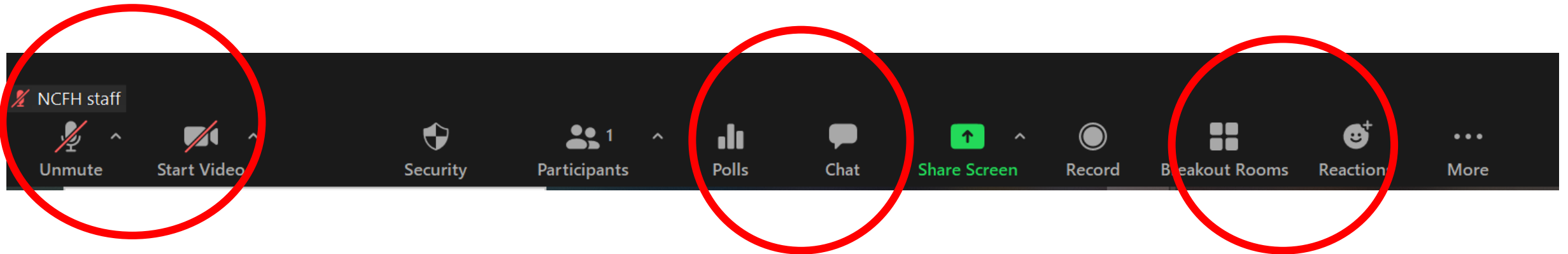
The screenshot shows a 'Polls' window with a green header 'Status Poll'. Below the header is a question: '1. What is your status on the content that we covered so far today?'. There are four radio button options: 'Good - No questions', 'Okay - Could use a review' (which is selected), 'Lost - Need help', and 'No answer'. At the bottom of the window is a blue 'Submit' button, which is pointed to by a red arrow.

There will be a few poll questions that the presenter will ask you to answer. At the designated time, you will see **Poll Box** pop-up and you can respond the questions. The presenter will read the responses after the poll is closed.

*Habr  algunas preguntas de la encuesta que el presentador le pedir  que responda. A la hora designada, ver  la **ventana encuesta (Poll Box)** y podr  responder a las preguntas. El presentador leer  las respuestas despu s de que se cierre la encuesta.*

Zoom Housekeeping

Instrucciones de Zoom

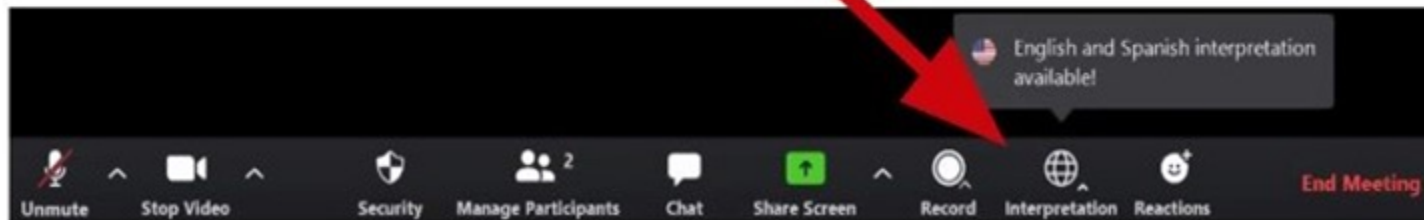


Interpretation

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Se está proporcionando interpretación al español.

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Para seleccionar, ve al ícono globo terráqueo en la parte inferior de la pantalla.



2. Click the language you wish to hear (i.e. Spanish). *Haga clic en el idioma que desea escuchar (es decir español).*



3. Click “**Mute Original Audio**” to silence all other languages. *Silencia el audio original para silenciar todos los demás idiomas.*

Organizers and Moderators

Organizadores y Moderadores



Vanessa Lopez
Training Support Coordinator



Kadie Koeneman, MPH
Lead Project Coordinator,
Public Health Programs

National Center for Farmworker Health

Centro Nacional para la Salud del Trabajador Agrícola

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."**

Services we provide across four main areas:

- **Capacity Building**
- **Health Promotion and Education**
- **Farmworker Outreach**
- **Research and Data Collection**



*El Centro Nacional para la Salud del Trabajador Agrícola (NCFH, por sus siglas en inglés) es una organización privada sin fines de lucro ubicada en Buda, Texas, cuya misión es **"Mejorar la salud de las familias de trabajadores agrícolas."***

Prestamos servicios en cuatro áreas principales.

- ***Desarrollo de capacitación***
- ***Promoción y educación de salud***
- ***Alcance a trabajadores agrícolas***
- ***Investigación y recopilación de datos***



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Learning Objectives

- Define what a coalition is and explain its role in strengthening collaboration among organizations serving farmworker and RIM communities.
- Examine the formation, structure, and impact of two successful coalitions to understand key factors that contribute to their success.
- Identify practical strategies for developing, sustaining, and strengthening coalitions to enhance community engagement and improve public health outcomes.

Objetivos de Aprendizaje

- Definir qué es una coalición y explicar su papel en el fortalecimiento de la colaboración entre las organizaciones que atienden a las comunidades de trabajadores agrícolas y RIM.
- Examinar la creación, estructura e impacto de dos coaliciones de éxito para comprender los factores clave que contribuyen a su éxito.
- Identificar estrategias prácticas para desarrollar, mantener y fortalecer las coaliciones con el fin de aumentar la participación de la comunidad y mejorar los resultados de la salud pública.

Today's Speakers

Presentadores de Hoy



Kori Bissot, Founder, KWB Strategies
Kori Bissot, Fundadora, Estrategias KWB



Catalina Burillo, Community Health
Improvement Coordinator
Trinity Health
Catalina Burillo, Coordinadora En Trinity Health



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Emma Torres, MSW, Executive Director
Campesinos Sin Fronteras
*Emma Torres, MSW,
Directora Ejecutiva de
Campesinos Sin
Fronteras*



The background features four decorative geometric patterns in the corners. The top-left corner has a series of parallel diagonal lines in a dark teal color. The top-right corner contains a cluster of overlapping quarter-circles in dark teal, light blue, and orange. The bottom-left corner features a similar cluster of overlapping quarter-circles in dark teal, light blue, and orange. The bottom-right corner has a series of parallel diagonal lines in a dark teal color, mirroring the top-left pattern.

WHAT DO WE MEAN BY COALITION?



WHAT IS A COALITION? // ¿QUÉ ES UNA COALICIÓN?

A group of community members and organizations working together to create and carry out a shared plan to improve the health and well-being of the community. // Un grupo de miembros de la comunidad y organizaciones que trabajan juntos para crear y llevar a cabo un plan compartido para mejorar la salud y el bienestar de la comunidad.

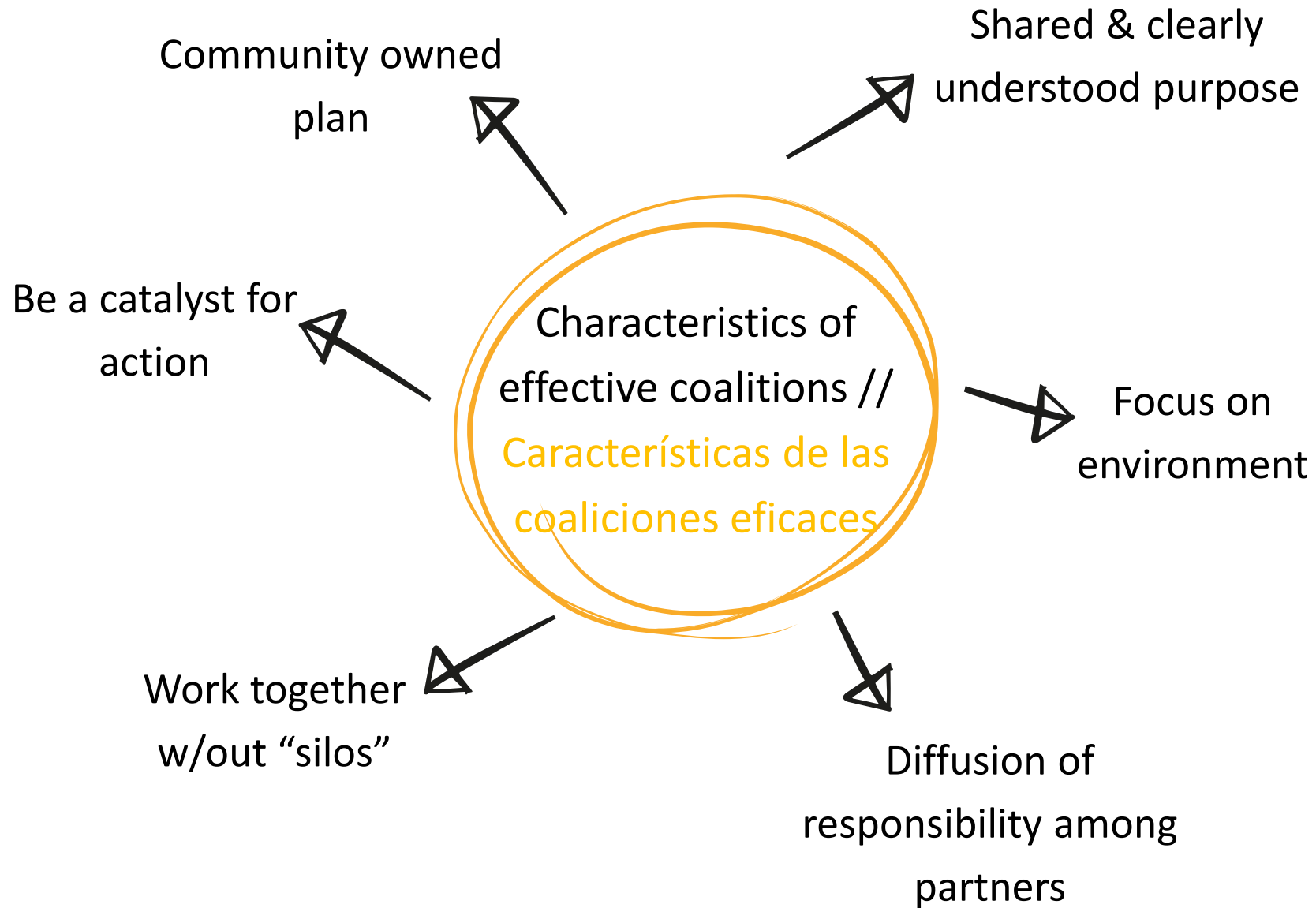


Why a coalition? // ¿Por qué una coalición?

Unify efforts to maximize impact of available resources.



- Shared vision unifies efforts
- Community-level change possible
- Resources used more effectively
- Everyone in stronger position to secure grants





COLLABORATIVE TYPES // TIPOS DE COLABORACIONES	APPROACH // ENFOQUE
Networking/Information sharing // Redes/Información compartida	Action within organizations who share what they are doing // Acción dentro de las organizaciones que comparten lo que hacen
Social programming // Programación social	Improve existing service delivery systems // Mejorar los sistemas de prestación de servicios existentes
Community development // Desarrollo de la comunidad	Mobilize broad support and provide community members with tools and resources to take action // Movilizar un apoyo amplio y proporcionar a los miembros de la comunidad herramientas y recursos para pasar a la acción

Collaborative Process for Community Change

Proceso de colaboración para el cambio comunitario



Assessment: Profile population needs, resources, and readiness.

Capacity: Mobilize stakeholders & build capacity to address priorities.

Planning: Work together to develop a comprehensive plan to address needs.

Implementation: Implement activities in the plan.

Evaluation: Monitor effectiveness to inform improvement and demonstrate value.

What is a strategic plan? // ¿Qué es un plan estratégico?

Identifies what you plan to do to logically address the targeted problem(s) and their root causes.

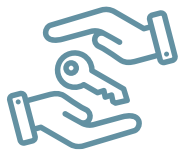
Why is it important?

- Provides a Guide
- Supports Sustained Focus
- Lends Credibility
- Evaluation Framework





Building Coalitions that last // Creando coaliciones duraderas:



Build ownership
among
stakeholders



Develop
Champions



Identify
diverse
resources



Track &
publicize
outcomes



Invest in
things that
last



Evolve &
grow



Más información

Is a Coalition Right for You? Prompts 12 “yes” or “no” questions to determine if forming a coalition is the best option. <https://thecne.org/wp-content/uploads/2016/05/Is-a-Coalition-Right-For-You.pdf>

The Community Tool Box, Center for Community Health and Development, University of Kansas.
<https://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main>

Action to Impact: A Coalition Building Roadmap, toolkit for building and sustaining community coalitions from the Center for Nonprofit Excellence. <https://thecne.org/cne-toolkits-2-coalition-design-take-action-blueprint/>



Tools and Strategies for Organizing Successful Coalitions

Mecanismos y Estrategias para Organizar una Coalición Exitosa

PRESENTED BY / PRESENTADO POR: CATALINA BURILLO



Strengthening Partnerships: Building and Sustaining Effective Coalitions / Fortaleciendo asociaciones: Creando y manteniendo coaliciones eficaces. April 30, 2025

Uno de los mayores sistemas de salud católico sin fines de lucro de la nación

\$21.B
In Revenue

26
States

1.3M*
Attributed Lives

\$1.4B*
Community Benefit Ministry

123K
Colleagues

8.3K
Employed Physicians
and Clinicians

26.6K
Affiliated Physicians

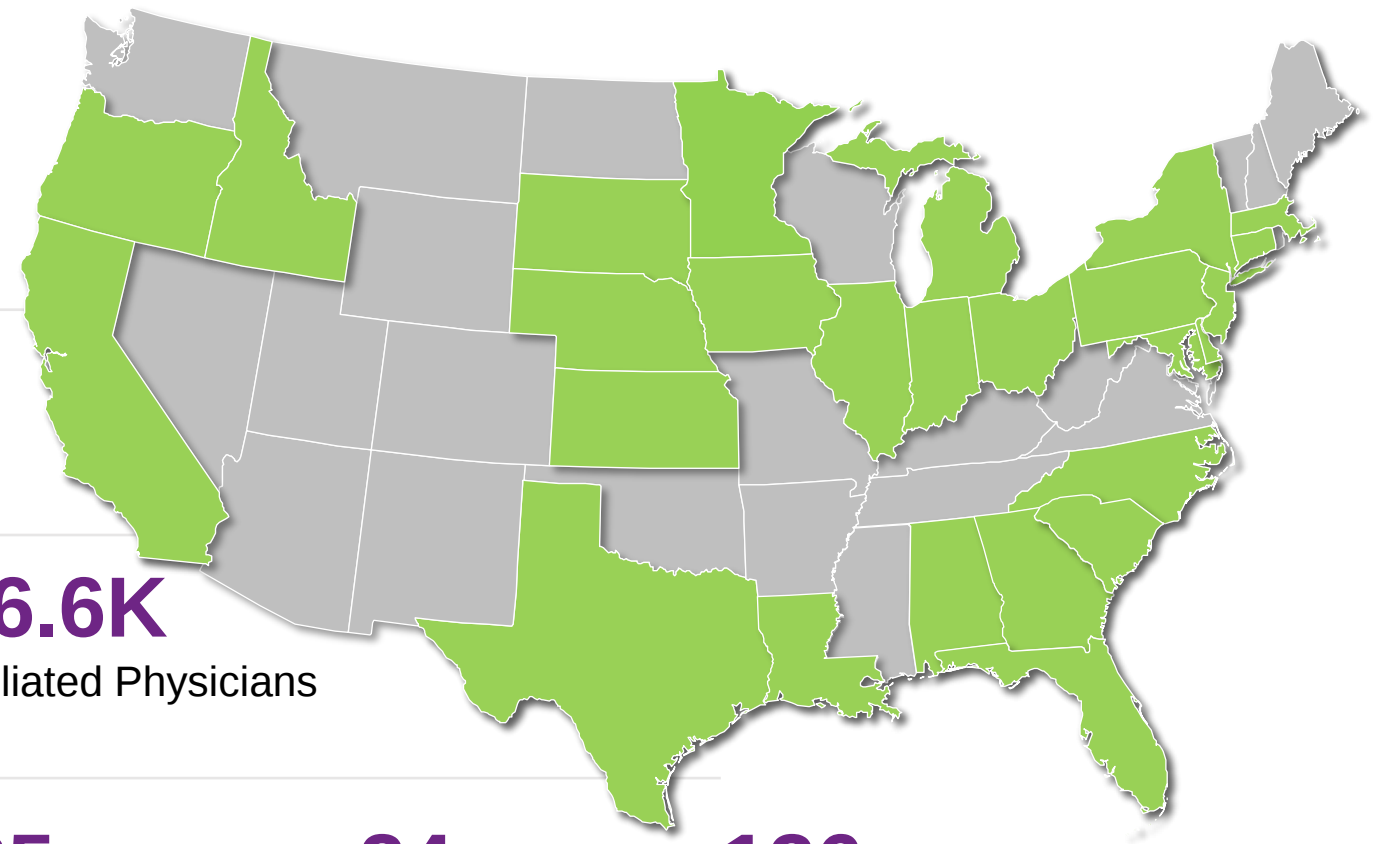
88
Hospitals**

17
Clinically Integrated
Networks

135
Continuing
Care Locations**

24
PACE Center
Locations**

136
Urgent Care
Locations**



FY22 data recast to include MercyOne 9.1.2022 acquisition, unless noted. *Trinity Health FY22 data. **Owned, managed or in JOAs or JVs.

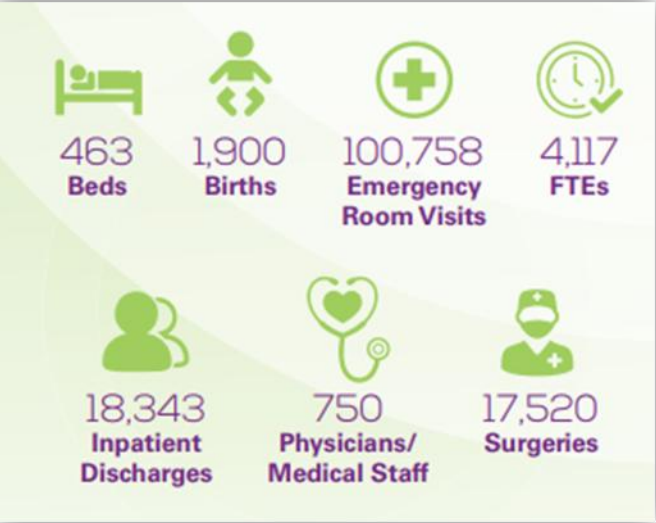
Our Trinity Health on the lakeshore Region



Trinity Health Shelby



Trinity Health Muskegon



Trinity Health Grand Haven



Assessing & Responding to Community Needs

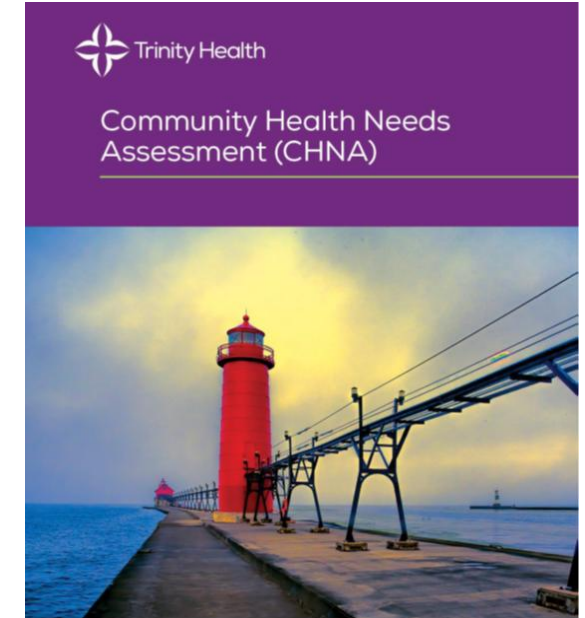
- Every three years Trinity Health conducts Community Health Needs Assessments in each of its ministries and commits to helping with locally prioritized issues.
- These issues include access to food, access to health care, housing, childcare, and homelessness. We assist by providing funding, leveraging community partnerships and enhancing our efforts to help the community.
- [Community Health Needs Assessments | Trinity Health Michigan](#)



Muskegon CHNA



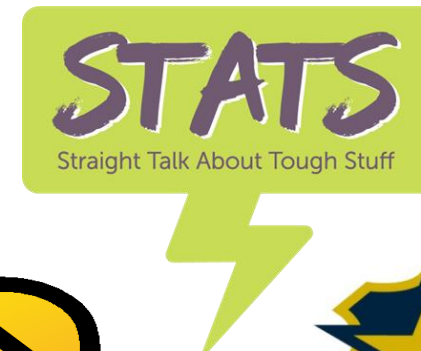
Shelby CHNA



Grand Haven CHNA

Coalitions - How Do they Work?

- Convening around an identified community issue
- Governance Structure and Strategic Framework
- Staffing & Fiduciary Management
- Membership Recruitment
- Data-driven decision-making
- Action Planning
- Provide resources for implementation



Colleague Roles

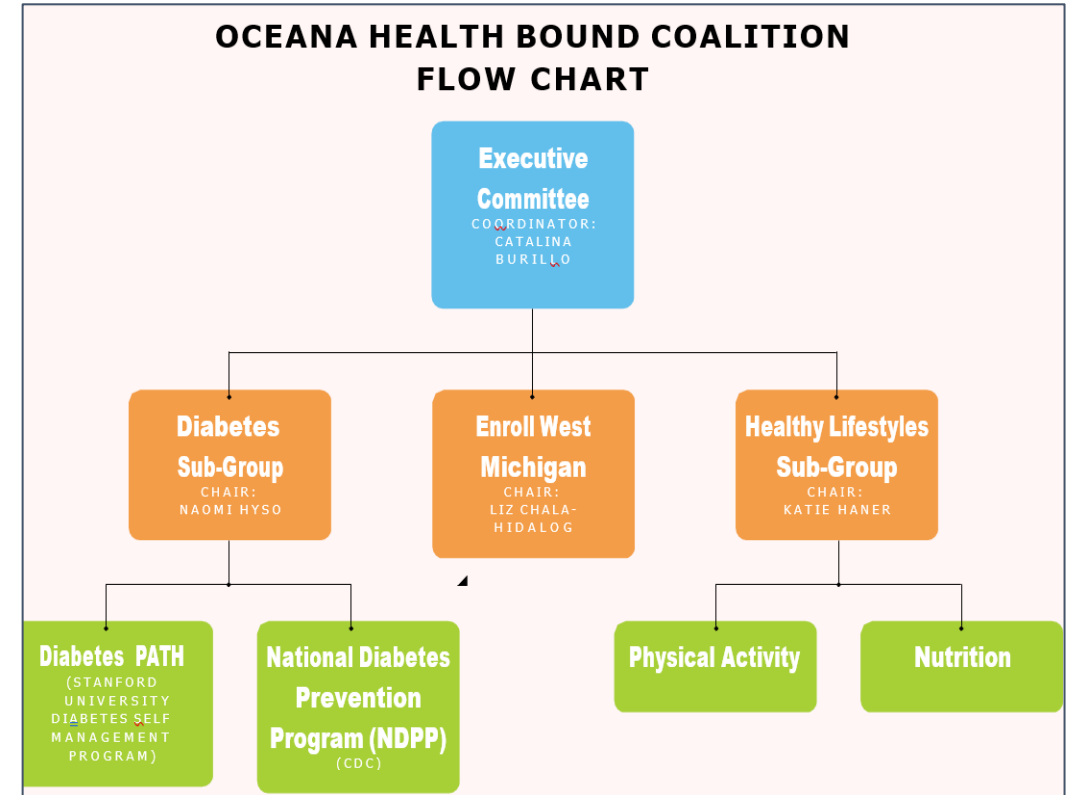
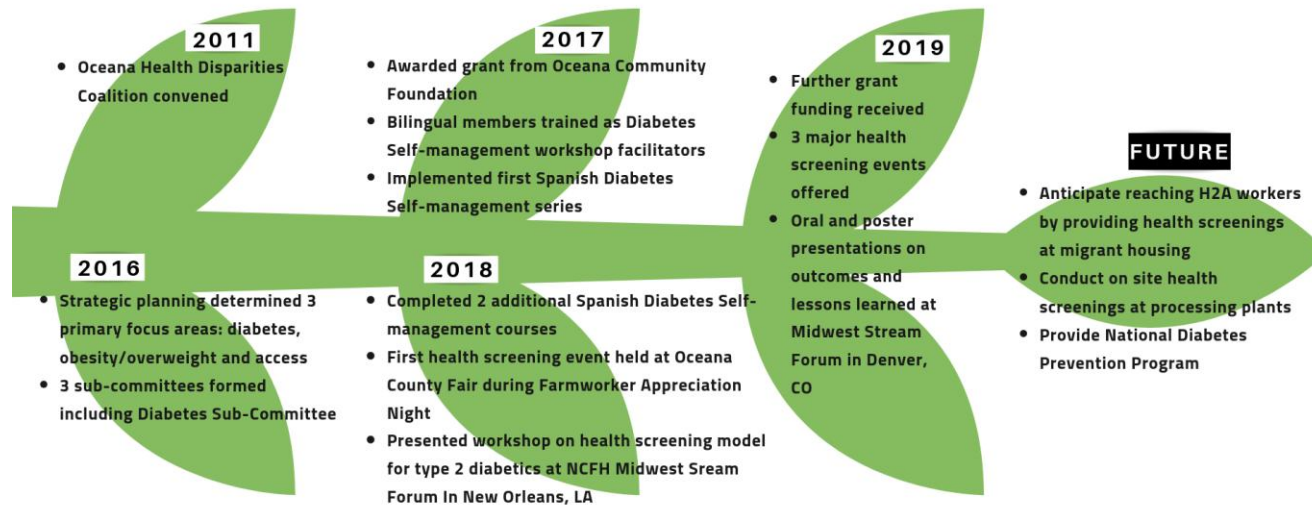


- Trinity Health's Community Health & Well-Being colleagues manage, coalition activities ensuring data driven strategic planning and the implementation of community level strategies.
- Meeting Facilitation
- Action Team
- Events
- Marketing / Communications
- Budget & Finance
- Websites / Newsletters / Social Media

- Recruit members and dynamic leader champions.
- Form team and elect leadership.
- Initial meetings establish vision, values, and mission.
- What is the story and elevator pitch of the group.
- Bring in media partner for branding.



Health Disparities Reduction Coalition formed: Oceana Health Bound



Key Stakeholders / Partners

Collaboration is key!

Examples of Funding / other sponsorship capacity:

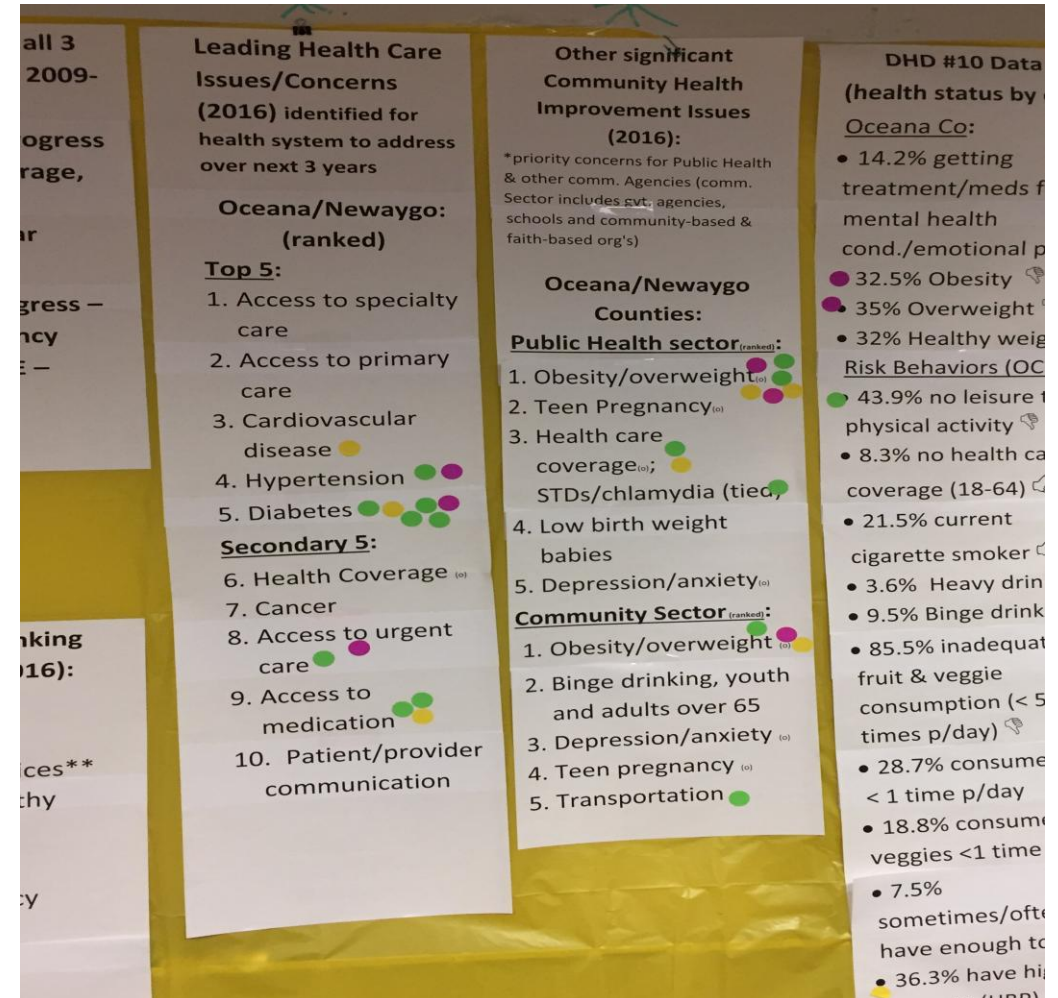
- District Health Department #10
- REACH award
- Lions International / Hart Lions Club
- Oceana Hispanic Center
- Oceana County Community Foundation
- Senior Resources

Educational programming / outreach volunteers:

- Local gyms/fitness providers / contractual instructors
- Community Dental Centers
- Michigan State University Extension
- Local Farmer's Markets
- Homecare Staff
- Other Regional Coalitions with overlapping priorities
- FQHC's
- Councils on Aging
- Adult daycares
- Primary Care / Medical Groups
- Eye Care Centers
- The YMCA
- TrueNorth Community Services (HARA)
- West Michigan Migrant Resource Council

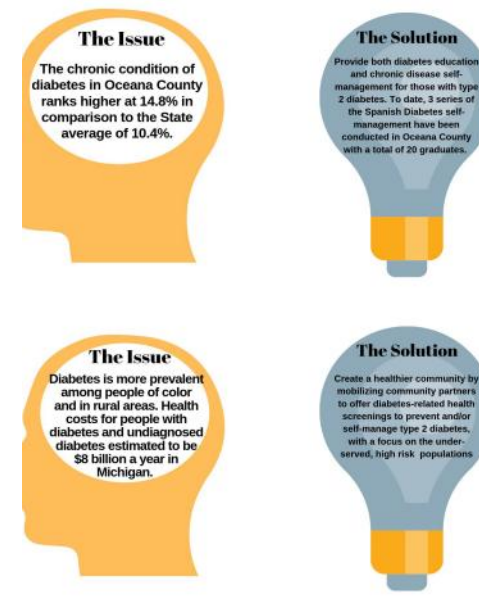
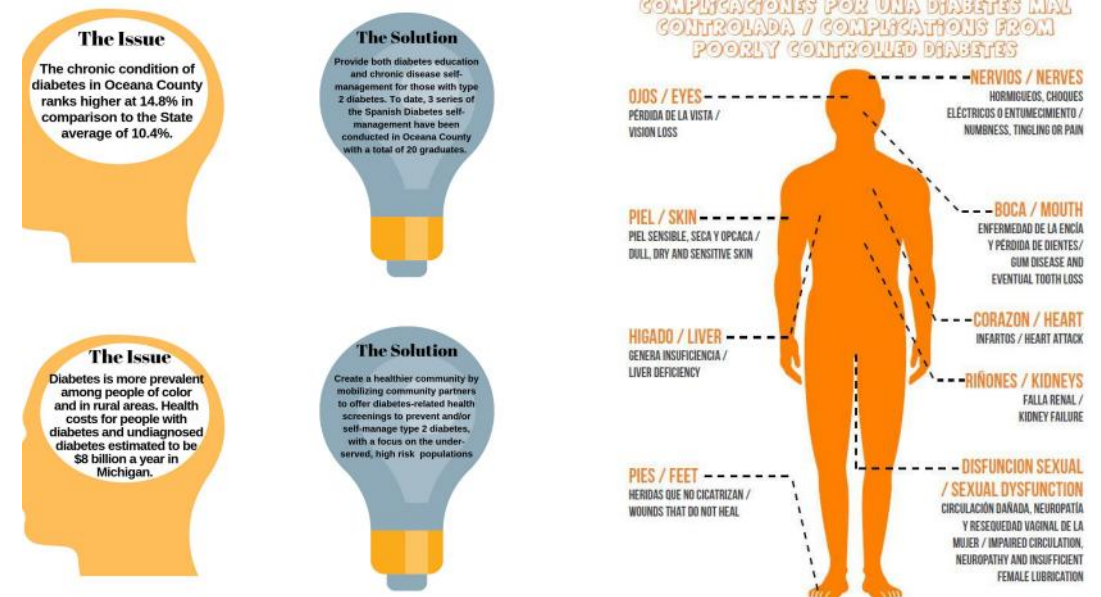
Implementation Action Teams

- Annual Action Plan
- Budget for Plan
- Multiple Strategies
- Education
- Awareness
- Events
- Policy
- Evaluation a must



Evaluate Data and Beyond!

- Are we going in the right direction?
- What else do we look at?
- What are we missing?
- What mid-course corrections do we need to take?
- Look at the resources and action plan again.



Campesinos Sin Fronteras

Yuma County Farmworker Services Coalition (YCFSC)

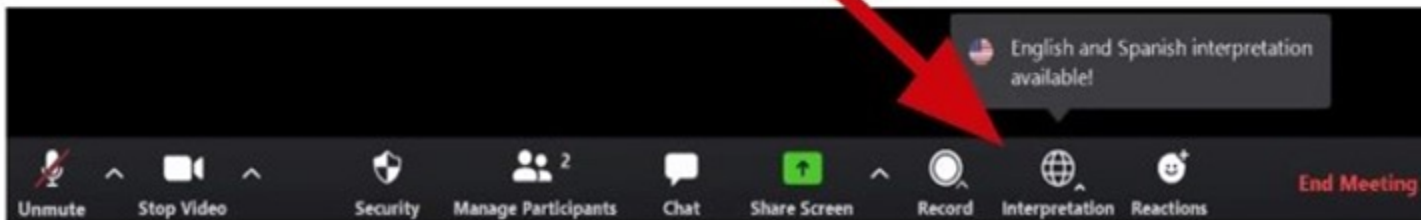


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Historia - *History*



**Coalición de Servicios para Trabajadores
Agrícolas del Condado de Yuma (YCFSC)**

*Yuma County Farmworker Services Coalition
(YCFSC)*





Historia / History



- **La Coalición de Servicios para Trabajadores Agrícolas del Condado de Yuma (YCFSC) fue formalmente formada en 1994.**
 - **Con el propósito de mejorar la calidad de vida de los trabajadores agrícolas y familias migrantes del Condado de Yuma y de la comunidad fronteriza de San Luis R.C., Sonora.**
 - **Con una diversa colaboración entre organizaciones y negocios del condado de Yuma.**
 - La coalición existe desde hace 30 años y se formó para organizar la feria de salud del “Dia del Campesino” en 1994 para dar reconocimiento y agradecer a los trabajadores por su contribución a la economía de la comunidad y para ofrecerles servicios médicos y sociales.
 - Los organizadores son representantes de la comunidad y miembros de agencias comunitarias que representaban a los trabajadores del campo.
 - La Coalición de Servicios del Sur del Condado de Yuma, fue precursora de la formación de Campesinos Sin Fronteras, Inc. en 1996 y fue incorporada en 1999.
- ***The Yuma County Farmworker Services Coalition (YCFSC) was formally formed in 1994.***
 - ***With the purpose of improving the quality of life of agricultural workers and migrant families in Yuma County and the border community of San Luis R.C., Sonora.***
 - ***With a diverse collaboration between organizations and businesses in Yuma County.***
 - *The coalition has been in existence for 30 years; it was formed to organize the “Dia del Campesino” health fair in 1994 to recognize and thank the workers for their contribution to the community economy and to offer them medical and social services.*
 - *The organizers are community representatives and members of community agencies that represented farmworkers.*
 - *The South Yuma County Farmworker Services Coalition is a precursor to the formation of Campesinos Sin Fronteras, Inc. in 1996 – finally incorporated in 1999.*



Coalición de Servicios para Trabajadores Agrícolas del Condado de Yuma (YCFSC)



- **Visión:** Que ningún trabajador agrícola del Condado de Yuma sea marginado
- **Misión:** Nuestra misión es unir esfuerzos y recursos para mejorar el nivel de vida de los trabajadores agrícolas, sus familias y las comunidades del Condado de Yuma y otras organizaciones locales, estatales y federales. Ofreciendo información y servicios de referencia relacionados con salud, abogacía, economía, educación y servicios sociales para mejorar su Calidad de vida.
- **Vision:** *That no Farmworker be left behind in Yuma County.*
- **Mission:** *Our mission is to join efforts and resources to improve the living standards for farmworkers, their families, and the Yuma County communities with other local, state and federal organizations. YCFSC's purpose is to provide information and referral services related to health, advocacy, economy, education, and social services to improve their quality of life.*



YCFSC Socios | Partners

- Yuma County Public Health Service District (YCPHSD)
- Community Legal Services (CLS)
- Department of Economic Security (DES)
- Arizona@Work
- Arizona Complete Health (AzCH)
- Sunset Health
- Komite de Bien Estar (Komite)
- Chicanos Por La Causa (CPLC)
- Portable, Practical Education Preparation (PPEP)
- Ventanilla de Salud/Consulado de México (VDS)
- City of San Luis



YCFSC

1994

Estructura de la Coalición | Coalition Structure

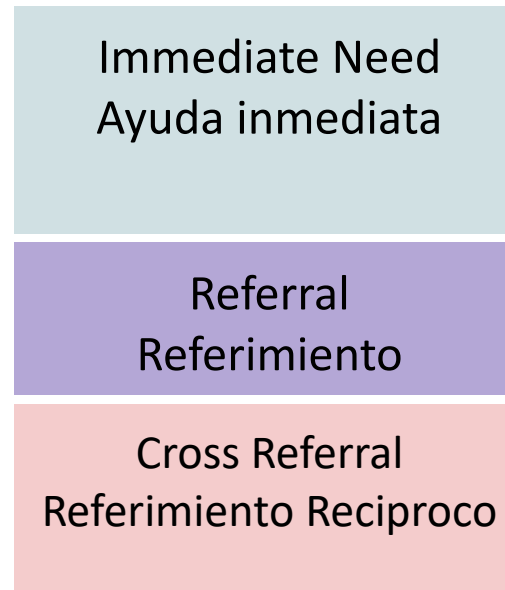
CSF lidera la coalición desde
CSF has been leading the coalition since

Proceso de Decisión

Las circunstancias definen la acción..

Cada situación se analiza según sus circunstancias individuales y se siguen los siguientes pasos:

1. Se presenta el caso a la coalición en la próxima reunión para ver posibles opciones, soluciones y acciones apropiadas.
2. Se refiere a un Promotor de Salud de CSF para ofrecer asistencia al trabajador agrícola.
3. Se hace referencia a otra agencia que pueda asistir con el caso.
 - CSF hará seguimiento con la agencia sobre el resultado y con el trabajador agrícola.



Decision-making process

The circumstances will define the action taken.

Based on individual circumstances and the following steps are taken:

1. The case is brought to the coalition's attention at the next scheduled meeting, where the case is presented for discussion of possible options, solutions, and appropriate actions.
2. A CHW assist and or provide a referral to farmworker.
3. Referral to another agency that can assist with the case
 - CSF will follow up with the agency on the outcome and with the farmworker.



Funding – how is the coalition funded? What are your strategies for financial sustainability?

- Partners
 - Commitment
 - Collaborations
- Dia del Campesino
 - Grants
 - Donations
- Socios
 - Compromiso
 - Colaboraciones
- Dia del Campesino
 - Subvenciones
 - Donaciones



Nuestros Logros *Our Achievements*



Día del Campesino - desde 1994

Se **está** celebrando primer Viernes de Diciembre, en lo más alto de la temporada de cosecha. Este año se celebra El Día del Campesino # 31, se anticipa la participación de más de 60 organizaciones.

Este día se brindan servicios:

- Dentales
- Vacunación (Covid, Hepatitis, y Tétanos)
- Exámenes de VIH
- Exames de Glucosa, Presión Arterial, Diabetes, triglicéridos
- Mamogramas
- PPE (Equipo de Protección Personal)
- Información relevante de salud/servicios sociales (Vivienda, inmigración, derechos laborales, Asistencia lega, etc.)

Un alcance aproximadamente de 3,000 - 5,000 trabajadores agrícolas en menos de 5 horas, entre 2:00 a.m. a 6:00 a.m.



Farmworker's Day - since 1994

Celebrated on the first Friday of December, at the height of the harvest season. This year celebrates El Día del Campesino # 31, the participation of more than 60 organizations is anticipated.

This day services are provided:

- Dental
- Vaccination (Covid, Hepatitis, and Tetanus)
- HIV tests
- Glucose, Blood Pressure, Diabetes, triglycerides screenings
- Mammograms
- PPE (Personal Protective Equipment)
- Relevant health/social services information (Housing, Immigration, labor rights, legal assistance, etc.)

Approximate reach of 3,000 - 5,000 farmworkers in less than 5 hours, between 2:00 a.m. and 5:00 p.m. to 6:00 a.m.



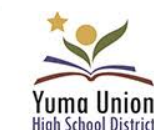
Nuestros Logros

Our Achievements



- Participación de más de 25 agencias durante todo el año
- Mas de 40 agencias se unen a la coalición para formar comite y planear la feria de salud del “Día del Campesino”.

- *Participation of more than 25 members throughout the year*
- *More than 40 agencies join the coalition to form and ad hoc committee to organized and plan the “Dia del Campesino” Health and Information fair.*





Nuestros Logros

Our Achievements



12 Sectores Representados

1. Educación/Académico
2. Salud
3. Cumplimiento de la ley
4. Gobierno
5. Sector Privado
6. Jóvenes
7. Padres
8. Media
9. Organizaciones de servicio/fraternales/religiosas
10. Organizaciones cívicas de voluntarios
11. Organizaciones de abuso de sustancias
12. Escuelas

Socios Involucrados

- a. Gobierno local
- b. Sector Académico
- c. Organizaciones No Gubernamentales (ONGs)
- d. Clínicas de Salud

12 Sectors Represented

1. Education/Academic
2. Health
3. Law enforcement
4. Government
5. Private sector
6. Youth
7. Parents
8. Media
9. Service/fraternal/religious organizations
10. Volunteer civic organizations
11. Substance abuse organizations
12. Schools

Partners Involved

- a. Local government
- b. Academic Sector
- c. Non-Governmental Organizations (NGOs)
- d. Health Clinics



Nuestros Logros

Our Achievements



Por medio de la coalición se brinda servicios como:

- Abogacía - derechos laborales
- Referimientos
 - Asistencia de pago de luz, agua, y renta
- Servicios de trámites de documentación con el Consulado
- Eventos de Salud y Clínicas de Vacunación
- Desarrollo de Capacidades

Services provided through the coalition:

- *Advocacy - labor rights*
- *Referrals*
 - *Electricity, water, and rent payment assistance*
- *Documentation services with the Consulate*
- *Health Events and Immunization Clinics*
- *Capacity Development*

Speakers Content Information

Información de contacto de los presentadores



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Thank You!

iGracias!

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Questions and Discussion

Preguntas y Discusión

Please use the Q&A Box or Chat to ask questions and/or engage in discussion.

Por favor, utilice La función de preguntas y respuestas (Q&A Box) y cuadro de chat (Chat Box) para hacer preguntas y/o participar en discusiones.

Learning Session Evaluation

Evaluación de la sesión de aprendizaje



National Center for Farmworker Health

Population Specific



Population Estimation



Fact Sheets & Research



Health Center Learning Collaboratives

Health Education/Patient Education Resources



Resource Hubs
Diabetes
Mental Health
SDOH

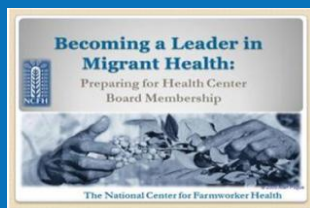


Digital Stories



Patient Education Materials

Governance/ Workforce Training



Health Center ToolBox



Archived Webinars



Board Tools, Resources & Templates

El Centro Nacional para la Salud del Trabajador Agrícola

Población específica



Estimados de la población



Hojas Informativas e Investigación



Colaboración de aprendizaje en centros de salud

Educación para la salud/recursos de educación para pacientes



Centros de recursos
Diabetes
Salud Mental
Determinantes Sociales de la Salud

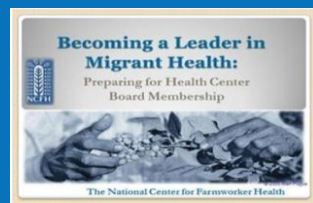


Historias Digitales



Materiales Educativos para Pacientes

Governanza/ Entrenamientos para la fuerza laboral



Caja de herramientas del centro de salud



Seminarios web archivados



Herramientas, recursos, y plantillas de la junta directiva

NCFH Additional Resources

Recursos Adicionales de NCFH



1 (800) 377-9968

1 (737) 999-4162 WhatsApp

<http://www.ncfh.org/callforhealth.html>

<http://www.es.ncfh.org/ayuda-para-los-trabajadores-agriacutecolas.html>

Call for Health Program

- Connects Farmworkers to healthcare and social services
- Assists with limited financial resources for health services

Programa Una Voz Para la Salud

- *Conecta a Trabajadores Agrícolas a servicios de salud y sociales*
- *Ayuda con recursos financieros limitados para servicios de salud*



National Center for Farmworker Health

AGRICULTURAL WORKER HEALTH SPRING SYMPOSIUM

In-Depth Learning | Community & Connectedness | Leadership Development

Agricultural Worker Health Symposium ***Bridging the Health Care Gap for Agricultural Workers***

May 28-30, 2025

Grand Rapids, MI

Learn more <https://www.ncfh.org/symposia>.



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