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Using Social Media to Address Tobacco Use Among Migratory and Seasonal Agricultural Workers

NCFH
May 22, 2025



Organizers and Moderators



Vanessa Lopez, MA
Training Support Coordinator

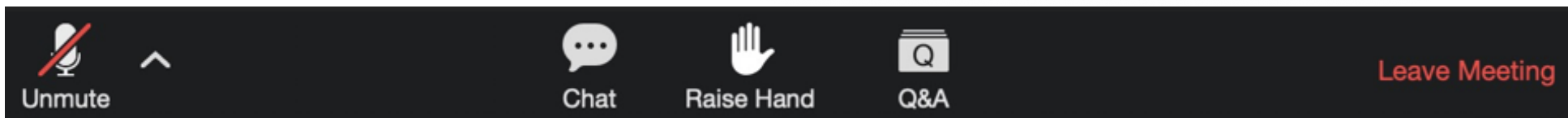
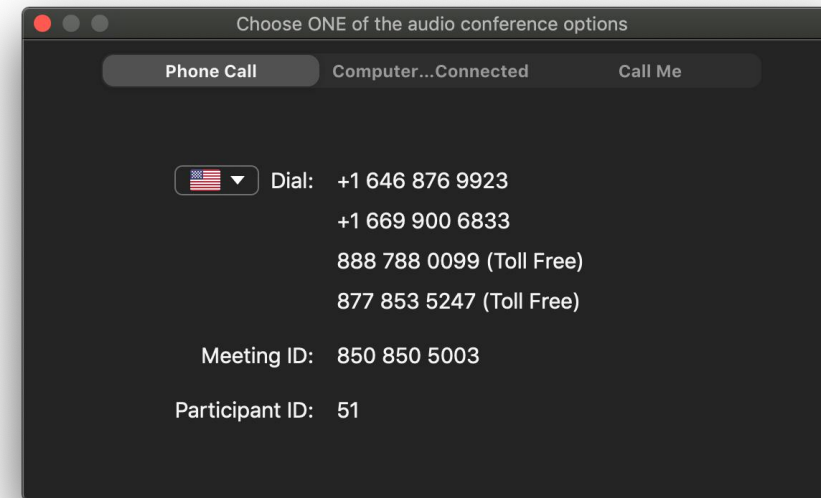
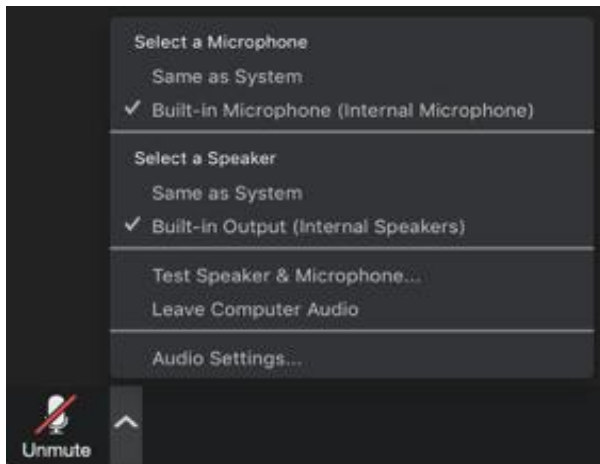


Important Reminders

- Using Social Media to Address Tobacco Use Among Migratory and Seasonal Agricultural Workers Webinar will last approximately 90 minutes.
- For technical issues, please send a chat to Vanessa Lopez.
- This session will be recorded.
- The recording and electronic copy will be available June 5, 2025.
- You will receive an email very soon after this session/webinar asking for your evaluation of this training session. Your feedback is greatly appreciated.

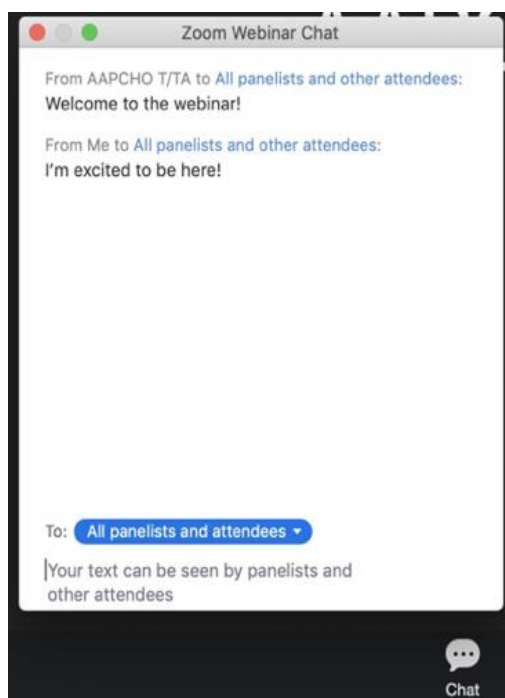


Zoom Housekeeping



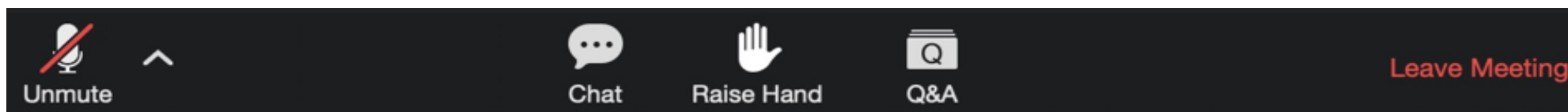


Zoom Housekeeping



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.

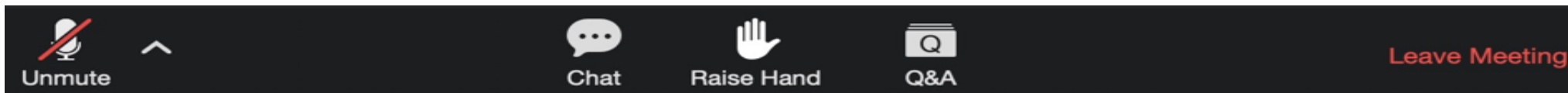
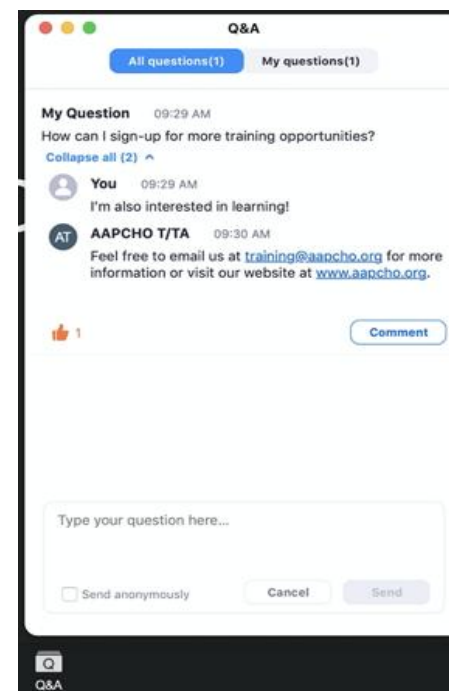




Zoom Housekeeping

You can also ask questions using the **Q&A** feature and opt to submit them anonymous if you prefer. The Organizer and Speakers will be moderating and answering these questions throughout the presentation.

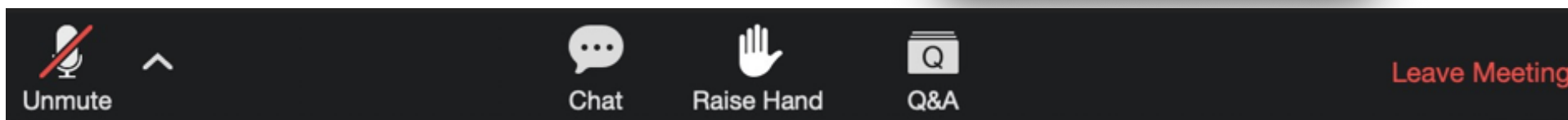
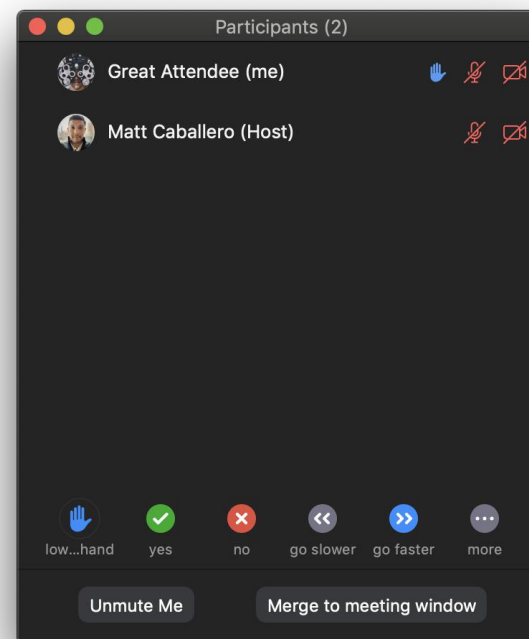
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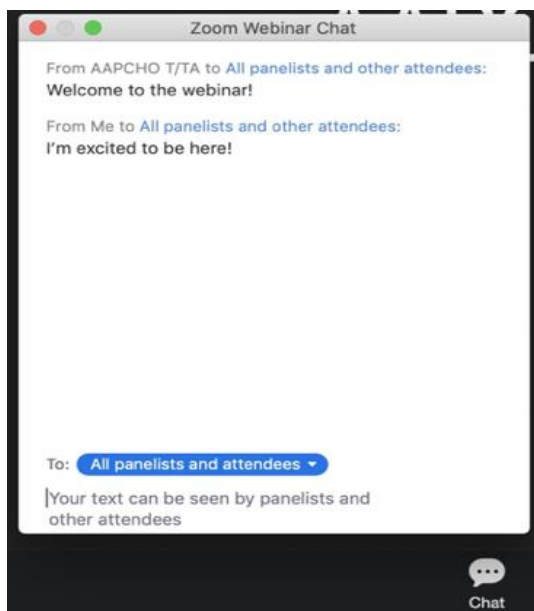
Zoom Housekeeping

You can use the **raise your hand** feature to ask questions or engage in discussion too. Moderators will accept your request and unmute your microphone.

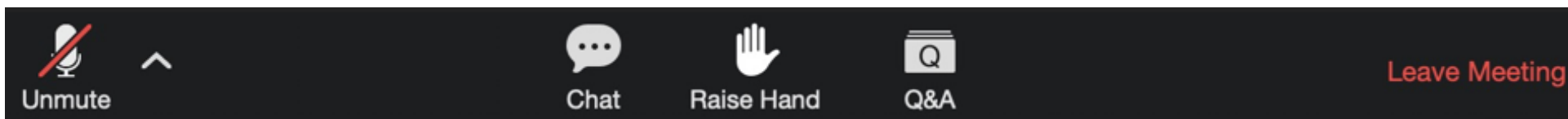




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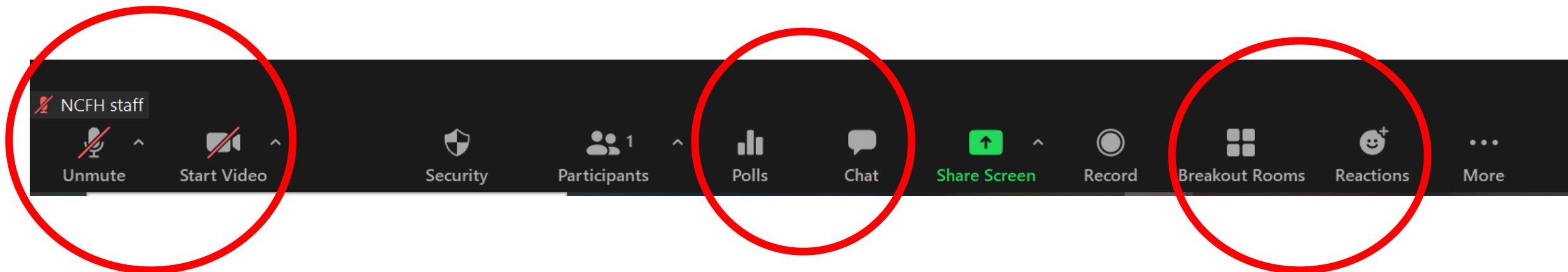


There will be a few poll questions that the presenter will ask you to answer. At the designated time, you will can answer the poll using the **Chat Box** and respond to the entire audience. The presenter will read the responses after the poll is closed.





Zoom Housekeeping





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."**

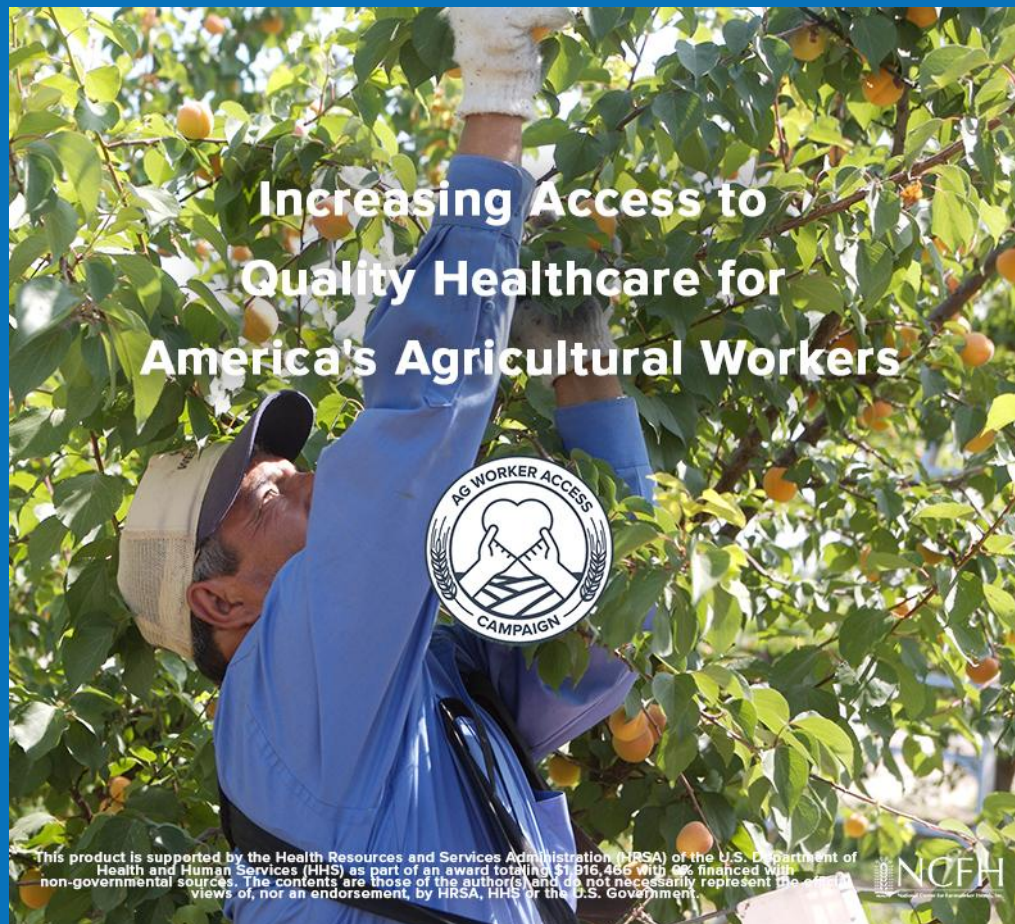
Services we provide across four main areas:

- **Capacity Building**
- **Health Promotion and Education**
- **MSAW Outreach**
- **MSAW Data Collection**





Ag Worker Access Campaign





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Using Social Media to Address Tobacco Use Among Migratory and Seasonal Agricultural Workers

NCFH
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Today's Speakers



Missy Gallegos
Health Education Coordinator




Julean Hickenlooper
Graphic Design and Website Coordinator



Kimberly Sanchez
Regional Coordinator



**CALIFORNIA HEALTH
COLLABORATIVE**
changing lives by improving health and wellness



Learning Objectives

- Understand the benefits of using social media to reach, educate, and support MSAWs.
- Identify best practices, strategies, and resources for utilizing social media to raise awareness of tobacco-related health risks, offer cessation resources, and support MSAWs in their efforts to quit.
- Access NCFH's Guide on Social Media to Address Tobacco Use Among MSAWs, templates, and other resources to support health center social media efforts.



**Using Social Media
to Reach MSAWs**

**Social Media is helpful for MSAWs who live
in rural or isolated areas!**





Connection....

- ✓ Find Community Resources
- ✓ Access Health Information
- ✓ Connection with Each Other
- ✓ Connection with Family





Digital Use Among MSAWs

99% had digital access to information:



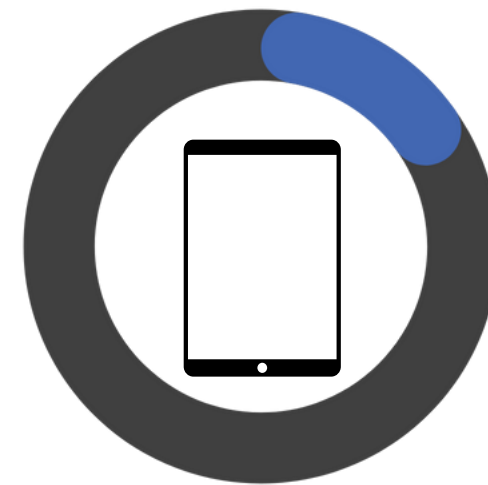
92%



96%



40%



18%



How MSAWs and Health Centers Can Use Social Media

MSAWs can:	Health Centers can:
Easily access health information about tobacco, its health risks, and quitting methods.	Share health information about the risks of tobacco use and the benefits of quitting with hard-to-reach groups like MSAWs.
Search for nearby healthcare services.	Expand visibility and promotion of tobacco cessation services, resources, and events.
Find community resources and events like health fairs or mobile clinics.	Implement online messaging WhatsApp as a method of communication with patients for follow-up and engagement.
Join online quit support groups on Facebook or WhatsApp.	Establish online support groups for MSAWs trying to quit tobacco through online platforms like Facebook or WhatsApp.
Connect with Community Health Workers (CHWs), outreach workers, and patient navigators for assistance with other social needs related to their tobacco-free journey.	Promote partner resources and connect patients to community resources.



Why Use Them?



- Share tobacco-related health information with MSAWs via stories, reels, and or live streaming.





Why Use It?



- Connect with MSAWs through free video, text and audio calls to share tobacco related health information.
 - Share short statuses
 - Use channels:
 - One-way messages
 - Pictures
 - Videos
 - Polls



Why Use It?



- Create a YouTube channel for video-sharing, and making it easy for MSAWs to access online videos to educate on tobacco related health information.



Creating and Sharing Effective Social Media Messages



Relatable Social Media Messages

- Inspire
- Models
- Readable
- Realistic
- Relevant
- Relatable



You can build trust, connect, and encourage MSAWs to adopt healthier choices, such as quitting tobacco!



Communication-What does it mean:

- Addiction
- Nicotine
- Tobacco
- COPD
- Second Hand Smoke
- Cardiovascular Disease



Test Out Materials



1. What do you think is the main message included in this resource?
2. What information in this resource seems most important to you?
3. After learning this information, will you change your vaccination/prevention practices?
4. Do you think it is important for your colleagues or your employer to have this information?
 1. [If yes] .a. Why?
 2. [If no] .b. Why?
5. From the information and images included in this resource, was there anything that you found confusing?
6. Is there any information missing from this resource that you need in order to take action?



Call to Action

A "Call to Action" in social media messages helps encourage MSAWs to take action.





Best Times to Post



- Share posts at times when MSAWs in your community are most likely to see them to increase your reach:
 - Post early in the morning (4-7 am)
 - Late in the evening (6-9 pm) during weekdays
 - Post anytime during the weekend
 - On the days off
 - Post regularly: 3-4 posts throughout the week



Get to know your MSAWs schedule in your community!



Tools to Help Manage Social Media



The screenshot displays the Hootsuite interface. At the top, the Hootsuite logo is visible. Below it, there's a 'Publish to' section with icons for various social media platforms. The main area features a 'Calendar' view for February 21-27, 2025, showing a grid of dates with post thumbnails and times. A 'Scheduled' section on the right shows a post by 'SOMOS' with a photo of a woman. A large red owl icon is prominently displayed in the foreground. To the right of the calendar, there's a large text overlay: 'Drive real business impact with Hootsuite — the social media management platform'. Below this, a smaller text says 'Save time and reduce your workload by bringing scheduling, engagement, planning, and analytics into one place.' A dark blue button with white text reads 'Start your free 30-day trial'. The bottom right corner has a 'Contact' link.

Drive real business impact with Hootsuite — the social media management platform

Save time and reduce your workload by bringing scheduling, engagement, planning, and analytics into one place.

[Start your free 30-day trial](#)

[Contact](#)



Tools to Help Manage Social Media

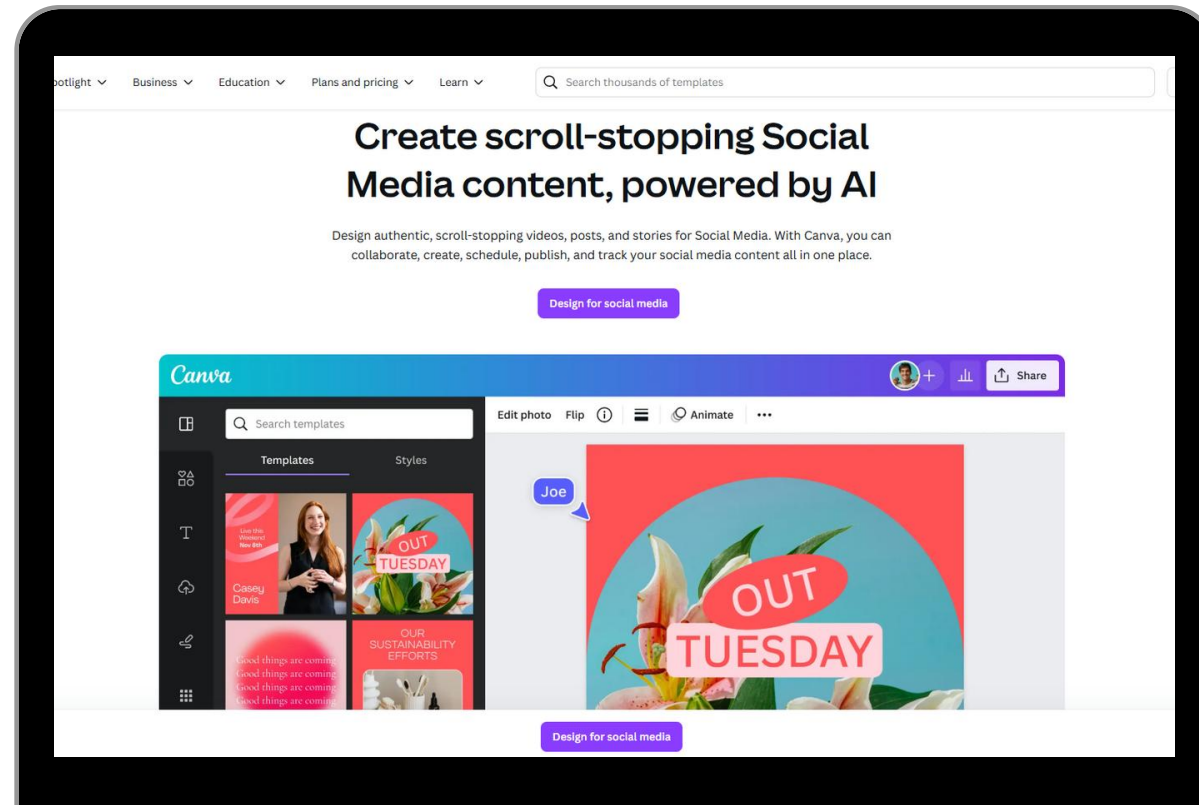


The screenshot shows an Excel spreadsheet with a social media management template. The spreadsheet is divided into three main sections: a calendar, a day-of-week list, and a content table.

Month// Year	W	DAY OF WEEK	f	Category	Content
Week 1					
M T W T F S S		MONDAY	1		
1 2 3 4 5 6 7	1	TUESDAY	2		
8 9 10 11 12 13 14		WEDNESDAY	3		
15 16 17 18 19 20 21		THURSDAY	4		
22 23 24 25 26 27 28		FRIDAY	5		
29 30 31 32 33 34 35		SATURDAY	6		
		SUNDAY	7		
Week 2					
M T W T F S S		MONDAY	8		
1 2 3 4 5 6 7	2	TUESDAY	9		
8 9 10 11 12 13 14		WEDNESDAY	10		
15 16 17 18 19 20 21		THURSDAY	11		
22 23 24 25 26 27 28		FRIDAY	12		
29 30 31 32 33 34 35		SATURDAY	13		
		SUNDAY	14		
Week 3					
M T W T F S S		MONDAY	15		
1 2 3 4 5 6 7		TUESDAY	16		

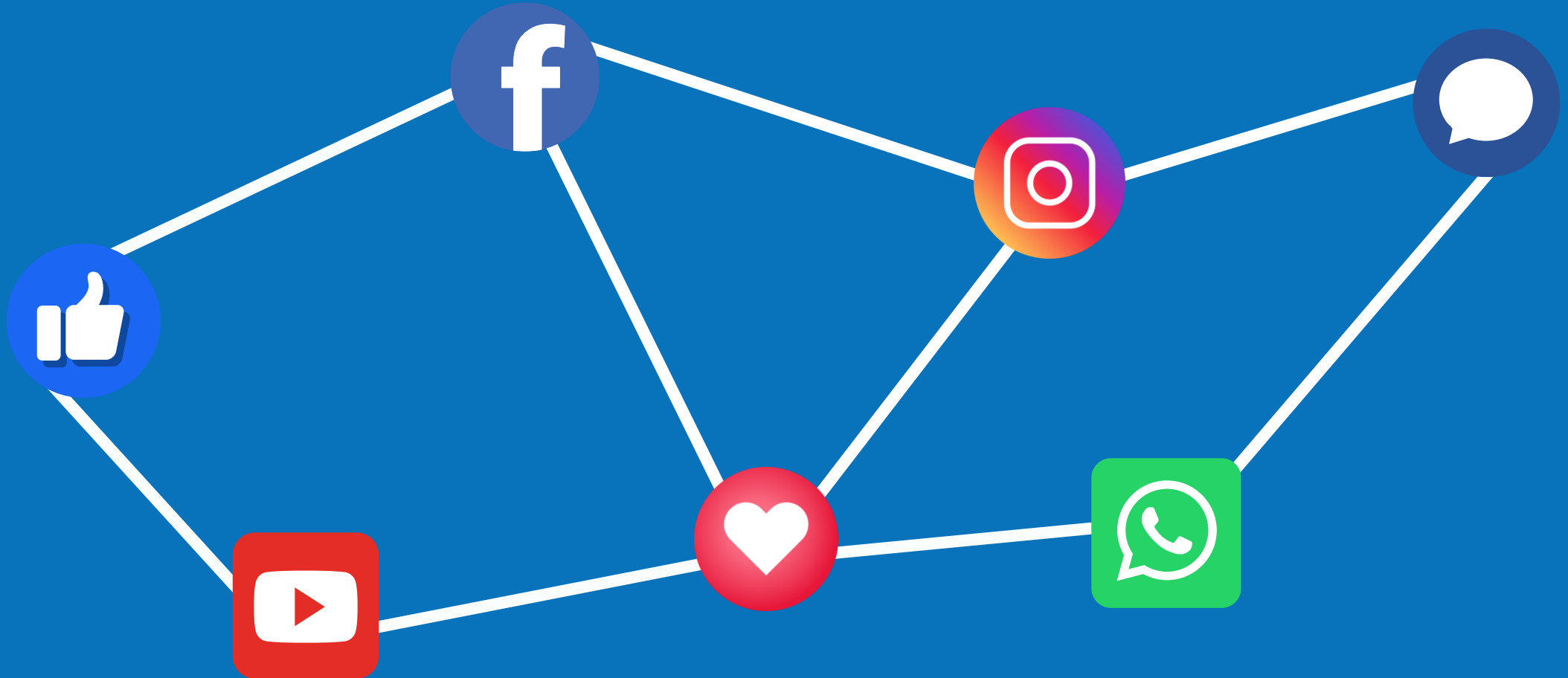


Use Helpful Tools to Design



- **Canva/Adobe Express:** provides templates to create videos, reels, flyers, images, and QR codes.
- **Shutterstock, iStock, and Envato:** Paid Stock Image Sites.
- **Pixabay, Pexels:** Free Stock Image Sites.
- **Bitly or TinyURL:** shortens long URLs (hyperlinks)
- **Grammarly:** ensures content is clear, concise, and free of grammatical errors.

Cross-Promote Your Social Media Channels





Cross-Promote Your Social Media Channels



- Make your social media pages and posts public.
- Follow trusted organizations and invite partners to follow back.
- Use the "tag" feature to appear in your partners' feeds.
- Include your social media handles in printed materials, newsletters, or emails you share with partners.



Connecting Through Content: Social Media Strategies for Tobacco Prevention

Welcome!

Introduction

The Latino Coordinating Center for a Tobacco-Free California (LCC) is operated by the California Health Collaborative (CHC) in partnership with the University of Southern California (USC).



LATINO
COORDINATING CENTER
For a Tobacco-Free California

Introduction

Our mission is to improve the overall health of populations served in California by reducing tobacco-related differences through the adoption and implementation of guidelines and system changes.



LATINO
COORDINATING CENTER
For a Tobacco-Free California



Social Media Objectives

1

Launch tailored and relevant campaign initiatives.

2

Share resources tailored for our target audience.

3

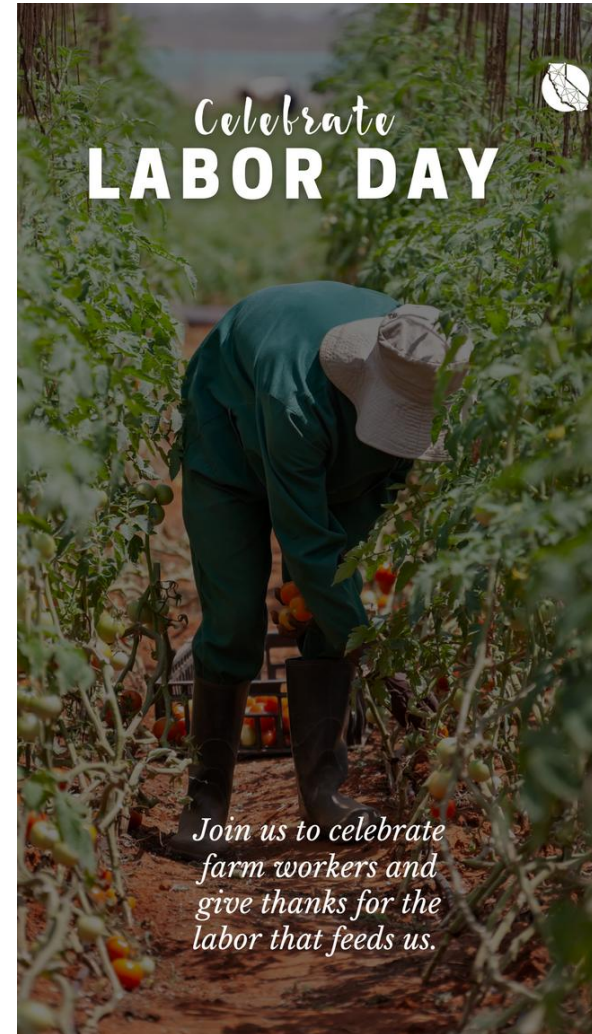
Increase reach by expanding our efforts to a wider audience.



Platforms We Use



- Using multiple social media platforms allows us to expand our reach and connect with different audiences where they already are.
- This allows us to stay current with digital trends but also reduce the risk of relying too heavily on a single platform's algorithm or audience shift.



Why Instagram Works Best for Us

Year in review 2024		Jan 01 - Apr 22, 25
Post impressions		
Social network		Impressions
Instagram Business		1.2K
Facebook Page		342
Threads		19
Twitter		14

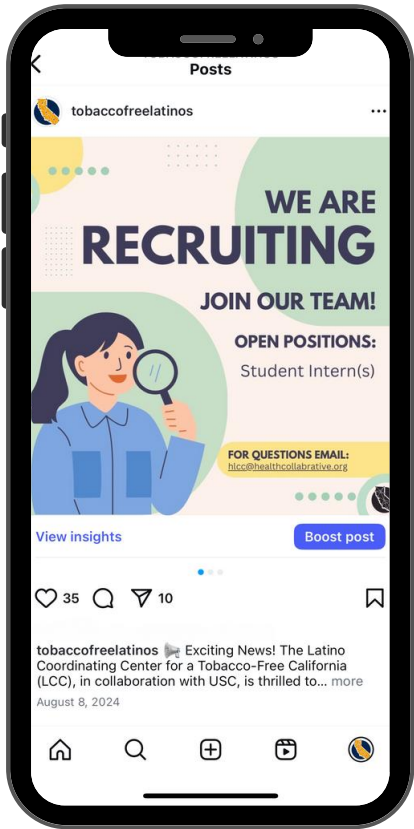
Higher engagement from youth, young adults, and partners.

Visually-driven platform suits our content style.

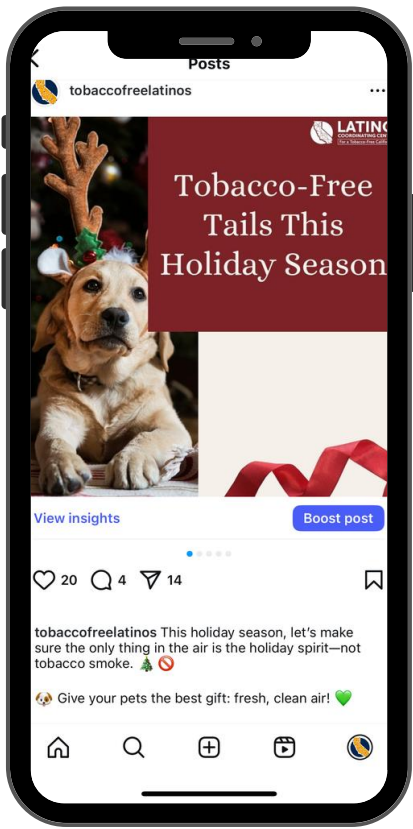
Easy resharing and partner amplification.



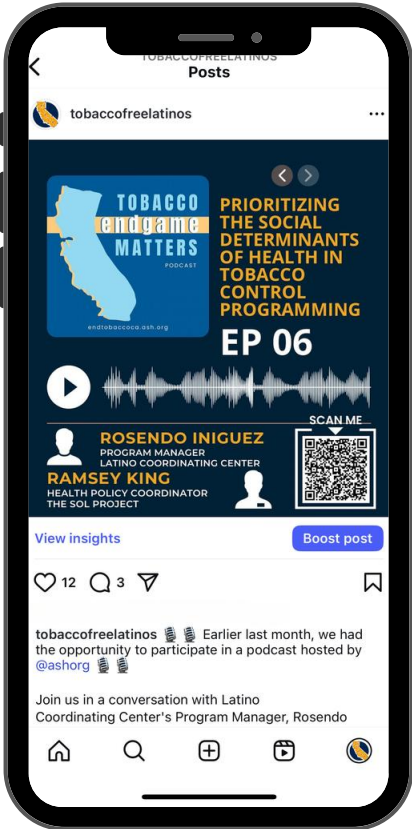
Content Types We Share



Announcements



Educational Posts



Partner Highlights



Content Pillars

CREDIBLE CONTENT

Cite facts and figures to support the message

ENGAGING

Use appealing visuals and formats that expand message

MAIN MESSAGE

Have a clear short message that resonates

CALL TO ACTION

Offer key steps viewers can take

SPEAK TO AUDIENCE

Using language audience feels comfortable with

INFORMATIVE & TAILORED

Make it easy for audience to understand



tobaccofree latinos Los productos de vapeo han sido diseñados para parecerse a los materiales escolares y millones de niños se están volviendo adictos. Encuentre apoyo sobre cómo ayudar a su hijo/a a superar la adicción a la nicotina
<https://www.flavorshookkids.org/es/>

#EsUnTruco #SaberEsPoder



Intern Engagement



NEW AND CREATIVE INPUT

Interns bring new ideas, trends, and a fresh voice who are familiar with emerging platforms or underused ones.



AUDIENCE INSIGHT

Interns can offer first-hand insights into what content resonates with their age group.

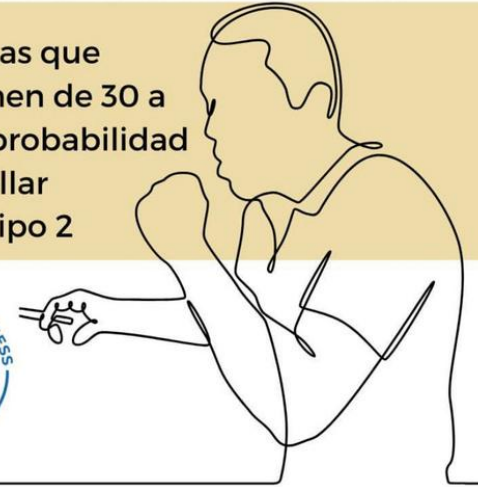


ANALYTICS AND REPORTING SKILLS

Managing social media in a professional context teaches them strategy, branding, analytics, and scheduling tools.

Fumar Aumenta el Riesgo de Desarrollar Diabetes

Las personas que fuman tienen de 30 a 40% más probabilidad de desarrollar Diabetes Tipo 2



Source: U.S. Food and Drug Administration



Collaborations and Campaigns



PLAN LAUNCH DATES

Launch dates ensure that all partners post at the right time, so the message hits stronger together rather than scattered and diluted, creating a “bigger buzz”

ENSURE CONSISTENCY

Visuals, tone, and timing, allows for consistency to make the campaign feel like part of a narrative rather than random, disconnected posts

ADAPT CONTENT

Tailoring content ensures that audiences feel like the message is for them, rather than a generic blast



Key Takeaways

Know Your Audience and Create *For* Them

- Tailor your content to what your audience values on each platform. The better you understand them, the stronger your engagement and impact.

Track What Works & Iterate

- Pay attention to metrics, test new ideas, and stay flexible.

Use Platforms with a Purpose

- Develop content to each platform's audience and strengths.





Connect With Us on
Social Media





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New and Coming Soon... NCFH Tobacco Resources

© National Center for
Farmworker Health



Social Media Guide to Address Tobacco Use MSAWs



Benefits of Using Social Media to reach MSAWs

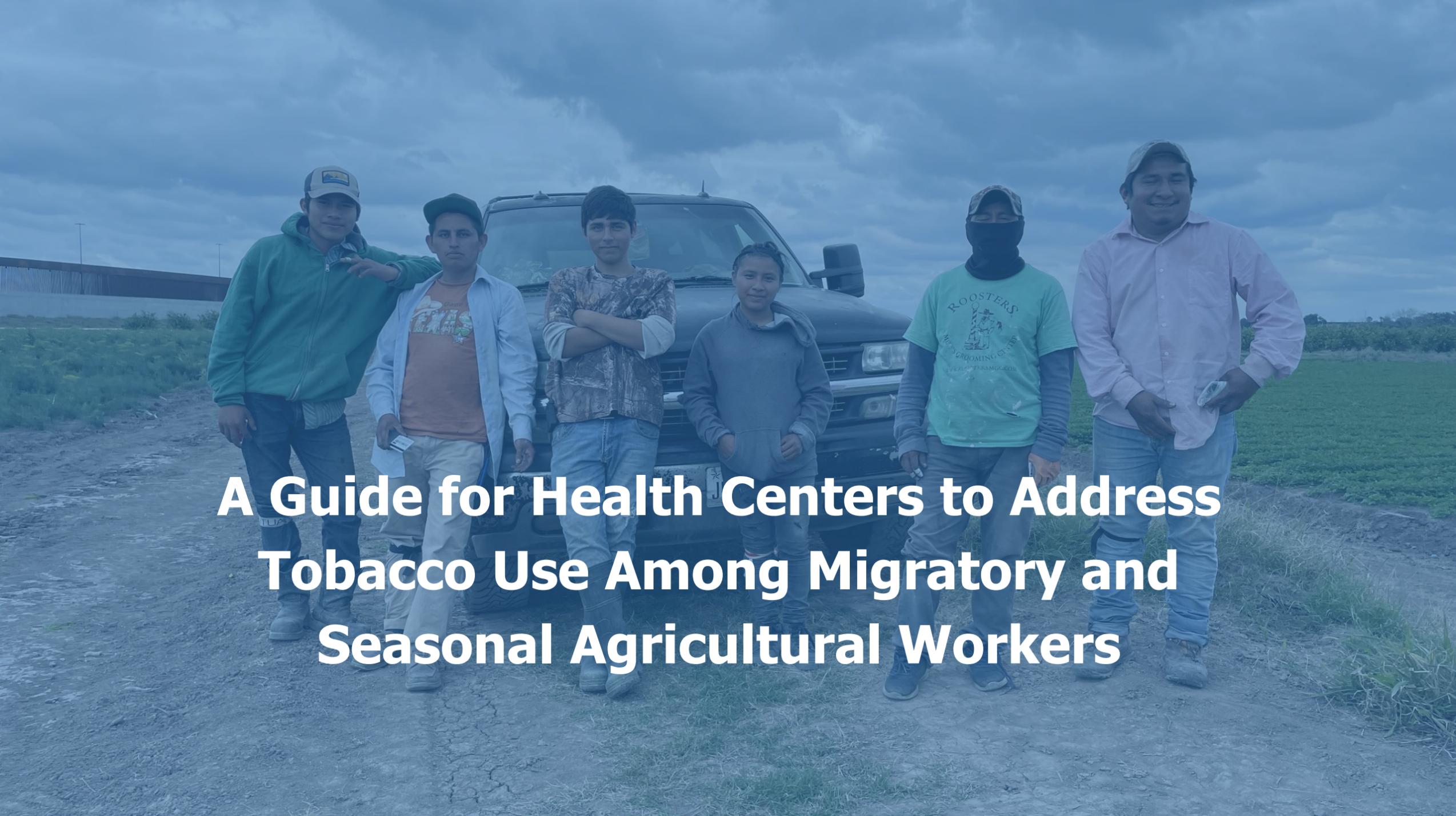
8 Social Media Strategies to Reach MSAWs

Tools and Tips for Facebook, Instagram, WhatsApp & YouTube Features



Sample Social Media Posts for Facebook and Instagram





**A Guide for Health Centers to Address
Tobacco Use Among Migratory and
Seasonal Agricultural Workers**



**Defines Tobacco and the
Different Tobacco Products**

**Shares Why MSAWs are
More Vulnerable to
Tobacco Use**

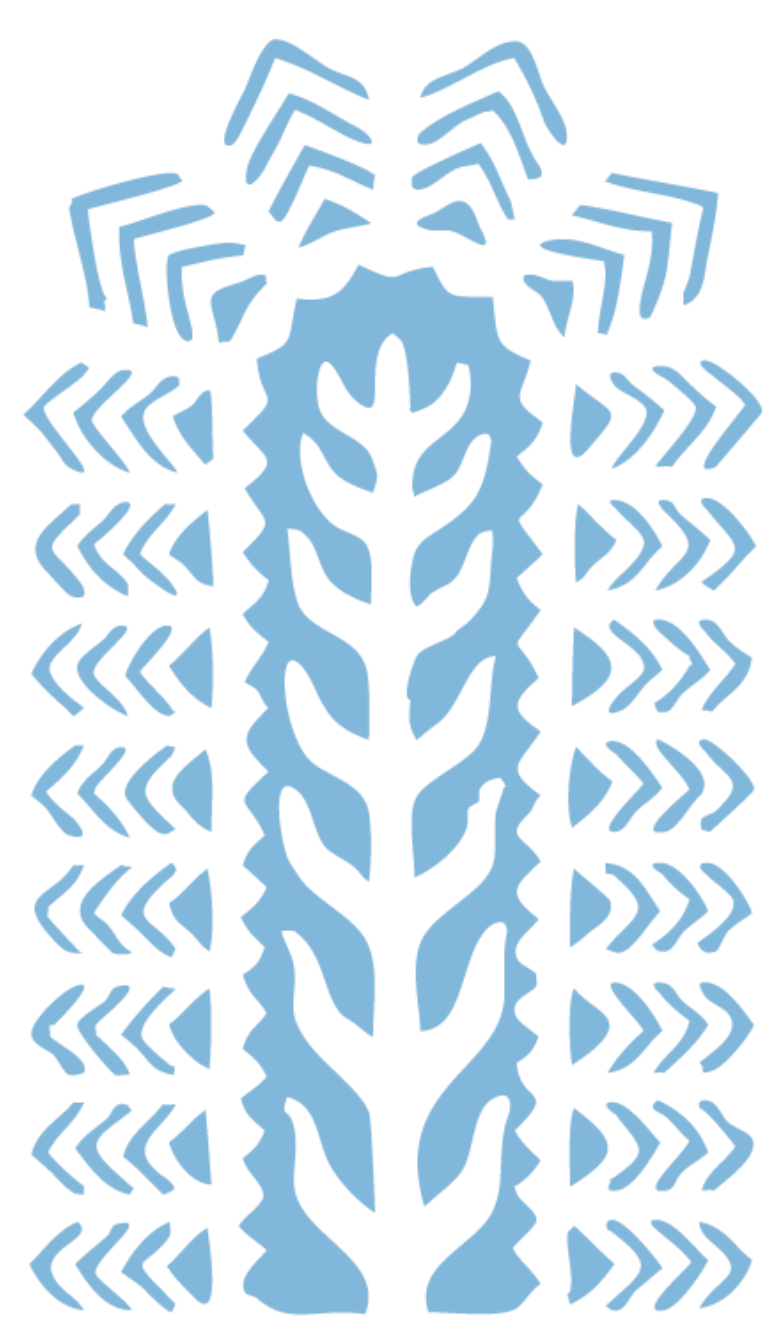
**Benefits of Quitting
Tobacco Use**

**Screening Tools &
Strategies to Address
Tobacco Use**



Benefits of Quitting Tobacco Use for MSAWs:

- Save money
- Less days of feeling sick and possibly less days of missing work.
- Less risk for cancers, stroke, heart and breathing problems.
- Less coughing and healthier lungs.
- Less shortness of breath when doing daily activities, making it easier to work in the fields.
- Less risk of secondhand smoke for people around you.



What is tobacco?

Tobacco is a plant with leaves that have a drug called nicotine that is addicting, making the body need it more and more.

There are different types of tobacco products, like burned, battery heated, or smokeless. Burned and heated tobacco products are breathed into the lungs and smokeless products are chewed and sucked on.

Burned	Battery Heated	Smokeless
Cigarettes 	Electronic Cigarettes or Vapes (contain liquid with nicotine) 	Chew 
Cigars or Cigarillos (small cigars) 	Heated Tobacco Products (contain tobacco leaves) 	Snus 

Vapes are not safer than cigarettes.

Vapes come in attractive flavors for children like fruits (strawberry-banana or watermelon).

Did you know using tobacco products like smoking cigarettes or vaping can make you very sick and possibly die?

Tobacco can cause serious health conditions like:

- Heart disease
- Stroke
- Lung diseases
- Breathing problems
- Oral diseases (gum disease, tooth decay, and loss)
- Cancers (lung, throat, and stomach cancer)

Tobacco use by children can harm their brain development and if used by pregnant women, it can harm the baby. Talk to your kids early about the health risks and avoid using tobacco while pregnant.



¿Qué es el tabaco?

El tabaco es una planta con hojas que contienen una droga llamada nicotina que es adictiva, haciendo que el cuerpo la necesite cada vez más y más.

Existen diferentes tipos de productos de tabaco, como los que se queman, los calentados con baterías, y sin humo. Los productos de tabaco que se queman y los calentados se inhalan o respiran hacia los pulmones y los productos sin humo se mastican y chupan.

Quemados	Calentados con baterías	Sin humo
Cigarillos 	Cigarillos electrónicos o vaporizadores (contienen un líquido con nicotina) 	Tabaco para masticar 
Cigarros o cigarillos (cigarros pequeños/puros) 	Productos de tabaco calentados (contienen hojas de tabaco) 	Tabaco en polvo húmedo (Snus) 

Los vaporizadores no son menos dañinos que los cigarillos.

Los vaporizadores vienen en sabores que son atractivos para los niños como frutas (fresa-plátano o sandía).

¿Sabía que consumir productos de tabaco, como fumar cigarillos o vapear, puede enfermarlo gravemente y posiblemente causarle la muerte?

El tabaco puede causar problemas de salud muy graves, como:

- Enfermedades del corazón
- Derrame cerebral
- Enfermedades de los pulmones
- Problemas respiratorios
- Enfermedades bucales (enfermedades de las encías, caries y pérdida de dientes)
- Cánceres (cáncer de pulmón, garganta y estómago)

El consumo de tabaco en los niños puede dañar el desarrollo de su cerebro y si es consumido por mujeres embarazadas, puede dañar

Path to Quitting Tobacco: What Does Yours Look Like?



Everyone has their unique path to quitting tobacco. There are **6 stages** of change that show how ready you are to change a habit (something you do often), like using tobacco. With support and guidance, these steps can help you move from not considering quitting to being ready to quit for good!

The scenarios below show **Juan's** path to quitting tobacco use and can help you see where you are in your own journey! They also show how health center staff can support you.



Meet Juan, a 45-year-old agricultural worker who picks strawberries on the farm. He has been using tobacco since he was 16 years old and smokes a pack of cigarettes a day. Smoking helps him feel less stressed from working long hours and less lonely without his family. Juan met Carmen, a community health worker (CHW) that works at his local health center.

Stage of Change 1. Precontemplation

You do not feel the need to stop using tobacco.

Juan is not thinking about quitting. He does not see smoking as a problem and is not worried about how it affects his health.

Carmen: Hi Juan, did you know that tobacco can affect your health in many ways? Have you thought about quitting smoking?

Juan: No, I have been smoking for many years and nothing has happened to me. It relaxes me after working long hours on the farm and not being with my family.

Carmen: I understand you are stressed, but smoking can cause many health problems in the future. When you are ready, I encourage you to think about quitting. Here is a [brief flyer](#) that can help you understand how tobacco can make you sick. When you have time, please read it and we can talk more next week.



Stage of Change 2. Contemplation

You start thinking about quitting.

Juan is starting to realize that smoking can make him and those around him sick. He wonders what will happen if he stops and thinks about the benefits it could have on his health.



Juan: Hi Carmen, I read the flyer after we talked last week. I started to see how smoking is already affecting me and noticed I run out of breath easily during work on the farm. I know quitting would be better for my health, but I'm not sure if I'm ready to stop.

Carmen: Just thinking about quitting is a good start. You can write down a list of reasons why you should or should not quit to help you decide. I know one thing others have told me is that not smoking has saved them money. Here are some more stories of other agricultural workers who have quit successfully that might help you with your list.

Stage of Change 3. Preparation

You are getting ready for change.

Juan has thought about it and is ready to quit using tobacco but is not sure what to do. He asks for support to help him get started.

Juan: Carmen, I want to quit smoking, but I don't know where to start. What should I do? I'm worried I will want to smoke, especially when I'm out in the fields.

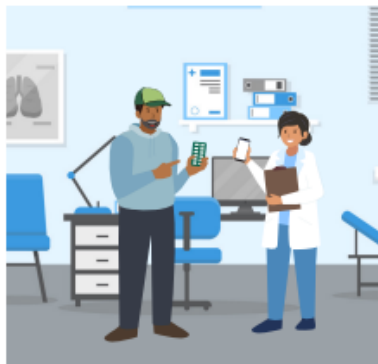
Carmen: Let's start by making a plan. First, we can pick a day for you to quit smoking. Then you can work on smoking less than a pack each day and try something else like chewing gum instead. Here are more resources and the contact for a support group, where people meet to encourage each other in their journey. Remember, I am here to support and check in with you. You got this!



Stage of Change 4. Action

You are taking steps to quit tobacco.

Juan is making small changes and is only smoking 3-5 cigarettes a day instead of a pack daily. He plans to throw away the rest of his tobacco by his quit date. Juan has also started using nicotine replacements like gum and patches to help his cravings during his breaks at the farm. He even has a friend that has offered to help him and joined his soccer team to relieve stress after work.



Juan: Carmen, it has been very hard for me to see others smoking during our breaks on the farm, but the nicotine gum you told me about helps with my cravings. My friend Mario also helps distract me. We talk about our favorite soccer team and games we watched.

Carmen: Juan, I'm proud of your hard work and what you are feeling is normal in this process. I'm glad the nicotine gum is helping you. During your breaks, you can also try taking short walks and take time to breathe deeply to fight your cravings. You can also call the CDC helpline at 1-800-QUIT-NOW (1-800-784-8669) if you need to talk to someone. Remember, take it one day at a time.

Stage of Change 5. Maintenance

You keep doing things to stay tobacco free.

Juan has not smoked for six months! He is working hard to stay tobacco-free and find ways to keep it that way.

Juan: I feel so much better, Carmen. When I am working on the farm, I am not as tired and out of breath as before. I also feel like I'm getting more exercise by playing soccer and being with my new friends. But to be honest, sometimes, I still miss smoking.

Carmen: That is great, Juan! You are doing it! I can see how much better your health is. When you think about smoking again, take deep breaths, and remember how good you feel now. It is normal to still have thoughts that tempt you, but they will happen less over time. Remember that your health is worth the change you have made. Keep using all the resources and the support group you have built!



Stage of Change 6. Termination

You completely stop using tobacco.

Juan has been tobacco-free for a year and has made many healthy and positive changes in his life. He feels confident he can stay tobacco free!



Juan: Carmen, I finally feel like I don't need to smoke at all anymore and I'm so happy about it. I can be around people using tobacco and I don't even get tempted. I have even saved money to fix up our house and my family is happy to see me healthier!

Carmen: I am very proud of you, Juan. You have come a long way in your journey and your heart and lungs are healthier. Keep setting small goals, use the resources we have talked about, and ask for help if you ever need it. I encourage you to share your success story with your friends and coworkers on the farm who might want to quit too.

Juan worked through each stage of change on his journey to quit tobacco and you can too! What stage do you think you are in on your path to quitting tobacco?

Precontemplation
Contemplation

Preparation
Action

Maintenance
Termination

Resources

No matter which stage of change you find yourself in right now, there are resources to help in your journey:

- Find a [health center](#) near you and make an appointment.
- Visit [NCFH Call for Health/Una Voz Para La Salud](#) and call the helpline at 1 (800) 377-9968 or reach them through WhatsApp at 1 (737) 414-5121
- Visit [CDC Support Resources](#) and call or text their quit line at 1-800-QUIT-NOW (1-800-784-8669)
- Visit [SAMHSA's National Helpline](#) and call any time 24 hours/7 days a week at 1-800-662-HELP (4357)

Here are some tips to help you keep moving forward as you try quitting tobacco:

- Quitting tobacco takes time and does not happen all at once. Experts say it may take about 8-10 times tries before a person finally quits for good. So don't give up! Be proud of yourself no matter what stage you are in and celebrate each time you move on to a new stage!
- You are not alone! Reach out to family, friends, people you work with, and your health care team for support. Sometimes you may slip or have a hard time, especially if things in your life change like losing a loved one, losing a job, or moving for work. If you do slip, it is okay. Remember to use the help and support available to get you back on track to being tobacco-free again.

You can do this. Si se puede!



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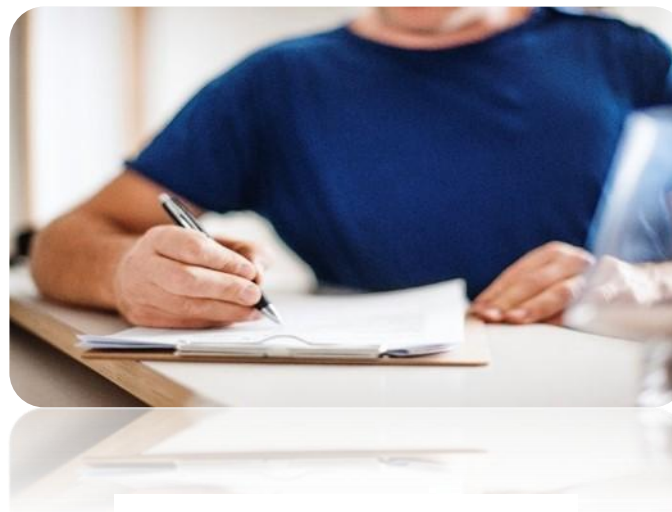
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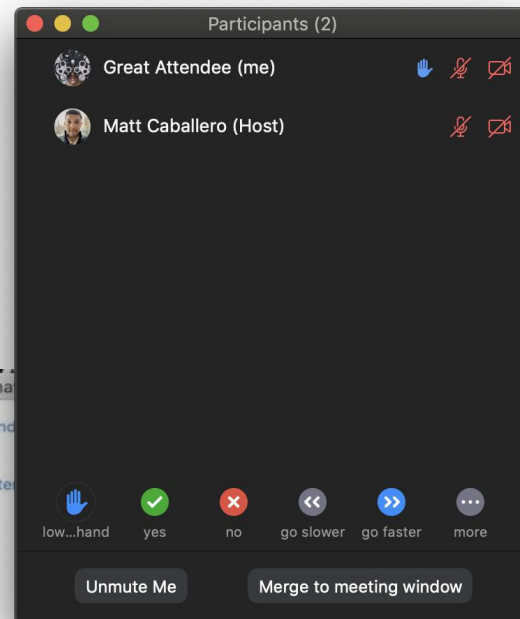
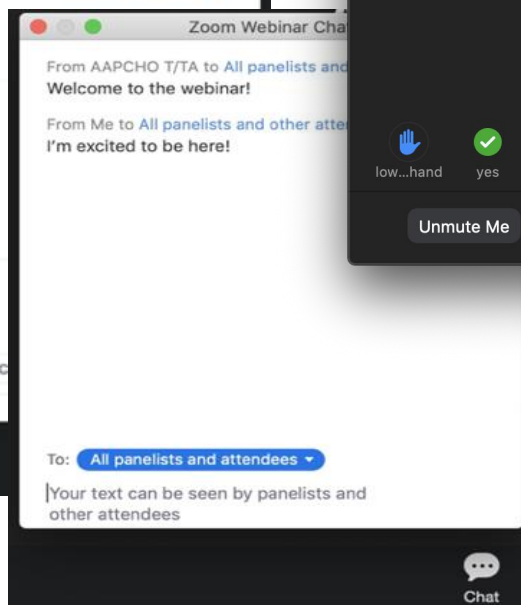
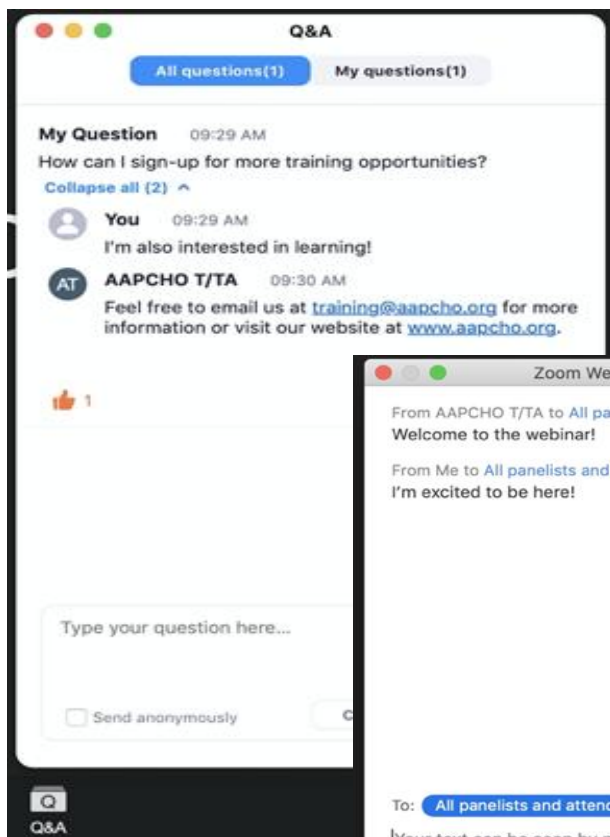


Learning Session Evaluation





Questions and Discussion



- Please use [SELECT: Q&A Box, Chat Box or Raise your Hand Feature] to ask questions and/or engage in discussion.



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NCFH Website: www.ncfh.org

- Health education resources for patients and health center staff
- Factsheets
- Trainings & more!



NCFH Additional Resources



Una Voz Para La Salud
Call for Health

1 (800) 377-9968

1 (737) 414-5121 WhatsApp

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

Helpline for MSAWs and their families

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



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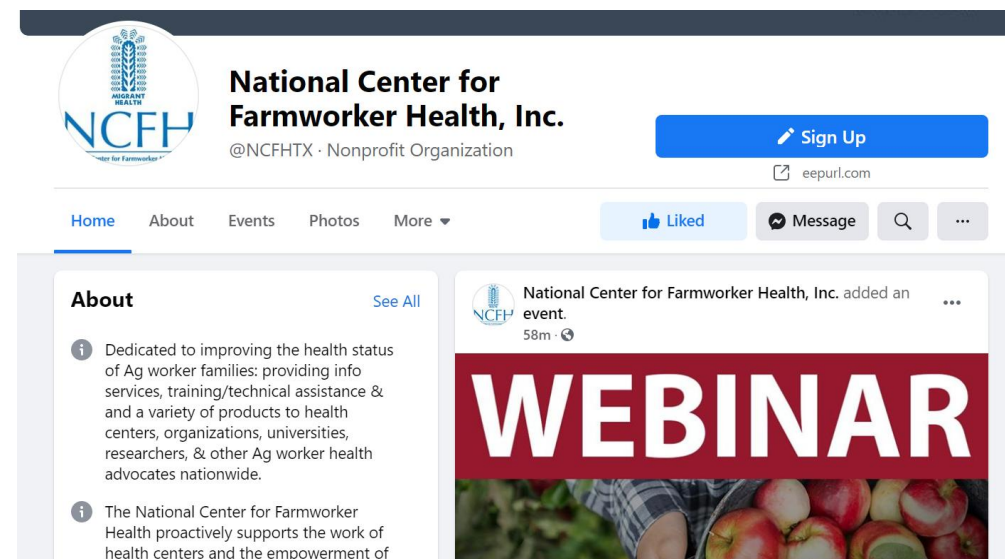
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