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Implementing Health Education Strategies to Address Tobacco Use Among Agricultural Workers

National Center for Farmworker Health
April 27, 2026



Organizers and Moderators



Alexis Laboy-Almodovar
Health Education Program Manager
National Center for Farmworker Health (NCFH)



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 and wellbeing of farmworker families.”**



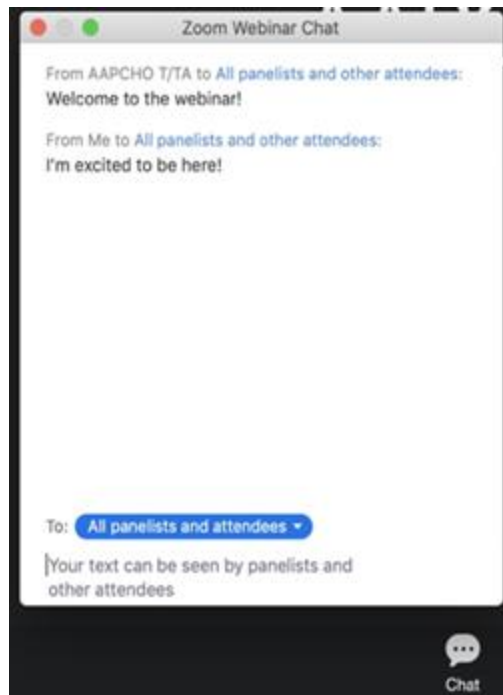


Important Reminders

- Implementing Health Education Strategies to Address Tobacco Use Among Agricultural Workers will last approximately 60 minutes.
- For technical issues, please send a chat to Alexis Laboy.
- This session will be recorded.
- The recording and electronic copy will be available within two weeks.
- You will receive an email very soon after this session/webinar asking for your evaluation of this training session. Your feedback is greatly appreciated.

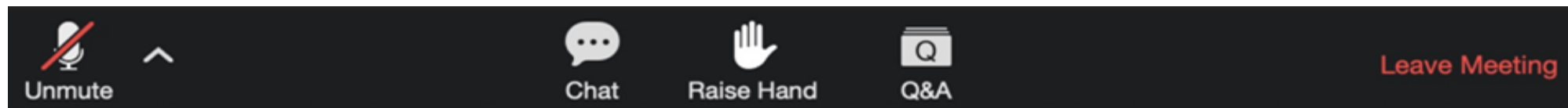


Zoom Housekeeping



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.

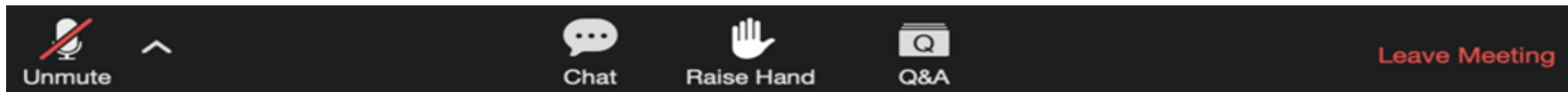
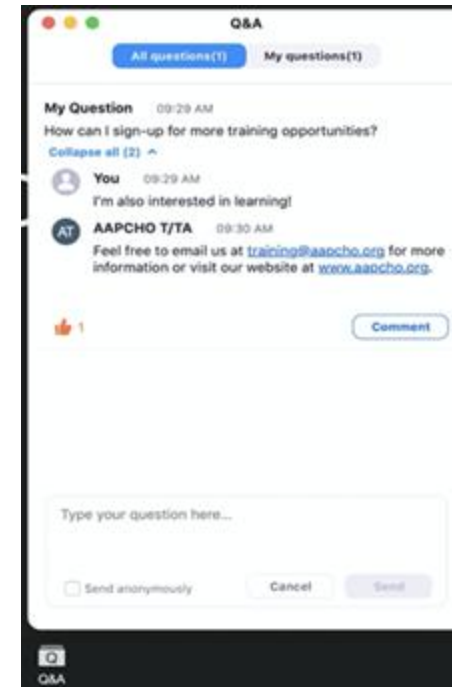




Zoom Housekeeping

You can also ask questions using the **Q&A** feature. The Organizer and Speakers will moderate and answer these questions throughout the presentation.

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Today's Speakers



Olivia Antonio, BS

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Farmworker Health Training Coordinator



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Health Center T/TA and Partnerships
Manager

A photograph of a tobacco field. In the foreground, there are rows of green tobacco plants. In the background, a person wearing a hat and a light-colored shirt is working in the field. The sky is blue with some light clouds.

Learning Objectives

- Discuss tobacco use among Migratory and Seasonal Agricultural Workers (MSAWs) and its impact on their health
- Identify key risks and challenges that contribute to the use of tobacco among MSAWs
- Learn key health education strategies and best practices for effective tobacco health education for MSAWs



MSAWs and Tobacco Use

- Tobacco is a plant that contains nicotine, which is harmful and very addictive to the body.
- Smoking and vaping harm both the user and those exposed to secondhand smoke.
- Results across data collection methods suggest a common reason MSAWs use tobacco is to cope with stress or mental health issues.
- Stress, anxiety, habits, social situations, and nicotine addiction also make quitting hard.

In 2022, 14,600 agricultural workers who visited a health center were identified as tobacco users.

Source: https://www.ncfh.org/wp-content/uploads/2025/04/tobacco_scan_report_2024-final-1.pdf

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A large, stylized graphic of a tobacco plant in white, centered on the left side of the slide. The plant has a central stem with several leaves and is flanked by two vertical columns of smaller, repeating plant motifs.

Why is Tobacco Education a Need Among MSAWs





Importance of Tobacco Health Education Among MSAW

- Raise awareness about the impact of tobacco use on their health and wellbeing
- Help debunk myths about tobacco use
- Support preventing health complications and help MSAWs have healthier lifestyles
- Reduce the tobacco smoke rate among MSAWs, including youth, pregnant women, and caregivers





Types of Tobacco Products Used Among MSAWS

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

Source: https://www.ncfh.org/wp-content/uploads/2025/04/guide_to_address_tobacco_use_among_msaws_-_final.pdf



Health and Work Impact of Tobacco Use on MSAWs

- **Health Conditions:** Lung cancer, blood clots, diabetes, chronic obstructive pulmonary disease (COPD), gum disease, and tooth loss
- **Job and Daily Performance:** Breathing problems, fatigue, increased anxiety, and decreased concentration
- **Work Disruption:** More sick days needed or missing work due to health problems





Health and Work Impact of Tobacco Use on MSAWs



Early exposure to tobacco, such as in youth or infancy, can cause:

- Infertility problems
- Higher risk for developing nicotine dependence, leading to continued use of tobacco products into adulthood

If used by pregnant women, it can cause:

- Premature birth
- Risk of stillbirth
- Complications during labor
- Poor fetal growth and low birth weight of the baby
- Damage to the baby's developing lungs and brain
- Sudden infant death syndrome

Sources:

- Effects of Nicotine During Pregnancy: Human and Experimental Evidence: <https://pmc.ncbi.nlm.nih.gov/articles/PMC2656811/>
- <https://www.cdc.gov/tobacco/about/cigarettes-and-reproductive-health.html>
- <https://www.cdc.gov/tobacco/php/data-statistics/youth-data-tobacco/index.html>



Benefits of Quitting Tobacco

- Save money
- Fewer days of feeling sick and possibly fewer days of missing work
- Less risk for developing cancers, stroke, heart disease, 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 exposure for household or work members



Unique Risks and Challenges Faced by MSAWS





Access to Information Challenges

Education Access & Quality

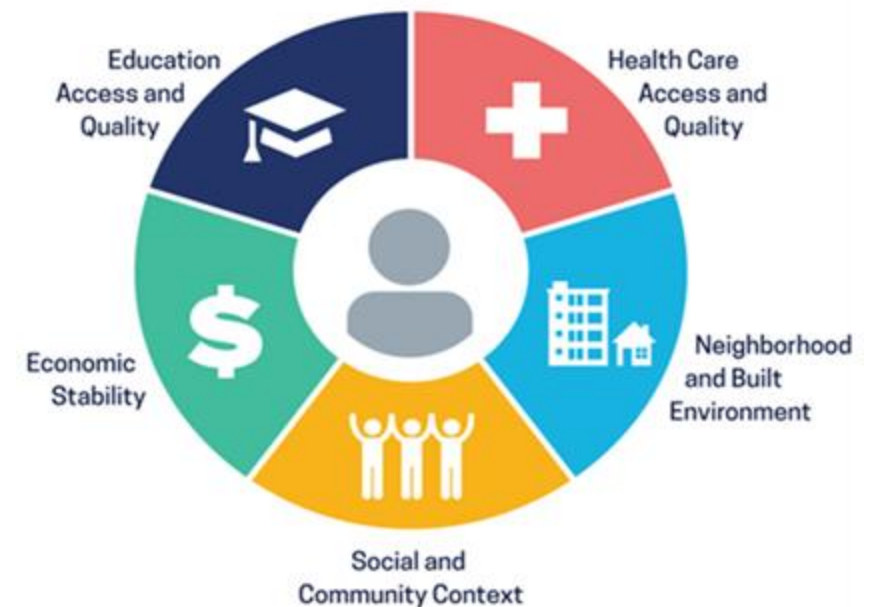
- Limited formal schooling
- Low literacy levels

Economic Stability

- Poverty
- Lack of employment benefits

Social & Community Context

- Community and workplace barriers
- Limited work protections
- Lack of awareness challenges





Access to Information Challenges



Health Care Access & Quality

- Lack of health insurance
- Limited understanding of the health care system
- Health beliefs and traditions
- Limited health care sites in rural areas

Neighborhood & Built Environment

- Lack of transportation
- Poor housing conditions
- Food insecurity



MSAWs & Communication Needs

- Many MSAWs are Limited English Proficient (LEP)
- Tobacco resources are often unavailable in the MSAW's native language
 - It makes it hard to get the right information or easy to get the wrong information
 - Children should not be used as interpreters for MSAWs, as this can lead to errors in health communication and added burden on the child.





Language Interpreter Agencies



Indigenous Language Interpreting Directory

Comunidades Indígenas en Liderazgo (CIELO)

Contact

👤 Luis López Resendiz
✉️ luislr@mycielo.org
🌐 www.mycielo.org
@ [@mycielo.org](https://twitter.com/mycielo.org)

Interpretation Requests

Link to request form:
<https://bit.ly/43OjCPm>

Languages

Over 40 Indigenous languages from Mexico, Central America, and South America.

Rates

\$130-\$150/hour

Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO)

Contact

👤 Veronica Chavez
☎️ (559) 840-9384
✉️ veronica@centrobinacional.org
🌐 www.centrobinacional.org
@ [@CBDIO_](https://twitter.com/CBDIO_)

Interpretation Requests

Link to request form:
<https://bit.ly/3YnFFso>

Languages

Amuzgo, Chatino, Mixteco, Purépecha, Tlapaneco, Triqui, Zapoteco.

Rates

Available upon request

Language Access Florida

Contact

👤 Dr. Laura Gonzales
✉️ gonzlaur@gmail.com
🌐 www.languageaccessflorida.org
☎️ (407) 927-1279

Interpretation Requests

Email to languageaccessflorida@gmail.com

Languages

Most Indigenous languages from Guatemala and Mexico. Please contact for specific requests.

Rates

Approximately \$150/hour

Maya Interpreters

Contact

🌐 www.mayainterpreters.com

Interpretation Requests

Email to: request@mayainterpreters.com
Or call: (855) MAYA-USA

Languages


Akateko, Awakateko, Achi, Chuj, Calchiteko, Chorti, Jakalteko, Ixil, Kaqchiquel, Mam, Popti', K'iche', Q'anjob'al, Q'eqchi', ask about others.

Rates

Available upon request

- When providing translated information (written) or interpretation services (verbal) to MSAWs, it is recommended to utilize qualified people to ensure the correct delivery of the message in the patient's preferred language
- Consult NCFH's directory to find trained in-person or virtual interpreters for languages spoken among MSAWs.

Source: <https://www.ncfh.org/wp-content/uploads/2025/07/NCFH-Indigenous-Language-Interpreting-Directory.pdf>

A large, stylized graphic of a tobacco plant in shades of blue, positioned on the left side of the slide. The plant has a central stem with several leaves and is flanked by two vertical columns of arrowheads pointing outwards.

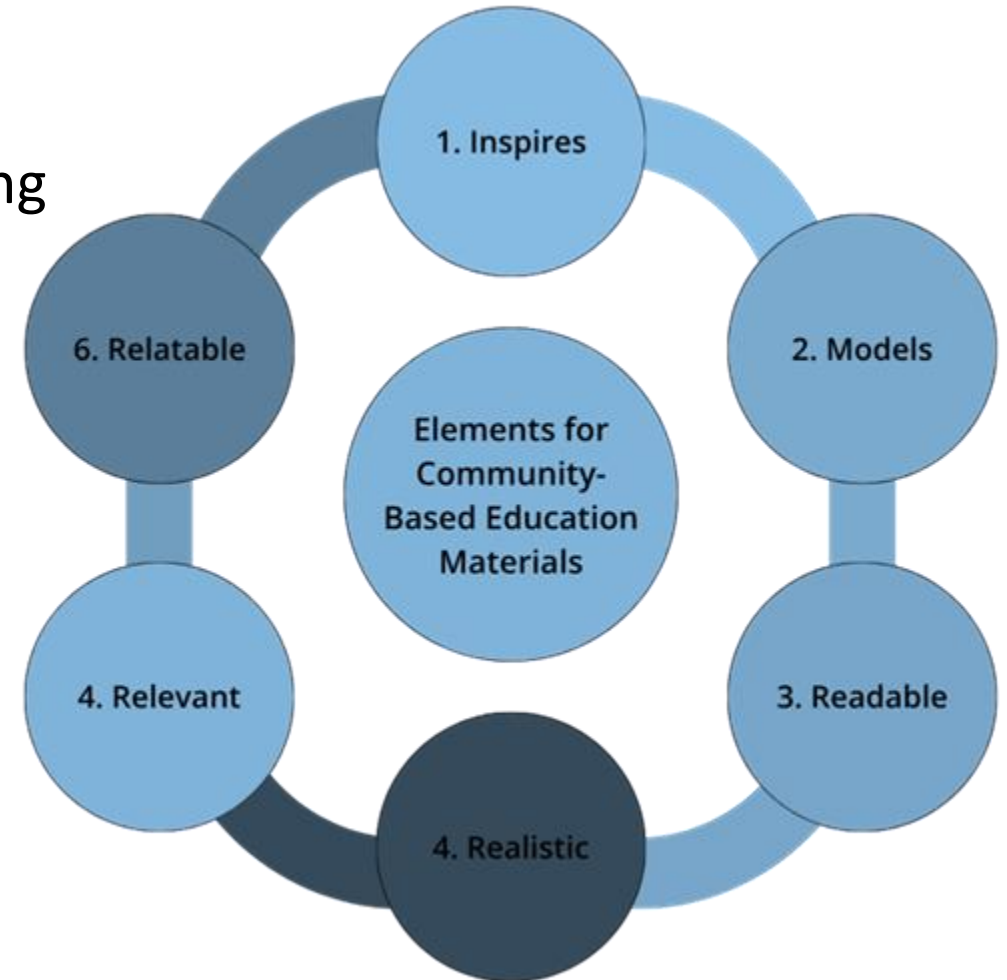
Strategies and Best Practices for Effective Tobacco Health Education for MSAWs





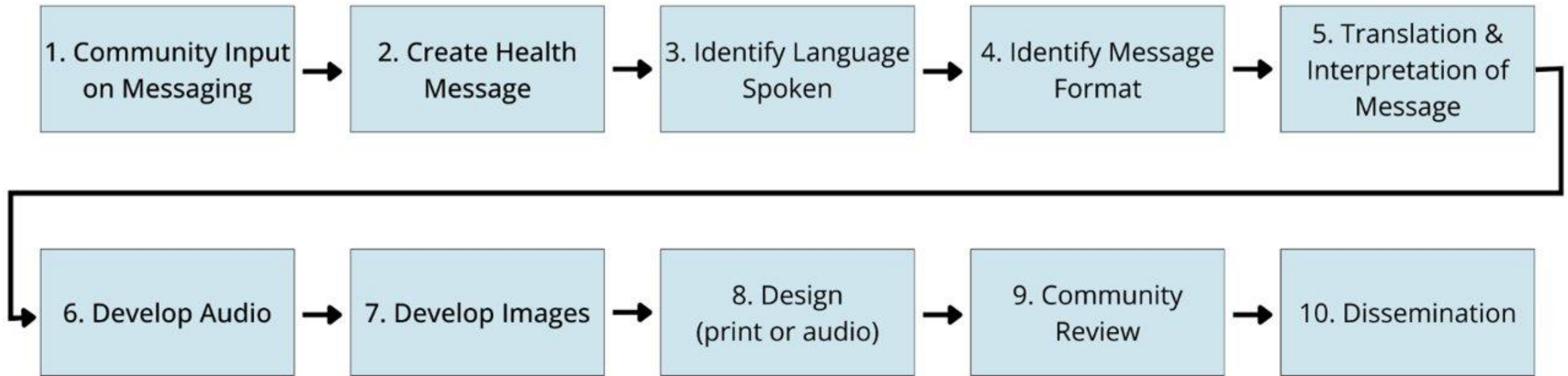
Health Education for MSAWs

- It provides learning experiences on health topics, such as tobacco prevention and cessation, equipping people with the knowledge, skills, and tools to live healthier lives.
- Health education is adapted to meet the needs of the audience.





10 Steps to Community-Based Material Development





Step 1: Community Input on Health Education Resources

- Understand tobacco use patterns and needs within the community
- Community Health Workers (CHWs) and outreach staff often know what gaps in health education are important and relevant.
- Gather community evaluations
- Use polls, outreach, and focus groups to gather information
- Check for existing resources





Step 2: Create Health Message

- Focus on one key message about tobacco use and prevention
- Ensure the message is concise, clear, and simple, and avoids jargon, acronyms, and advance medical terms.
- Make the message resonate with community members
- It is important to understand the values, customs, and practices of the community you are serving





Step 3: Identify Language Spoken

- MSAWs are often Limited English Proficient (LEP)
- Determine your audience's location and preferred language or format to guide how the message should be delivered
- Locate a certified interpretation and translation team if needed





Step 4: Identify Message Format

- Including a combination of written, visual, and aural modalities can help make materials more accessible across communities.
- Work with the community to identify which format is most effective for their needs.

Image-based (Print)

- Flyers
- Posters
- Booklets
- Wallet-Sized Prints
- Brochures

Audio

- Ad-style
- Radionovela
- Public Service Announcements (PSAs)
- Images with Audio

Video

- Infographic Videos
- Voice Over
Animated Videos



NCFH Tobacco Health Education Resources



How Using Tobacco Can Affect You and Your Family



It's never too late to stop using tobacco!

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) 	Sinus

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.

Cómo el uso del tabaco puede afectarle a usted y a su familia



¡Nunca es tarde para dejar el tabaco!

¿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 enfermarte 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

¿Sabía que puede proteger la salud de su familia si no fuma cerca de ellos?
¡Las personas que no fuman y se encuentran en el mismo espacio que alguien que fuma, como un pariente o compañero de trabajo, respiran el mismo aire y las mismas sustancias químicas creadas por los cigarrillos, los vaporizadores o los productos de tabaco calentados. Esto puede ponerlos en riesgo de los mismos problemas de salud graves!

¿Sabía que fumar tabaco puede hacerle sentir más cansado más rápido mientras trabaja en el campo? Si decide dejar de consumir tabaco, podrá sentirse mejor al trabajar y disfrutar de todos estos beneficios:

- Ahorrar dinero
- Menos días sintiéndose enfermo y posiblemente menos días sin faltar al trabajo
- Menos riesgo de cáncer, derrame cerebral, problemas del corazón y respiratorios
- Menos tos y pulmones más sanos
- Menos dificultad para respirar al realizar las actividades diarias, lo que facilita el trabajo en el campo
- Menos riesgo de que el humo de segunda mano afecte a las personas que le rodean
- Vivir más tiempo y tener mejor calidad de vida

Did you know you can protect your family's health by not smoking around them?
People who do not smoke and are in the same space as someone who smokes, like a family member or coworker, breathe in the same air and the chemicals created by cigarettes, vapes, or heated tobacco products. This can put them at risk for the same serious health conditions!

Did you know smoking tobacco can make you tired faster while working in the field? If you decide to stop using tobacco, you can feel better when working and enjoy all these benefits:

- 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
- Live longer and have better quality of life

¿Quiere dejar de consumir tabaco?
Los centros de salud pueden ayudarle a dejar de consumir tabaco, si está listo para dejarlo o lo está pensando.

Comuníquese con la línea de ayuda de Una Voz Para la Salud al 1 (800) 377-9968 o a través de WhatsApp al +1 (737) 414-5121 para encontrar el centro de salud más cercano.

Recuerde, ¡Puede crear un futuro libre de tabaco para usted y su familia!

Contact the Call for Health helpline at 1 (800) 377-9968 or through WhatsApp at +1 (737) 414-5121 to find a health center near you.

Remember, you can create a future free of tobacco for you and your family!

Esta publicación cuenta con el apoyo de la Administración de Recursos y Servicios de Salud (HRSA) del Departamento de Salud y Servicios Humanos de EE. UU. (HHS) como parte de una concesión con un total de \$142,243.00 con 0 porcentaje financiado con fondos no gubernamentales. Los contenidos pertenecen a los autores y no representan necesariamente las opiniones oficiales ni el respaldo de HRSA, HHS o el gobierno de los EE. UU.

NCFH Tobacco Use and Screening Resources



<https://www.ncfh.org/digital-library-category/tobacco-use-screening-and-education/>



Step 5: Translation & Interpretation of Message

- Translators or interpreters should work in teams to verify, edit, and user-test translations before sharing them with a community.





Step 6: Develop Audio

- This step is optional and should be used when relevant to your message and community.
- Audio can be especially helpful when serving communities where some members may have limited reading skills, providing accessible information in a format that is easier to understand.





Step 7: Develop Images/Video Content

- This step is optional and should be used when relevant to the message and community
- Imagery that is representative of the community will be useful for fostering connections and communicating the information effectively.





Step 8: Design

- Use clear, legible fonts with 12-to-14-point text and avoid using “ALL CAPS” and fancy or script fonts in texts
- Use white or light-colored backgrounds
- Contrasting font colors with background colors is important for readability.
- Include images representative of the intended audience.





Step 9: Community Review

Once the material is finished, test it out with the audience such as MSAW, committees or focus groups, and get feedback from CHWs and outreach staff.

Questions you can ask about your tobacco-related resources:

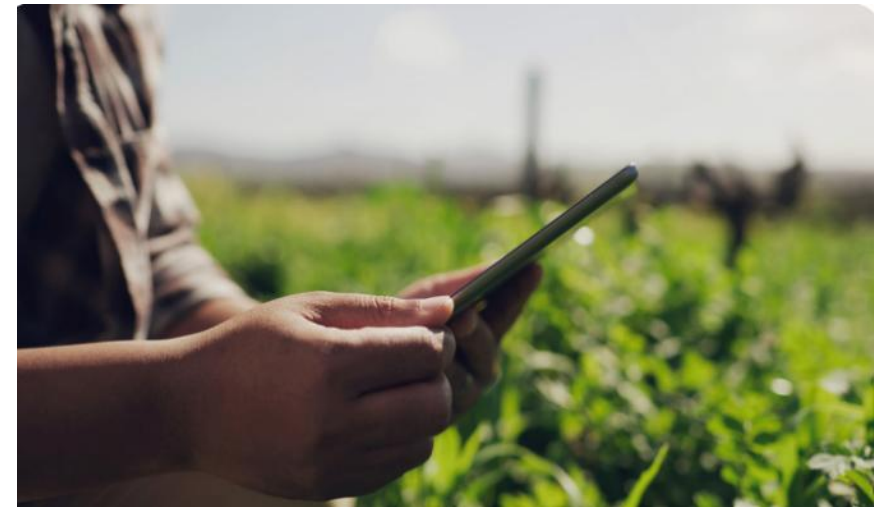
- What do you think is the main tobacco-related message included in this resource?
- Do you think this information about tobacco use is important for MSAWs and those who work with or support them? Why or why not?
- From the information and images about tobacco in this resource, is there anything you found confusing?



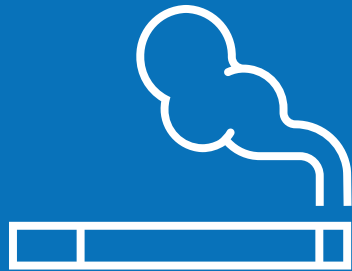


Step 10: Dissemination

- Share information through trusted messengers such as CHWs and outreach workers.
- **Social media and key community gatekeepers**
 - Understand what social media or messaging applications are used by your community
 - Having trusted community members share the information on their own pages can be useful for disseminating information
- **Printed materials**
 - While social media is used by many, having printed materials is important to ensure accessibility



Key Takeaways



- Engage the community through feedback methods like focus groups and evaluations on tobacco-related resources
- Use appropriate language and avoid jargon or complex medical terms when discussing tobacco use and prevention
- Incorporate visual and interactive elements (e.g., diagrams, infographics) to explain tobacco-related risks and information
- Leverage social media and ensure tobacco education resources are mobile-friendly
- Continuously evaluate and adapt tobacco-related materials based on ongoing community feedback and changing needs



NCFH Additional Resources



Una Voz Para La Salud Call for Health

- 1 (800) 377-9968
 - 1 (737) 999-4162 WhatsApp
- <http://www.ncfh.org/callforhealth.html>

Helpline for Farmworkers and their families

- Connects Farmworkers to healthcare and social services
- Assists with limited financial resources for health services
- Toll-free
- It is confidential and available in English and Spanish



Connect with NCFH!

Facebook



Instagram: @Farmworkerhealth



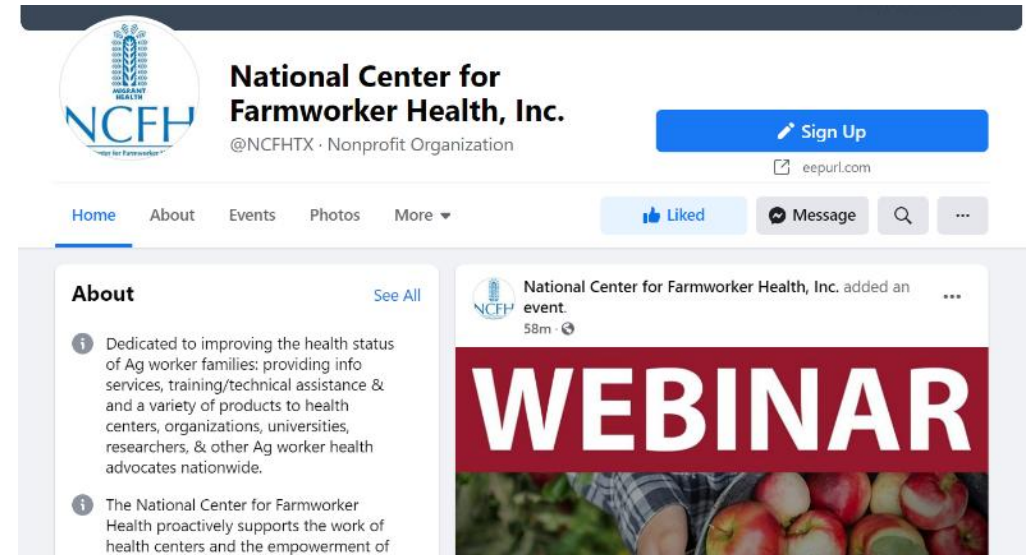
YouTube: National Center for Farmworker Health



LinkedIn: [company/national-center-for-farmworker-health-ncfh/](https://www.linkedin.com/company/national-center-for-farmworker-health-ncfh/)



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Learning Session Evaluation

Please complete the post-session evaluation at the end to indicate whether you would like to receive a certificate of attendance.

Please indicate whether you would prefer an electronic or hard copy of your certificate and provide your contact information

For questions, please contact Olivia Antonio Ventura at oantonio@ncfh.org



Small Group Training Session Dates

- ★ 1. **Session 1: May 14th, 2026:** Introduction to Tobacco Education and Prevention
- 2. **Session 2: May 21st, 2026:** Tobacco Education Strategies Through Digital and In-person Outreach
- 3. **Session 3: May 28th, 2026:** Strategies and Best Practices on Assessing or Creating Clear, Accessible, and Relevant Tobacco-Related Health Information
- 4. **Session 4: June 4th, 2026:** Action planning and Successful Examples from the Field

Registration Link:

<https://ncfh-org.zoom.us/meeting/register/vvkD4Z8yTdqnfZgu5JhIYw>

All session will be at 1pm CT



Thank you!

This presentation is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$1,742,242.00 with 0 percentage financed with nongovernmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS or the U.S. Government.”

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