

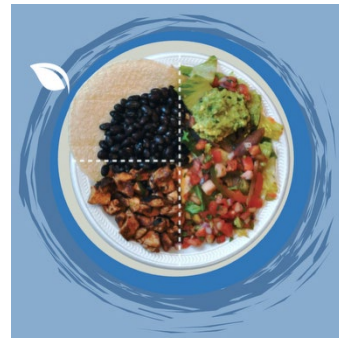
Farmworker Nutrition Messaging Tips

Nutrition plays a critical role in the health and well-being of farmworker communities. For a workforce that performs some of the most physically demanding labor in agriculture, a healthy diet is one of the most powerful tools to stay strong and energetic. How we talk about nutrition matters just as much as the food itself. When talking to workers, approach this topic with culturally inclusive, practical, and community-informed strategies.

Be Culturally Responsive

Honor food as culture, not just as nutrition

- Food is deeply tied to identity. Build on the cultural staples and strengthen those traditions by exploring what families already eat and enjoy.
 - Ex. Chiles, Corn tortillas, beans, cactus, fresh herbs and other traditional ingredients are nutritionally dense when eaten in moderation.
- Inquire about what foods their families have relied on for energy and health.
- Acknowledge that food access looks different for everyone. Some farmworkers live in labor camps or rural areas. Transportation and long hours can shape and limit food choices as well as kitchen equipment available.



Be Mindful of Language

Plain language goes a long way

- 3 Cs of effective messages:
 - Clear- Avoid Jargon. Limit technical words and abbreviations
 - Concise- Say what you want to say, then stop. Be sure to define/explain in an easy-to-understand way
 - Compelling- relate with stories and facts. The emotional connection of a story moves people from passive listeners to engaged participants.
- Written material for farmworkers is most effective if written in a 3rd-4th grade level
- Write in active voice. This makes the message more engaging.
- For written or spoken messages, conversational style helps make complex ideas more accessible.

Tone

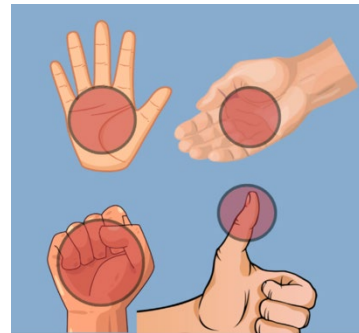
- Keep the writing positive and empowering and free from fear-based messaging
- Ensure the voice is inviting and not demanding the audience to do something
 - Ex. “Eat in a way that gives you lasting energy” rather than “You need to stop eating tortillas and fried food.”



Use Familiar, visual references

Using the “hand method” is a mindful eating strategy to help find balance on our plates that requires no tools.

- One or two open palms shows an adequate serving of Protein
- One or two cupped hands shows an adequate serving of Carbohydrates
- One or two fists shows an adequate serving of Vegetables
- One to two thumbs show an adequate serving of fats or oils



Media Platforms and Trusted Messengers

- For online communication and understanding how to deliver key points and messages in an effective way, check out [Reach your target audience through different media platforms.](#)
- The messenger is key! Community Health Workers (CHWs)/promotoras, community leaders, trusted organizations are some of the most trusted and effective voices in a community. Adopting their community-informed strategies from building long-term relationships to translating complex health information into everyday language that is relevant and accessible to workers is what makes a trusted messenger. Ever considered becoming a Certified Community Health Worker? Explore networks and associations by state [here](#).

Sample Material

Here are some examples of how NCFH uses these tips for Farmworker Nutrition Resources, which you are welcome to download and use on your own social media platforms for free!



- Farmworker Nutrition Video in [ENGLISH](#) and [SPANISH](#), ideal for TikTok, WhatsApp, and Facebook
- Farmworker Nutrition Vignette Graphics in [ENGLISH](#) and [SPANISH](#), ideal for Facebook and Instagram.
- [Accompanying Dissemination Guide for Farmworker Nutrition Social Media Posts](#)

**To receive support or if you have any questions about these resources,
please contact info@ncfh.org**



This publication was supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$200,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.