



PERC Pesticide Educational
Resources Collaborative



Agricultural Community-Based Projects in Worker Protection

March 6, 2024 | AAPCO

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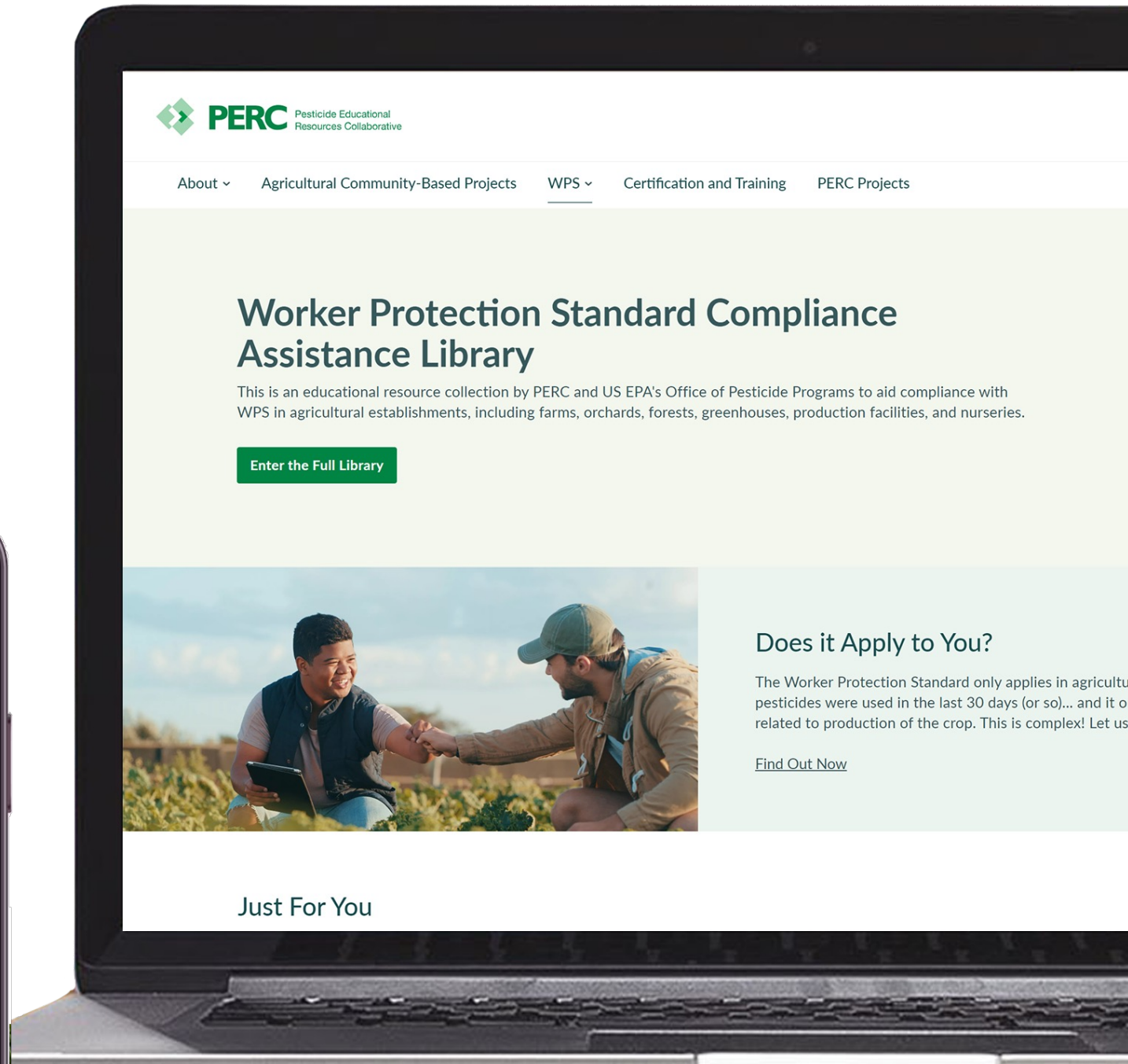
Kaci Buhl, Oregon State University





The **Pesticide Educational Resources Collaborative** is a 5-year cooperative agreement between the EPA's Office of Pesticide Programs and University of California Davis Continuing and Professional Education, in collaboration with Oregon State University.

PERC has created educational resources for the Worker Protection Standard, Certification and Training, and more on our website.





Agricultural Community- based Projects (AgCBPs)

2022 - 2026

- Makes **\$1M in funding available** to community-based nonprofit organizations.
- Serves **farmworkers, agricultural pesticide handlers, their families, and/or their communities.**
- Promotes **working safely** in areas where pesticides are used.



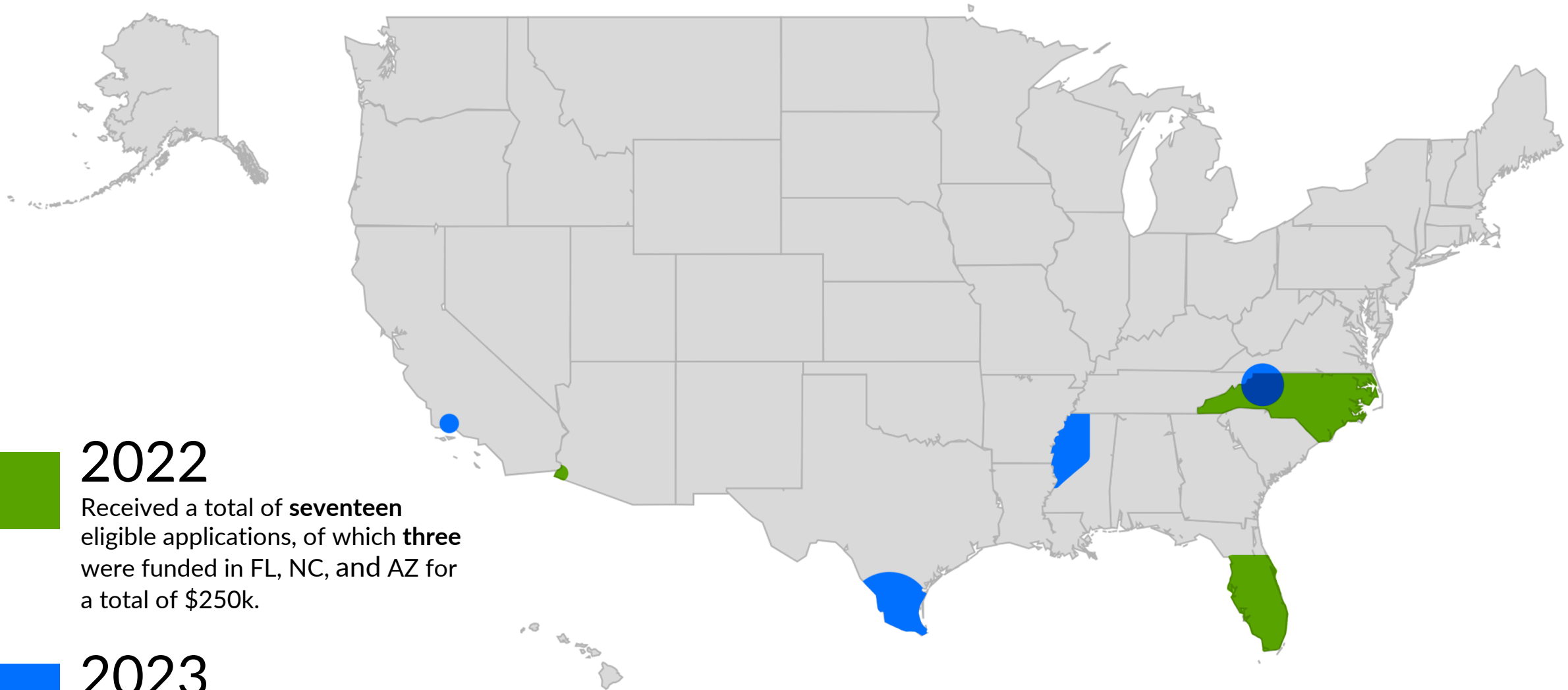
2022

Received a total of **seventeen** eligible applications, of which **three** were funded in FL, NC, and AZ for a total of \$250k.



2023

Received a total of **eleven** eligible applications, of which **three** were funded in MS, TX, NC for a total of \$300k.



YEAR 1

2022 AgCBPs



Toxic Free NC

WPS for farmworkers & popular education & train the trainer in Spanish (Eastern North Carolina).

Campesinos Sin Fronteras

WPS training for farmworkers and applicators, PSA with radio & fotonovela (Arizona).



BUILDING POWER AMONG
FARMWORKERS FOR 40 YEARS

Farmworker Association of Florida

Farmworker-informed videos about WPS topics for social media distribution (Florida).



Ag Health & Safety Alliance

Virtual reality training videos, multi-ethnic/gender representation in materials, and fit testing training (Mississippi).

YEAR 2
2023 AgCBPs

National Center for Farmworker Health

Pesticide safety videos in three Indigenous languages: Tzotzil, Tzeltal, Mixteco (Texas, California).



Surry Medical Ministries

Virtual training platform for farmworkers and handlers (Western North Carolina).



Administering the Funding

- We sought input before publishing the first Request for Applications (RFA) by interviewing agricultural community-based organizations.
- We offered national informational webinars where applicants could ask questions about the opportunity.
- We improved the 2nd and 3rd funding cycles with lessons learned.

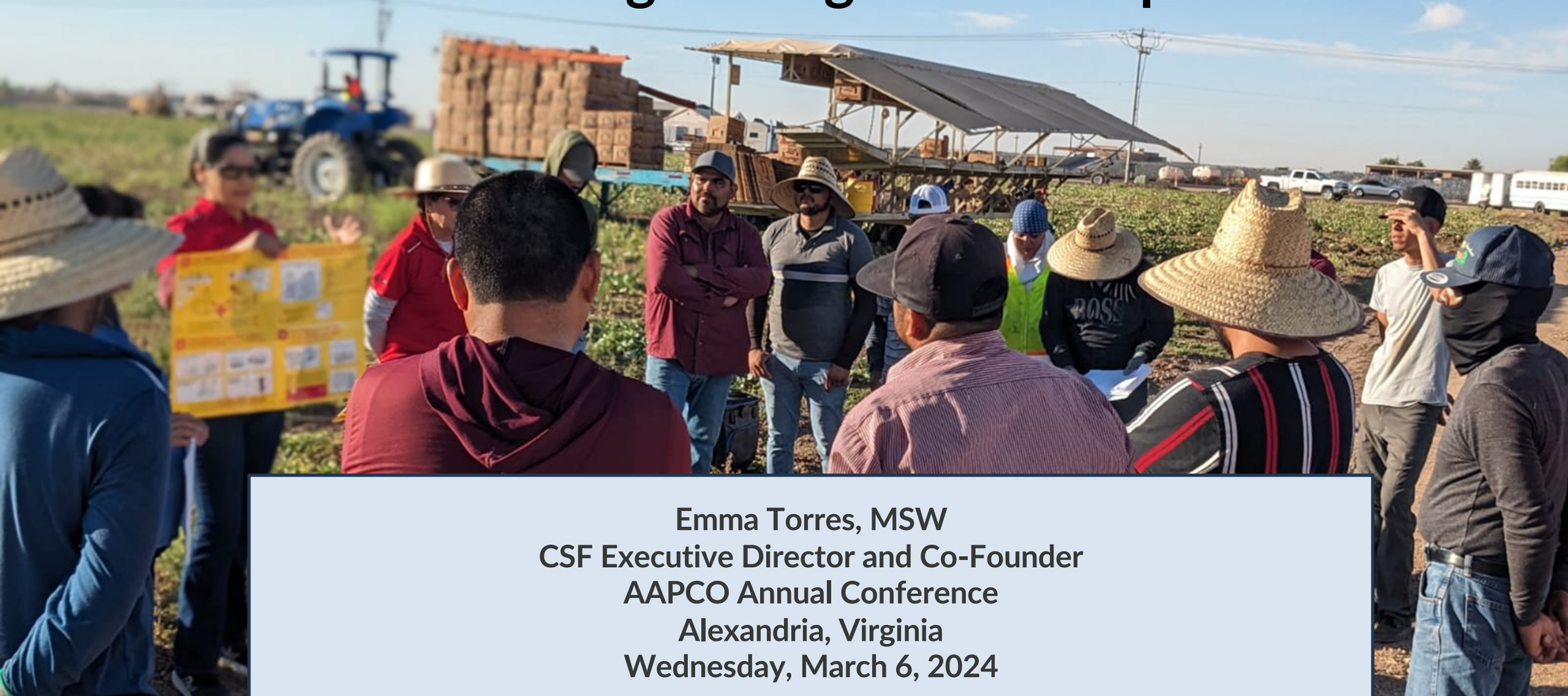


Working with Agricultural Community-based Projects (AgCBPs)

- We improved efforts to communicate about the reporting requirements.
- We provided reporting templates and technical assistance.
- We learned the importance of building trust, strengthening partnerships, and working alongside one another.



Best Practices for Farmworker Outreach and Strengthening Partnerships



Emma Torres, MSW
CSF Executive Director and Co-Founder
AAPCO Annual Conference
Alexandria, Virginia
Wednesday, March 6, 2024



Support Groups



Farmworker community Outreach



Pandemic Relief Program



Medical Services

CSF

PROGRAMS/SERVICES



Campesinos Sin Fronteras (CSF) Mission

CSF is a community-based organization 501(c)(3) established in 1999 with the mission of reducing social disparities, and improving the quality of life for farmworker families, new immigrants, and low-income individuals in a culturally linguistically appropriate manner to promote their self-sustainability.

CSF Geographic Service Area



- CSF serves thousands of farm workers living in US/Mexico Border communities of Yuma County. Seasonal and temporary H2A farmworkers commute daily, crossing the border from Mexico to work every day, between midnight and 5AM to catch their transportation to the agricultural fields. Their work schedule may be as long as 17-20 hours daily by the time they return home for a few hours to sleep.
- Because of this nontraditional work schedule farmworkers face many barriers to access health and social services offered during traditionally 8AM-5PM office work.

Promotores

- CSF's founder and Executive Director was one of the first Promotora de Salud/Community Health Workers in the Comienzo Sano/Health Start Promotora Program started in Yuma County in 1987.
- The Promotora de Salud Program is an evidence-based model proven to be one of the most effective strategies for reaching and serving low-income Hispanic Latinos and migrant farmworker families.
- Promotores represent the population they serve.
- They have trusting relationships with their clients/program participants.
- Are liaisons and advocates between the health system and the farmworkers.



CSF Effective Farmworker Outreach and Engagement Practices

Early morning and Worksite outreach:

CSF Promotores have nontraditional work schedules to reach out to farmworkers at 2:00 a.m. , late evening or weekend during the peak of the agricultural season. They coordinate/conduct health education and health screenings, vaccination clinics and health fairs as early as 2:00 a.m. at the farmworker worksites.

Services offered:

- EPA Worker Protection Standard required education
- Leafy Greens/Food Safety
- Heat Stress Prevention Education
- Chronic Disease Prevention/Screenings
- Coordinate Health Fairs and Education at agriculture fields /workshops
- Vaccination Clinics or facilitation with local health departments to schedule whole crew vaccination



Early Morning Outreach at Food Truck

PERC Funded Project

Campesinos Pesticide Safety Training and Education Program

Project period: November 1, 2022-October 31, 2024

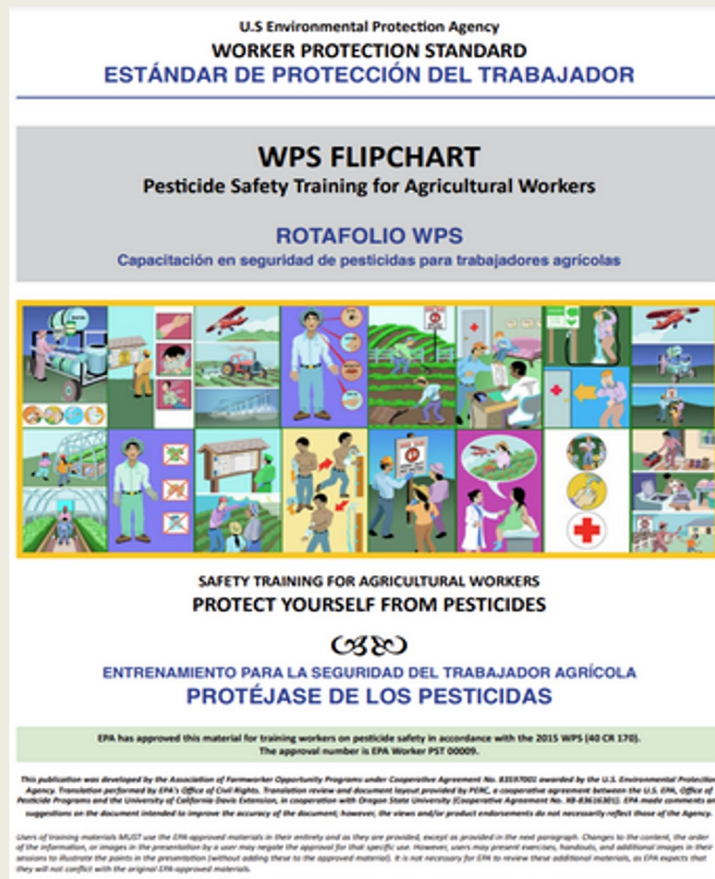
Program Goal: To educate farmworkers and/or agricultural pesticide applicators on the safe use of pesticides, the risks they face through pesticide exposure, and the preventive measures to decrease the incidence of injuries related to pesticides, illnesses, and deaths.



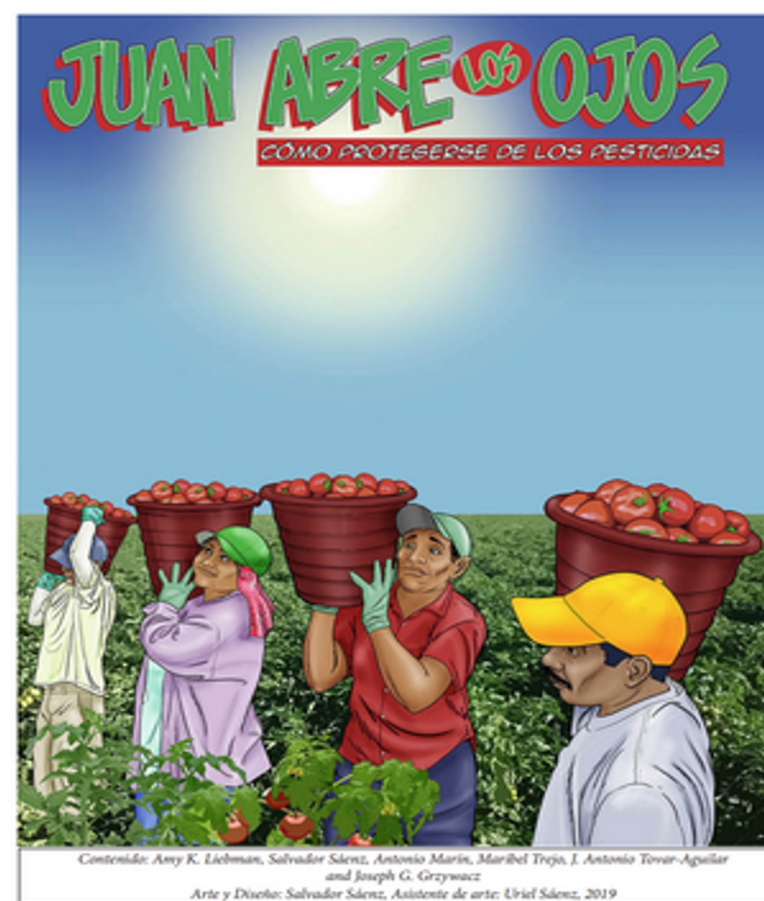
PERC Funded Project

Campesinos Pesticide Safety Training and Education Program

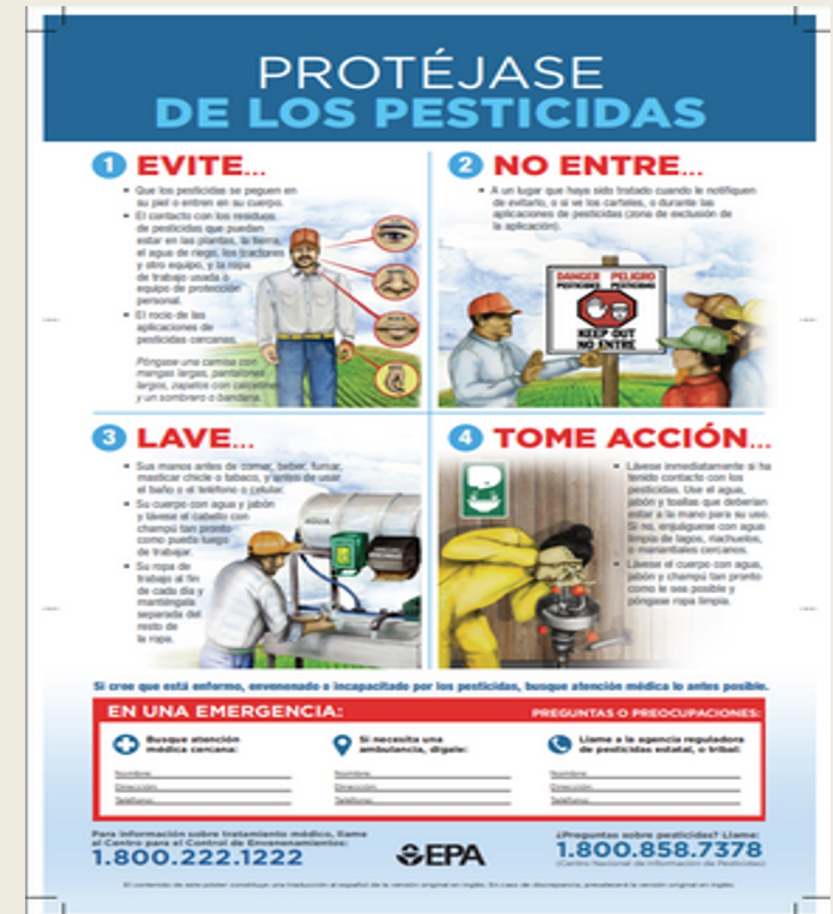
Objective 1: CSF Promotoras identify, review, and evaluate educational pesticide safety material to determine its effectiveness among Spanish-speaking Latino farmworkers, pesticide applicators, and their families.



Flipchart used for CSF trainings



Fotonovela provided after trainings or during outreach



Brochure

PERC Funded Project

Campesinos Pesticide Safety Training and Education Program

Objective 2: Educate 500 Spanish-speaking Latino farmworkers, pesticide applicators, and their families exposed to pesticides with the three (3) identified UC Davis and/or EPA/ WPS (brochure, flipchart, fotonovela).



PERC Funded Project

Campesinos Pesticide Safety Training and Education Program

Objective 3: Develop at least one linguistically and culturally appropriate educational material for agricultural workers (e.g., Spanish, English & Mixtec) to ensure the targeted population understands the risks and how to protect themselves and their families from pesticide poisoning.

Fotonovelas provide culturally and linguistically appropriate information to farmworkers and their families on the prevention of exposure to pesticides in the home.



PERC Funded Project

Campesinos Pesticide Safety Training and Education Program

Accomplishments:

- To date, CSF has reached and educated 537 Spanish-speaking Latino farmworkers, pesticide applicators, and their families using the EPA's Worker Protection Standard.
- Has reached 12,656 individuals through social media.
- Has aired 3 PSAs (140 times per month) through CSF's KYMZ Radio Sin Fronteras (110 unique weekly listeners).



Trainings & Education at Grower's workshops

PERC Funded Project

Campesinos Pesticide Safety Training and Education Program



CSF Heat Stress and Pesticide Safety Training and Education Program in agricultural fields



Campesinos Pesticide Safety Training and Education Program at Dia del Campesino

Collaboration with other Agencies & CSF Programs



USDA/Farmworker Food Relief (FFWR) ALIVIO Program



Youth & Family Services

Value of Traditional and Nontraditional Partnerships

Partnerships with other stakeholders, Organizations and Universities are critical to achieving our mission

- Working with Universities often validates and strengthens our work (**works both ways**)
- It helps to build the capacity of our workforce
- They provide and or help community organizations build new evidence-based models to increase our effectiveness in our services to the target community
- Local partners (Coalitions) helps us increase access to services
- National partners with similar mission helps us obtain new funding or resources
- They help us disseminate our work

Essential things that universities and federal partners should do to effectively work with community-based organizations

- Get to know them, their vision, mission
- Find common Ground/We have the common purpose of feeding our country
- Know the culture and background of the organization so you can communicate effectively
- Build trust/the community organization is always doing their best to serving their own - good advice is always welcome
- Value and respect their work
- Whenever possible support/participate in their signature events (e.g., Dia del Campesino)

Strengthening Partnerships with Universities and Federal Organizations

Recommendations for universities & federal partners
to build effective partnerships and earn the trust of
the community-based farmworker organizations

- Build Mutual respect
- Find the Common Purpose
- Know and Respect the Community
- Build Effective Direct Communication - Avoid acronyms and jargon. Use day-to-day language
- Continue pursuing collaboration with community-based organizations
- Appreciate and share strengths
- Increase funding availability
- Increase resources for organization capacity building





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In Closing... Agricultural Community- Based Projects in Worker Protection

- We are still learning together
- This work is more rewarding and impactful because of the partnerships
- We are all looking forward to the future, continuing in public service

Suzanne Forsyth, UC Davis Continuing & Professional Education

Emma Torres, Campesinos Sin Fronteras

Kaci Buhl, Oregon State University

Questions?



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CAMPESINOS
SIN FRONTERAS

Muchas gracias y thank you!



PERC Pesticide Educational
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Pesticide Education Resource Collective

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