

# 100 Teams Are Better Than One:

*Building Cross-Sector, State-Local Partnerships to Support  
Agriculture Worker Health During the COVID Pandemic and Beyond*

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Office of Rural Health



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**



**NC FARMWORKER HEALTH PROGRAM**

# DISCUSSION AGENDA

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## 01 INTRODUCTION

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## 02 UNDERSTAND

- NC Farmworkers Population Overview
  - Key Players at the County Level
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## 03 DEVELOP

- The Strategy
  - The Structure
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## 04 PREPARE

- Local County Team Profiles
- 

## 05 PERFORM

- Local County Team Meetings
- Varying County Needs Leads to Tailored “Experiences”
- The Benefits
- Key Metrics
- Facilitating Vaccine/Booster Access and Beyond
- Community Health Centers and Outreach Workers
- Challenges
- Messages from the Team

# INTRODUCTION

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## Understand

- How is the farmworker population unique compared to other population segments?
- Why is this population particularly challenging to reach?
- How does this population currently access health services?
- Who already has an established relationship with this population?



## Develop

- Identify the key players
- Determine tools needed for success
- Identify the best communication method for this farmworker population
- Determine to measure success through metrics and key performance indicators



## Prepare

- Develop local county team profiles
- Determine local county team facilitators
- Begin initial reach out to local county team members identified
- Set up initial local county team meetings



## Perform

- Conduct initial local county team meetings
- Tailor COVID-19 response strategy to individual county
- Continue facilitation and support for local county teams as needed
- Constant reassessment of need and involvement in teams



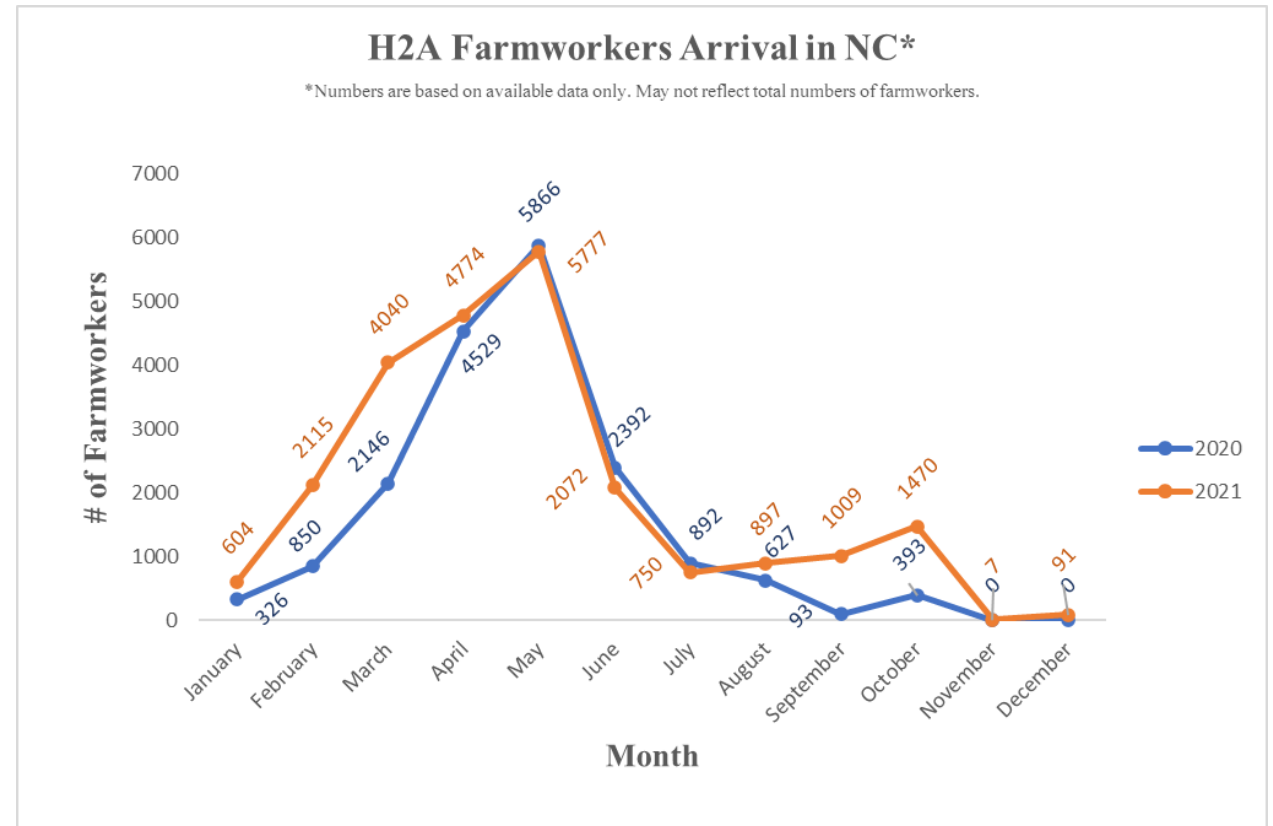
# NC FARMWORKER POPULATION OVERVIEW

There are approximately **72,000** migrant and seasonal farmworkers in North Carolina:

- 23,000 H-2A visa workers
- 33,000 migrant workers
- 16,000 seasonal workers

## What makes this segment unique?

- Typically reside in rural areas
- Cultural differences
- Highly independent
- Untraditional working schedules
- Access to communication tools
- Skepticism of government associations





# KEY PLAYERS AT THE COUNTY LEVEL



**NC State Cooperative Extension**

**NCFHP Migrant Clinics and Enabling Sites**

**Local Health Departments**

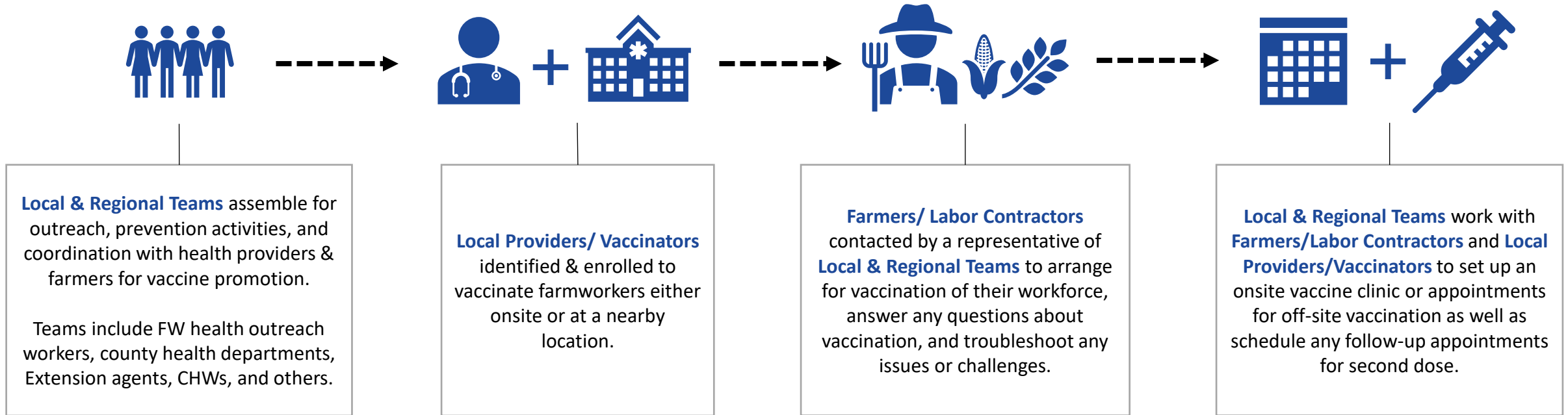
**Community Health Workers**

**Community Health Clinics and Providers**

**Community-Based Organizations**

# THE STRATEGY

Our matchmaking begins with and revolves around our local county teams. The local teams connect local providers and vaccinators to the farmers and labor contractors to ensure farmworkers and individuals in the agriculture community have adequate access to the COVID-19 vaccine.



# THE STRUCTURE

## Key Concepts: Streamlined & Proactive Process

1. Local teams to coordinate farmworkers' vaccination by county and by arriving workers
2. Planning, communication & evaluation: Central Teams
3. Execution: Local Teams

### Roles:

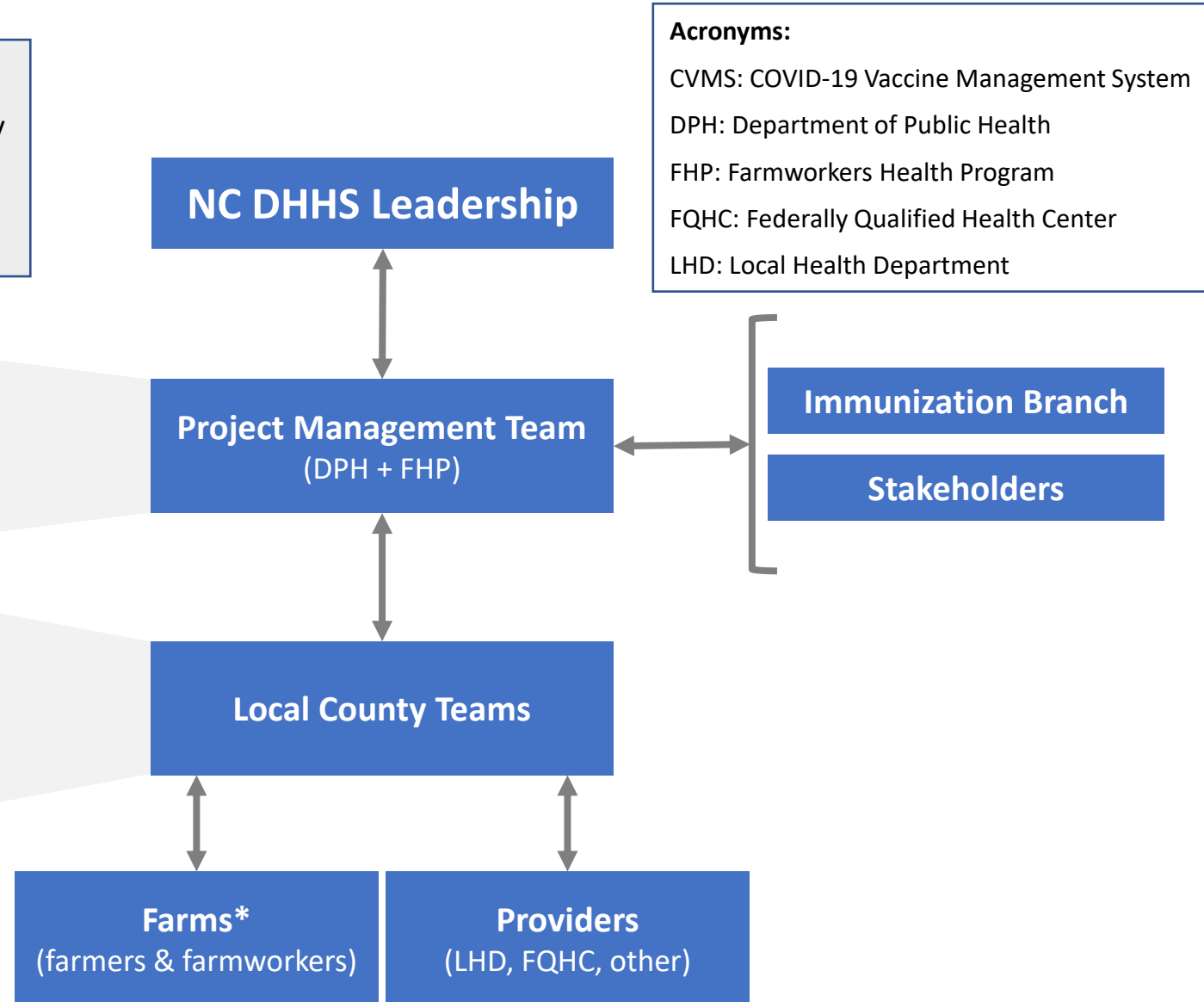
- Planning, monitoring & evaluation
- Select & support local/regional teams
- Engage & communicate with all stakeholders
- Coordinate with immunization branch
- Track & report progress

### Roles:

- Outreach/prevention/vaccine promotion
- Contact Farmers
- Coordinate with providers
- Schedule immunization
- Assist in CVMS registration
- Track second dose schedule

### Acronyms:

- CVMS: COVID-19 Vaccine Management System
- DPH: Department of Public Health
- FHP: Farmworkers Health Program
- FQHC: Federally Qualified Health Center
- LHD: Local Health Department



*\*Outreach for farms is organized by county and expected arrivals of farmworkers (migrant & seasonal)*

# LOCAL COUNTY TEAM PROFILES

Local Team							
<b>Lead/POC</b>	<b>Agency</b>	<b>First name</b>	<b>Last name</b>	<b>Phone number</b>	<b>Email</b>	<b>Role</b>	<b>Notes</b>
	Migrant Clinic	Brad	Swanson	555-555-5555	<a href="mailto:brad.swanson@email.com">brad.swanson@email.com</a>	Outreach Coordinator	
	NC State Extension	Dewey	Hart	555-555-5555	<a href="mailto:dewey.hart@email.com">dewey.hart@email.com</a>	Extension Agent	
	Community Health Worker	Rex	Warrant	555-555-5555	<a href="mailto:rex.warrant@email.com">rex.warrant@email.com</a>	CHW	
	Other						
<b>Region</b>	Northeast						
<b>LHD</b>							
<b>Director</b>	Tracey Ferguson	<a href="mailto:tracey.ferguson@email.com">tracey.ferguson@email.com</a>					
<b>POC/CB Nurse</b>	Jasmine Porter	<a href="mailto:jasmine.porter@email.com">jasmine.porter@email.com</a>					
<b>Local Resources</b>							
<b>Community Health Center</b>	Health Center 1	Anne Medina	Outreach Coordinator	<a href="mailto:anne.medina@hc1.com">anne.medina@hc1.com</a>			
	Health Center 1	Faye Cain	Migrant Clinic Lead	<a href="mailto:faye.caine@hc1.com">faye.caine@hc1.com</a>			
	Health Center 2	Andy Boyd	Outreach Coordinator	<a href="mailto:andy.boyd@hc2.com">andy.boyd@hc2.com</a>			
	Health Center 2	Lila Mendoza	Outreach Worker	<a href="mailto:lila.mendoza@hc2.com">lila.mendoza@hc2.com</a>			
	Health Center 3	Georgia Shaw	Outreach Coordinator	<a href="mailto:georgia.shaw@hc3.com">georgia.shaw@hc3.com</a>			
<b>Other</b>	Community-based organization	Chelsea Washington	Outreach Coordinator	<a href="mailto:chelsea.washington@cbo.com">chelsea.washington@cbo.com</a>			
	Non-profit	Ann Vargas	Executive Director	<a href="mailto:ann.vargas@npo.com">ann.vargas@npo.com</a>			
<b>DOL Registered Camps</b>							
<b>Grower/LC Name</b>	<b>Company Name</b>	<b>Company Address</b>	<b>Number of Workers</b>	<b>Arrival Date</b>	<b>Departure Date</b>	<b>Number of Units</b>	
Eric Berry	Farm 1	123 Main St, Tarboro, NC 28478	6	Aug-01-2021	Jan-31-2022	1	
Ricky Carroll	Farm 2	123 NC HWY 1 W, Tarboro, NC 27886	48	Mar-01-2021	Nov-30-2021	1	
Rudy Huff	Farm 3	123 14th St NW, Battleboro, NC 27348	1	Apr-12-2021	Dec-31-2021	1	
<b>Additional details of camps (Location/Description) is available upon request to Farmworker/Outreach Health Clinics</b>							
<b>H2A Arrivals by Month</b>							
<b>Jan-22</b>	<b>Feb-22</b>	<b>Mar-22</b>	<b>Apr-22</b>	<b>May-22</b>	<b>Jun-22</b>	<b>Jul-22</b>	<b>Aug-22</b>
	1	9	204				
<b>H2A Lists</b>							
<b>Employer/Growers</b>	<b>Street</b>	<b>City, State, Zip</b>	<b>Telephone</b>	<b>Date Begin</b>	<b>Crop</b>	<b>H2-A</b>	
Farm 1	4617 Pioneer Ln	Indian Trail, NC, 28079	555-555-5555	4/1/2022	sod driver	30	
Farm 2	825 W Ketchie St	China Grove, NC, 28023	555-555-5555	4/1/2022	tobacco, s. pot, cukes	133	
Farm 3	455 Russell Farm Rd	Tarboro, NC 27886	555-555-5555	3/25/2022	straw, tobacco, soy	2	
<b>Vaccine Providers</b>							
<b>Provider Organization Name</b>	<b>Provider Location Name</b>	<b>CVMS Access Status</b>					
Provider 1	Huntersville, NC	Active users in CVMS - Ready to receive vaccine					
Provider 2	Ahoskie, NC	Active users in CVMS - Ready to receive vaccine					
Provider 3	Kannapolis, NC	Active users in CVMS - Ready to receive vaccine					
<b>Non-Congregate Shelters</b>							
<b>Status</b>				Quarantine & Isolation and Social Distancing	Quarantine & Isolation Only		
				Social Distancing Only	No shelter available		
<b>Testing Vendors Coverage</b>							
<b>Vendor 1</b>	<b>Name 1</b>						
<b>Vendor 2</b>	<b>Name 2</b>						
COUNTY NAME							

**Core local county team:**

- NC State Cooperative Extension
- Primary migrant health clinic
- Community health worker

**Local health department**

**Additional local resources:**

- Migrant health centers
- Federally qualified health centers (FQHC)
- Community-based organizations

**Camps registered with the NC Department of Labor**

**H-2A arrivals by month**

**Information for growers receiving H-2A workers**

**Available vaccine providers**

**Non-congregate sheltering status**

**Testing vendor coverage**



# LOCAL COUNTY TEAM MEETINGS



97

introductory calls conducted with the local county COVID response teams



150+

organizations represented across local county teams



~25

recurring local county COVID response team meetings held through 2021



**BILINGUAL**

meetings held to ensure team members are communicating in their preferred language

# VARYING COUNTY NEEDS LEADS TO TAILORED “EXPERIENCES”

Independent



Local County Teams

Light touch



Local County Teams + Sponsored Vaccine Sites

High Touch



Local County Teams + Sponsored Vaccine Sites + Centralized Vaccine Site

Full Boat



Local County Teams + Sponsored Vaccine Sites + Centralized Vaccine Site + Mobile Vaccine Services

# THE BENEFITS

## Before

**Duplicative and Redundant meetings**

Low bandwidth to perform activities due to meetings

**Duplicative and Competing Efforts**

Vaccine/health events scheduled at the same time and same area

**Inefficient Communication**

Confusion among organizations and farmworker community

## After

**Concise and effective meetings**

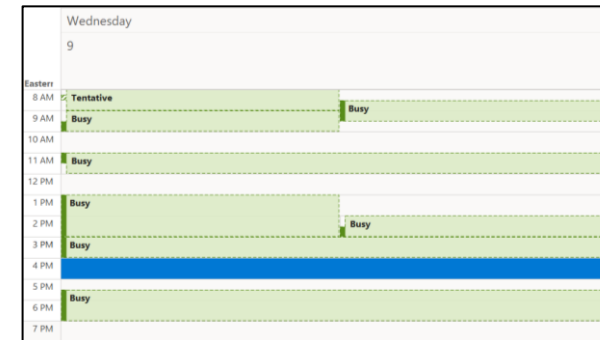
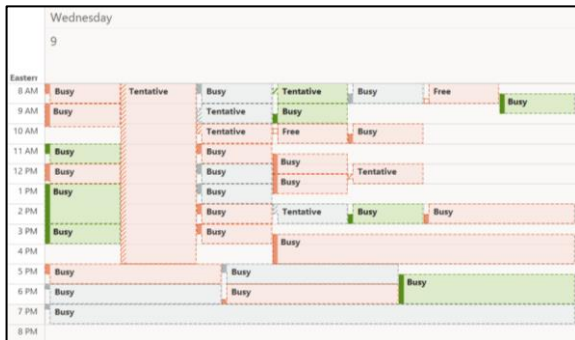
Reduced meetings resulting in high bandwidth to perform activities

**Coordinated Efforts**

Joint vaccine/health events resulting in time in cost savings

**Efficient Communication**

Farmworker community has most up to date info to make informed decisions



## KEY METRICS

		2021	2022 (through 2/28/22)
<b>Local Teams</b>	# agencies reported at least one survey	93	27
	# agencies reported at least one dose	77	18
	Main series* doses administered	23,720	293
	Booster doses administered	601	447
<b>H-2A Reception Hub</b>	Number of vaccine events	51	4
	Main series doses administered	4,815	2
	Booster doses administered	503	496

\*Includes doses administered when type of dose not reported

*Data provide a snapshot of farmworker vaccination plan efforts, not a complete picture of farmworker vaccine access/uptake. Vaccination efforts target migrant and seasonal workers but are inclusive of year-round farm staff and growers.*

# FACILITATING VACCINE/BOOSTER ACCESS AND BEYOND



## Vaccines and Boosters

- ✓ Effectively facilitate vaccine/booster access
- ✓ Disseminate most updated guidance
- ✓ Coordinate community events
- ✓ Track and report metrics



## Beyond

- ✓ Outbreak response
- ✓ PPE distribution
- ✓ Health education and outreach
- ✓ Response for future needs

# COMMUNITY HEALTH CENTERS

Provide Access to Care

Establish Community Relationships

Build Community Trust



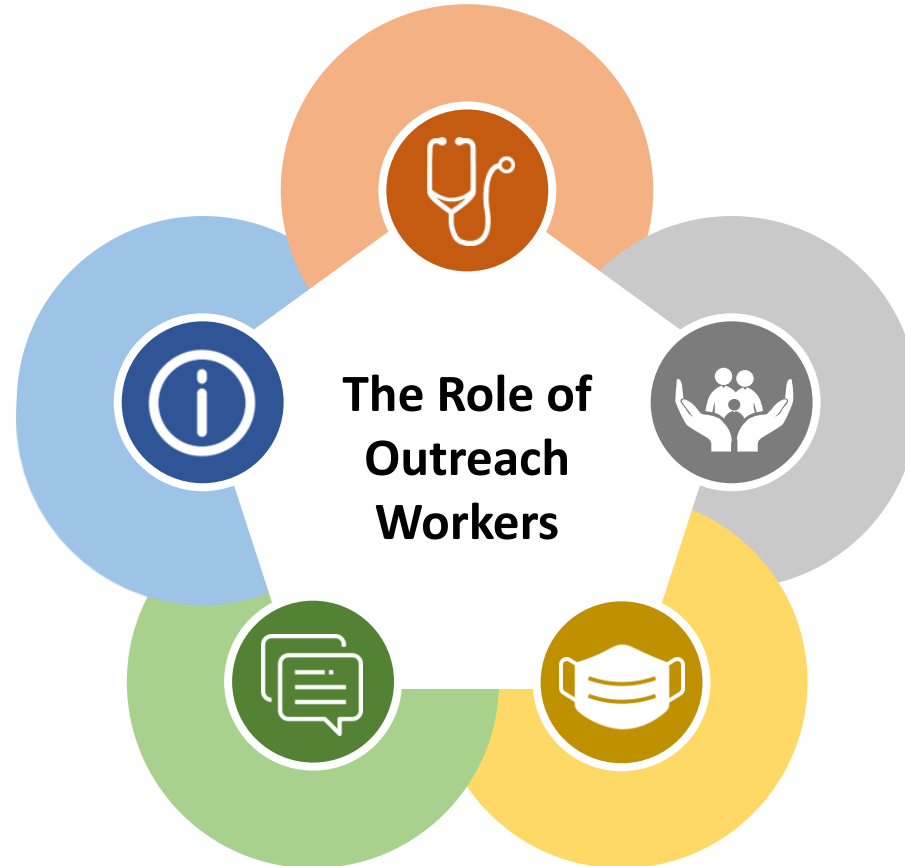
Safety Net for Mental Health Care

Multidisciplinary Patient Care

# OUTREACH WORKERS

## Connect Individuals to Health Entities

Bring Attention to the Needs of the Farmworker



The Role of Outreach Workers

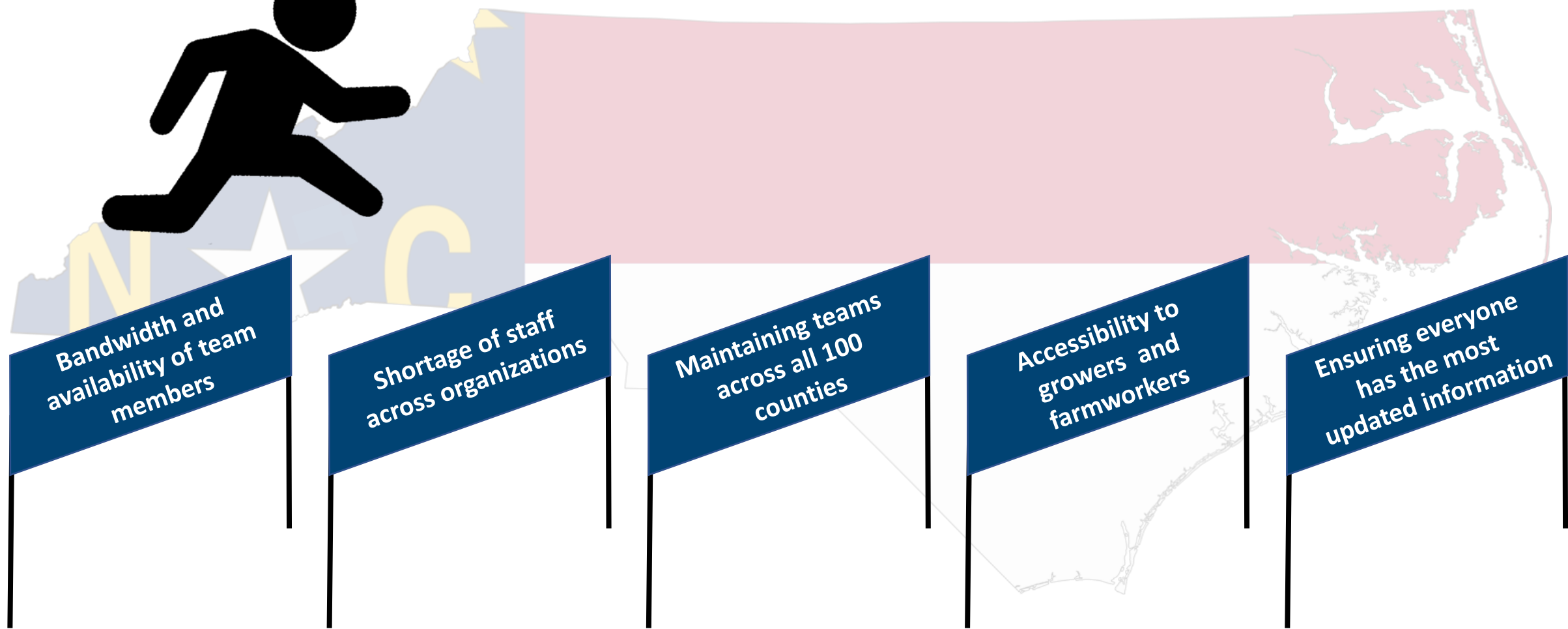
Notify Team of Outbreaks for Faster Response

Promote Health and Vaccine Events

Facilitate Distribution of PPE Equipment

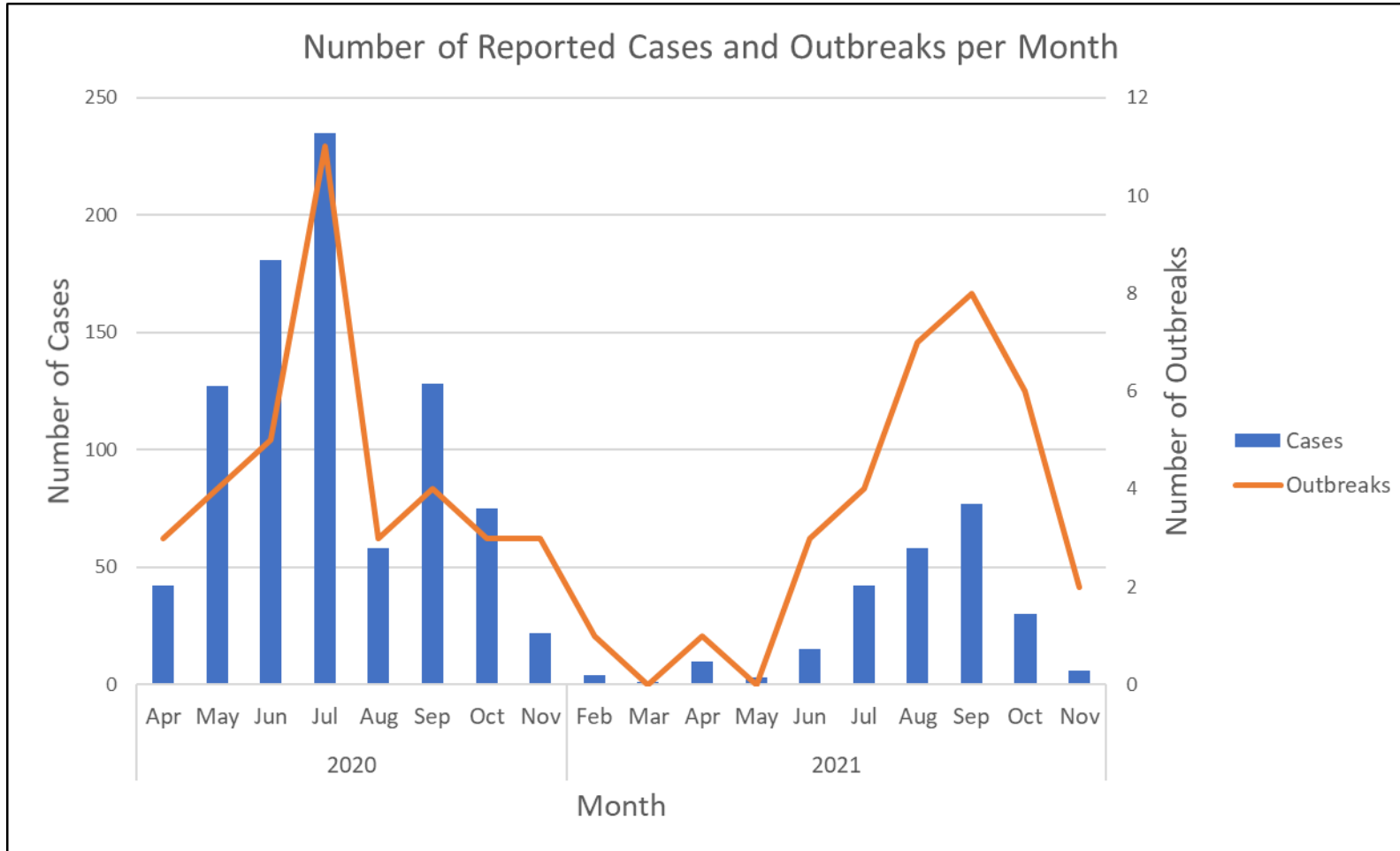


# CHALLENGES





# VACCINATION EFFECT ON CASES/OUTBREAKS



Year	Outbreak	Cases
2020	36	868
2021	32	246



**78%** decrease in outbreaks from 2020 to 2021

## Erin Torres

Farmworker Health Program Coordinator  
AppHealthCare

“

*It has been great to be part of the Local Team model. Through outbreaks and the vaccination process it helped to bring those of us who were working with farmworkers in our local counties together. During such a busy time for all of us it brought us together and we were able to see what was going on across the board and how we could work together to stop the spread of COVID. The NCFHP team was able to give us very important guidance and ideas of things that were helping other programs across the state. It was also a space where we were able to look at all the accomplishments we have made on a local level.*

”

**NC STATE**

**EXTENSION**

**Roberto Rosales**

Lead Farmworker Health and Safety Educator  
NC State Cooperative Extension

**Cintia Aguilar**

Latino Programs Manager  
NC State Cooperative Extension

Thank you!



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