

# PROMOTOR-LED PROGRAM INSIGHTS TO REDUCE INFECTION AND TRANSMISSION OF SARS-COV-2

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# OUTLINE

Introduction to “Be The Hero”

Learning Objectives

Culturally Relevant Outreach & Delivery Platforms

S.I.M.P.L.E Approach

Mitigation Strategies

Case Study



# BE THE HERO-INTRODUCTION

Safe Farmworkers & Families



Train & Empower CHWs



Engagement & Development of CABs/YABs/AGs



BTH Team



Overwhelming information





# LEARNING OBJECTIVES

Determine

Cultural,  
Traditional, and  
Language-  
Appropriate  
Alternatives

Compare

Multiple Delivery  
Platforms for  
Training

Apply

Case Study –  
Lessons Learned  
in Real Life  
Situations

.....to reduce infection and transmission of SARS-CoV-2 among MSFWs and their families.



# WHY CULTURAL, TRADITIONAL, LANGUAGE APPROPRIATE?



## Cultural

- ❖ People who share common characteristics like language or social practices.

## Traditional

- ❖ Beliefs and values that are passed down from generations to generations

## Language

- ❖ Simple, clear, effective unifying communication



They influence our values, beliefs, thoughts, choices, and actions.



# OUTREACH STRATEGY



Pros

Large group

One Sided

Radio



*Radionovelas*



Cons

Onsite Education

Easier

Intensive

Trust

Unsafe

Conversations



*Cafecitos*

*Fotonovelas*

Graphics

evolves



# DELIVERY PLATFORMS

## 7 Important Features



Most commonly used among FWs & CHWs



Popularity

Two-Way Communication

Interactive

User friendly

Accessible

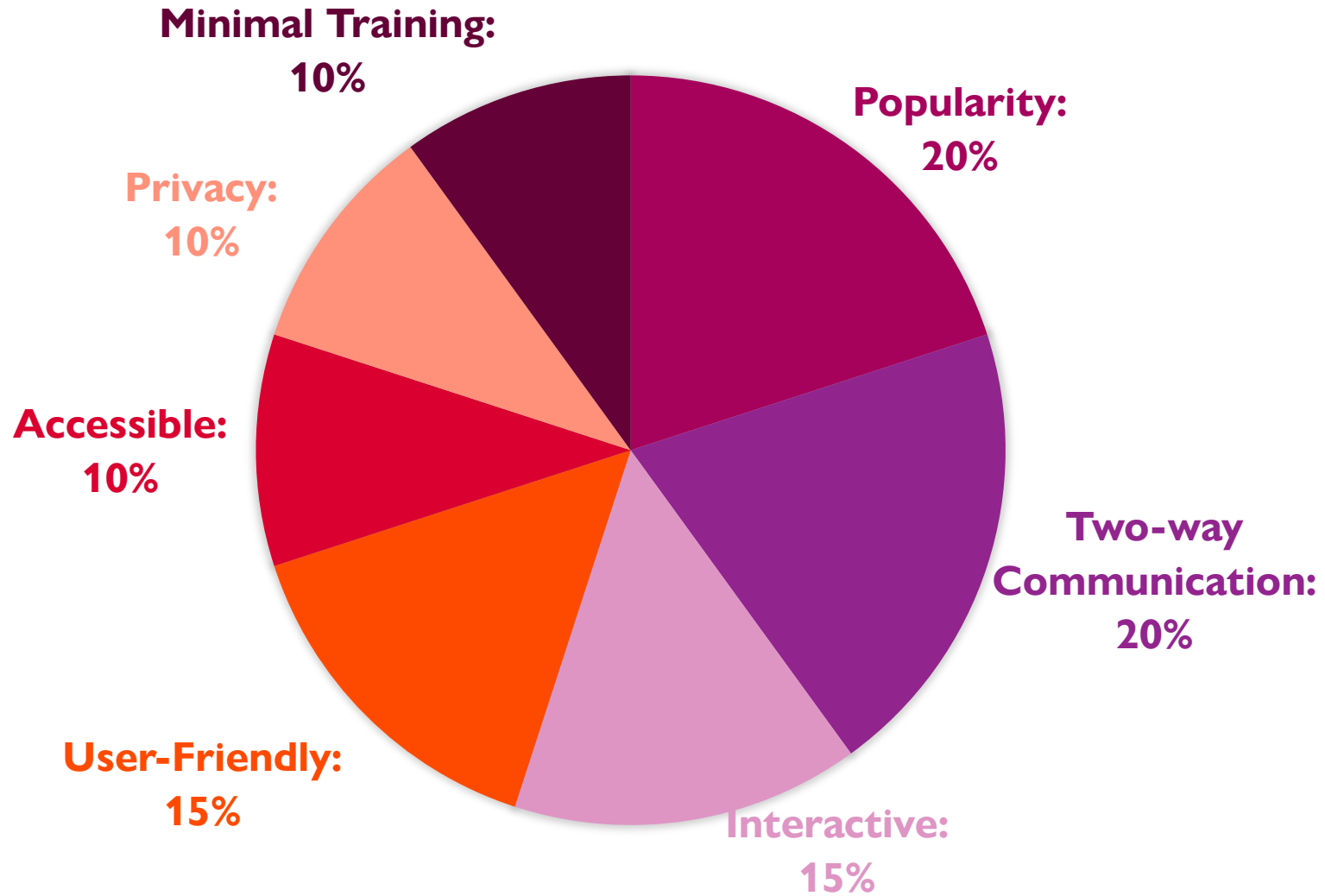
Privacy

Minimal Training



# FEATURES

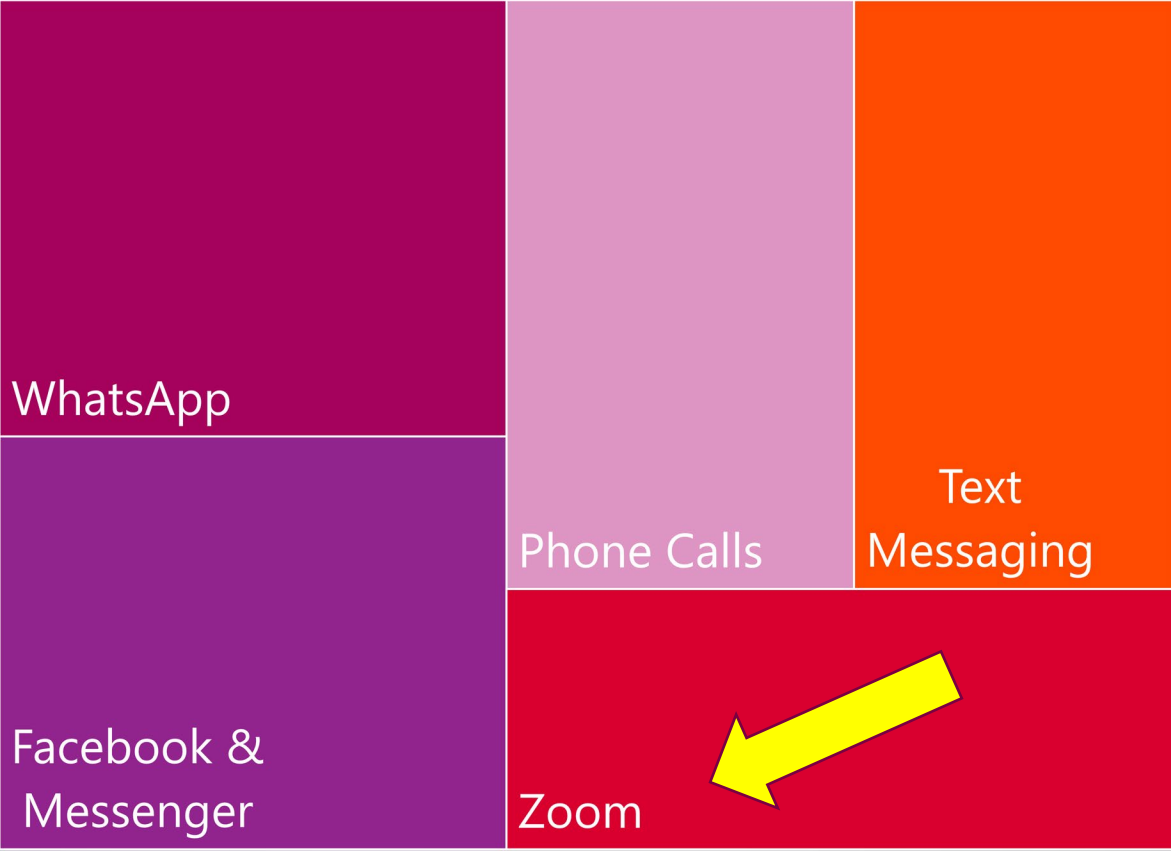
## WEIGHTED RANKING FOR IMPORTANT FEATURES



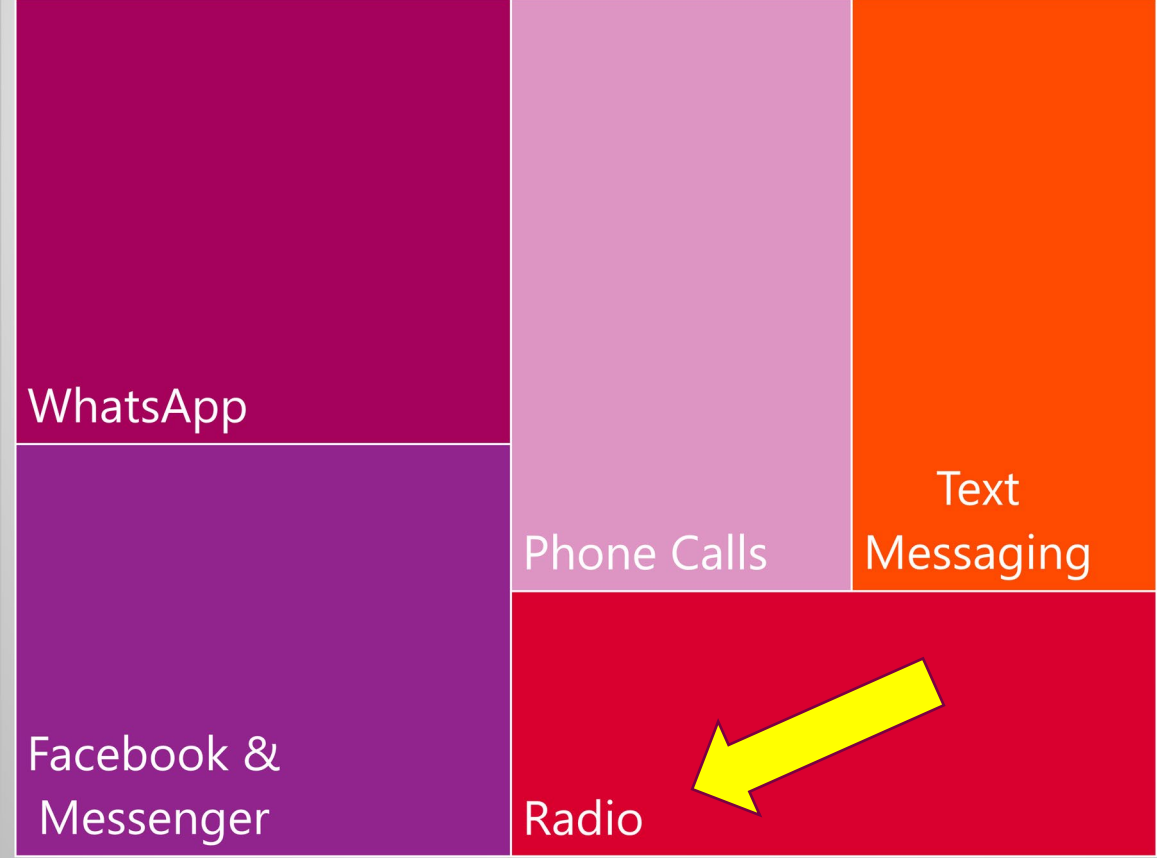


# COMPARE TOP DELIVERY PLATFORMS

## CHWs



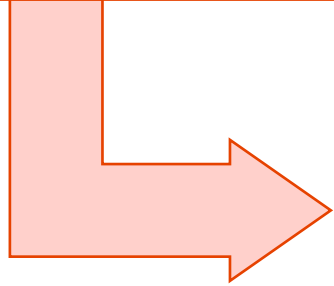
## Farmworkers



# SIMPLE APPROACH

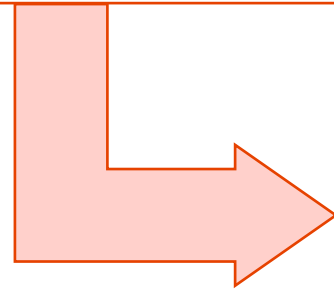
**S**traightforward

• **I**nteractive



**M**ulticultural

• **P**ractical

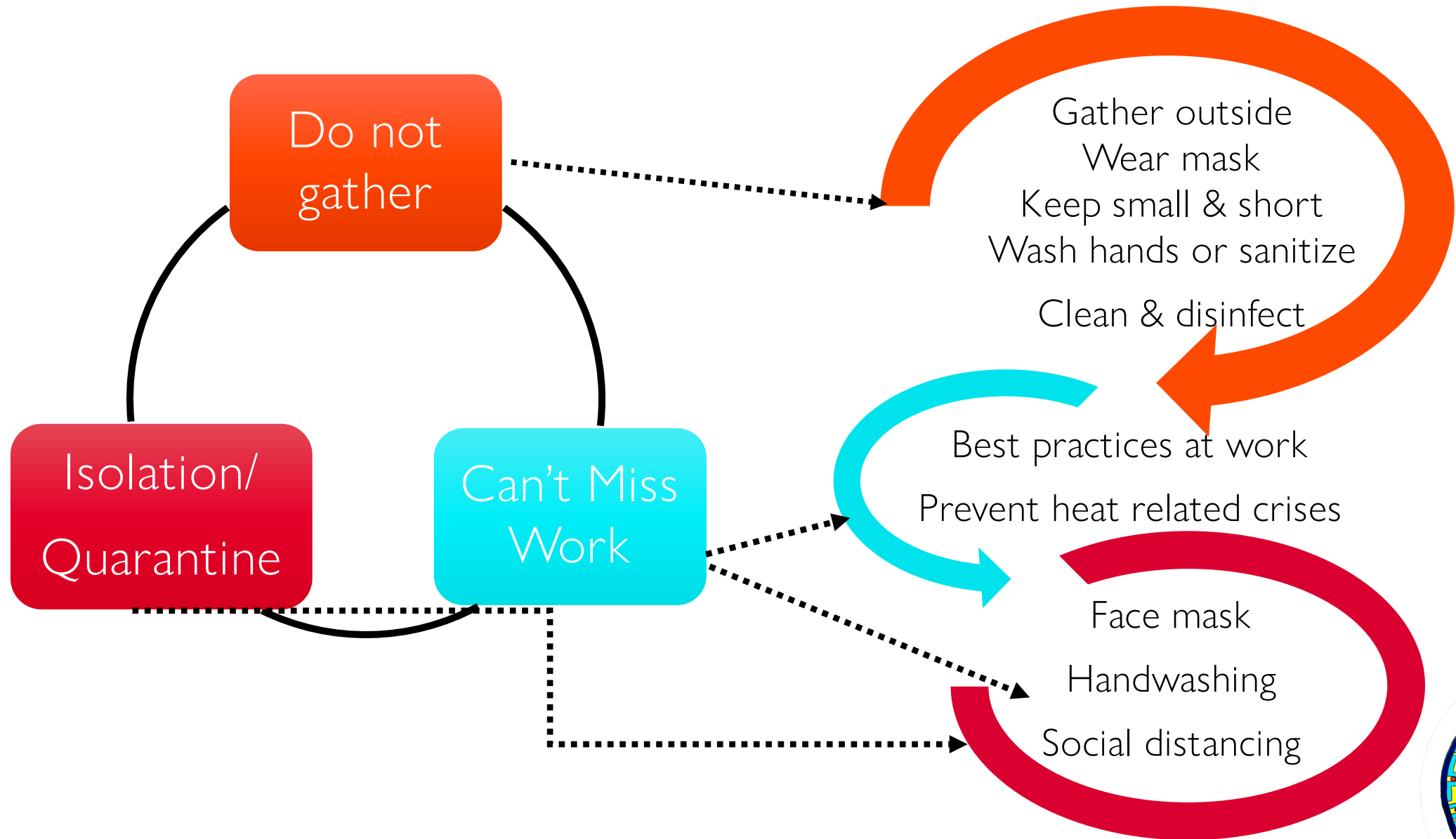


**L**ight

• **E**ffective



# MITIGATION STRATEGIES







# INSTRUCTIONS

- Read together
- Break into small breakout sessions
- Each group will have 15 minutes to review and discuss the case study and determine possible solutions for their assigned question.
- Select a spokesperson for your group



# INSTRUCTIONS...CONT.

- Rejoin main room after 15 minutes
- You will also notice that we will be joining your groups to help guide the conversation and answer any questions your group may have.
- We will be providing the question the group needs to address once we break out into smaller groups.



# 01 GROUP DISCUSSION...

As a CHW, what approach do you take to support the cultural and traditional beliefs driving Roberto's decisions while providing proper guidance?



## 02 GROUP DISCUSSION...

Roberto shares common beliefs among farm workers and mentions the following: that he is afraid of deportation, that he will be okay since he has survived worst situations, will resort to using home remedies, and just needs to focus on work. How do you respond and overcome those barriers as a CHW taking into consideration the SIMPLE acronym approach?





## 03 GROUP DISCUSSION...

What mitigation strategies could Roberto have adhered to that would have protected him while he was out in the field, with his co-workers at the potluck event, and at home while keeping in mind the limitations around him?



## 04 GROUP DISCUSSION...

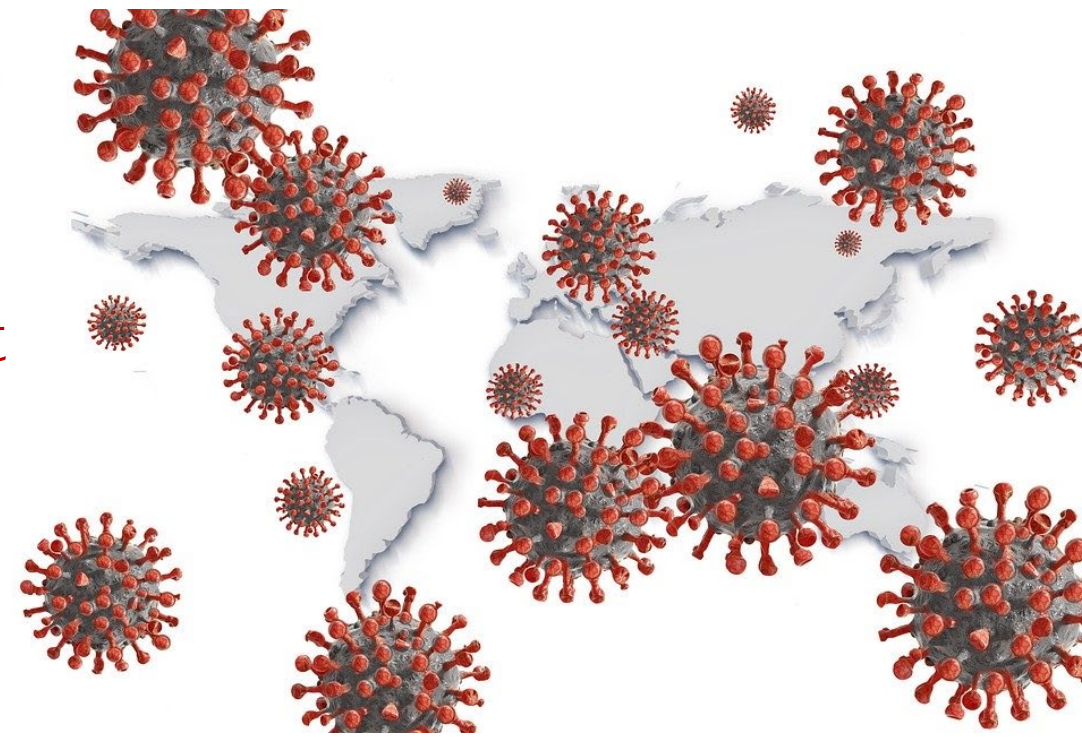
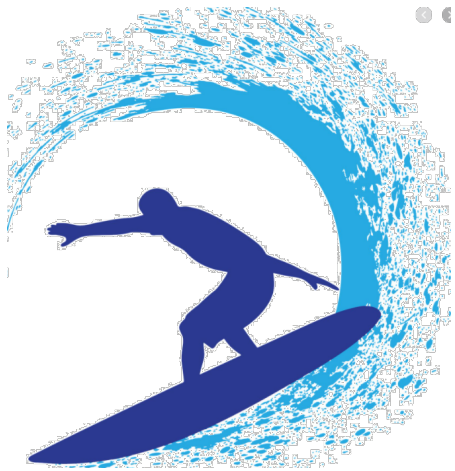
As a CHW, what approach do you take to address Jaime, and if necessary, clarify the misinformation he is sharing with others? What do you have to keep in mind?



# CLOSING

“COVID-19 has come at us in waves. We can’t predict or control those waves, but we can teach our essential workers how to surf.”

- Dan Millman



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Community Advisory Boards (HHSC, PCHAC, & CASCO)

Youth Advisory Board

Advisory Groups

National Center for Farmworker Health

CHW & FW Organizations, Agencies, Associations, & Institutions Partners

Texas A&M University School of Public Health

Be the Hero Team



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