

WORK PLAN - PROMOTORES DE SALUD

1. THE NATURE OF THE ORGANIZATION

CIRS is a seventeen-year old private, non-profit organization with strong experience in community-based projects in California's farmworker communities, including *Promotores de Salud*, *Organizacion de Trabajadores Agricolas de California*, (OTAC) and *Festival de la Salud*. The CIRS project *Promotores de Salud*, funded by Sierra Health Foundation, supports 18 lay health advisors resident in nine farmworker communities in four counties of Northern California: Yolo (Davis, Woodland, Winters, Esparto, Knight's Landing and Madison), Sutter (Robbins), Solano (Dixon), and Colusa (Arbuckle). The population of these towns is primarily Hispanic/Latino, over 80% of whom were born in Mexico, and at least 60% of whom are monolingual in Spanish. *Promotores de Salud* is supported by an Advisory Committee (composed of local health care providers, research scientists and academicians from the University of California, Davis School of Medicine and CSU Sacramento, and community leaders) and by a network of health care providers, called the Community Partners, serving these communities and linked to the *promotores* through designated clinic liaison personnel.

2. HOW THE ORGANIZATION HAS BEEN SUCCESSFUL IN THE PAST

CIRS projects, with major funding from Shalan, Abelard, New World, Public Welfare and Needmor Foundations, have been highly successful in drawing agricultural workers into educational and community organizing activities. OTAC, with funding from NIOSH, produced the *Guia para Trabajadores Agricolas en California*, listing providers of legal, health, advocacy, and educational services. Over 4000 *Guias* have been sold or distributed. The *Promotores de Salud*, in the period July 1-December 31, 1994: 1.) completed 60 hours of training in health information and referral skills, and planned another 50 hours through 3-31-95; 2.) wrote and produced a *Manual de Repuesta* available to health providers and the public; 3.) took primary responsibility for outreach for the annual health fair *Festival de la Salud*, which contacts were instrumental in the attendance of 41% of the over 2000 participants, as measured by exit survey; 4.) visited the homes of over 600 families identified by exit survey after *Festival* as in need of health information and/or referral, and obtained *encuestas* from family members outlining health status and needs for information and services; and 5.) provided over 1200 referrals to the Community Partners through the clinic liaisons. In addition, the *promotores* have so matured as a group that they have initiated health education and promotion activities to better serve the communities wherein they live, and identified both short- and long-term training objectives for themselves. One product of their weekly *grupo de apoyo* brainstorming sessions, organized around community concerns which they identified, is this request for training and certification.

3. PURPOSE OF THE PROJECT

The purpose of this project is to reduce the risk of disease and/or injury from agricultural chemicals and unsanitary conditions in the above nine communities through educating and organizing community effort in locating environmental hazards in the community, organizing community and individual health promotion strategies to reduce that risk, and working with community and environmental groups and regulatory agencies to increase awareness of and implementation of environmental justice safeguards and issues.

ORGANIZATIONAL BACKGROUND

Festival de la Salud is a voluntary association whose broad vision is to improve the health status of the medically underserved. In 1992, *Festival de la Salud* sponsored the first large-scale health screening directed to low income Latino/Hispanic residents of the lower Sacramento Valley. More than 200 volunteers provided screening and health information to some 1,000 participants. Our objective is enhance existing health care services, implement health promotion strategies and bring visibility to this large population through public education and direct support for community organization.

The California Institute for Rural Studies, Inc. (CIRS), a sixteen-year-old private, non-profit, tax-exempt organization with a strong record of service to the farm worker community, provides administrative support for *Festival de la Salud* and serves as fiscal agent. The work of CIRS is supported by private foundation grants and fees for service under research contracts with a variety of private and public organizations. The largest share of CIRS support has been provided by the Ford Foundation (\$1.037 million over eight years).

PROBLEM STATEMENT

Many migrant and residential farm workers are unaware of how to participate in California's health care system and rarely seek out professional services. Widespread ailments range from minor medical problems, to infectious diseases, mental health problems, high-risk obstetrics, chronic diseases and work-related disabilities.¹ In Sacramento Valley, this limited understanding endangers the health status of more than 82,000 Latino/Hispanic men, women and children throughout Colusa, Solano, Sutter, Yolo and Yuba counties.²

Table 1: Farm Worker Population by County

	Agricultural Employment*	Average Household Size**	Total
Colusa	2,862	3.5	10,017
Solano	2,640	"	9,240
Sutter	7,951	"	27,828
Yolo	6,287	"	22,004
Yuba	3,796	"	13,286
Total			82,375

* Agricultural Employment. Report 882A. Employment Development Department, State of California (1991).

** Mines and Kearney (1982), p. 15.

Overall, clinics and hospitals report reaching only 15% of this population.¹ This proportion represents approximately 20,000 workers and 50,000 women and children who require medical attention but remain untouched by regional facilities and medical services. These data only partially illustrate medical need; the difficulty in enumerating seasonal and migrant labor suggests that clinic records do not adjust for the thousands of additional uncounted farm workers. Farm workers and family members also frequently under-utilize medical services by postponing care or seeking physician and emergency room care on a one-time basis. In many cases, health fairs may be the sole access to health care for workers.³

Coordinator, Field Assistant and medical supervisor. This data will be entered on an ongoing basis. The Project Coordinator and volunteer medical student will conduct quarterly computer runs for review by the planning group and for use in educational outreach to providers. In addition, the Field Assistant will also randomly interview 30% of the *promotores/as* 15-30 families to determine the impact of outreach efforts on their utilization of health care facilities.

The Project Coordinator and volunteer medical student will also work with health facilities to explore other methods by which providers can track successful clinic contacts by *promotores/as* referrals. A *promotor/a* will notify a clinic liaison of all referrals made and the liaison will record both successful and unsuccessful contacts made and will inform the *promotor/a* if further outreach is needed. Other methods to associate clinic clients to a *promotor/a* include recording an individual's photo recognition of their *promotor/a* or clinic collection of color-coded cards distributed to referrals by a *promotor/a*.

7. Monitor *Festival de la Salud* Participation by Farm Worker Community Members. New participants and the quantity of individuals referred to *Festival* by a *promotor/a* will be tracked at the 1994 annual health fair in June and compared to 1993 baseline records. Information collected at this event will reflect the results of 6 months of *promotores/as* outreach efforts. Intake records will note quantity of *promotores/as* contacts and recent health-related actions made by community members. In addition it will provide a basis for later follow up by the *promotor/a*.

APPLICANT CAPABILITY

The *Promotores de Salud* project is supported by CIRS's strong background in administering projects in farm worker communities, the *Festival de la Salud* planning group representing a diversity of health and community specialists and the outreach and training experience of La Clinica de la Raza's *promotores/as*.

CIRS Capability. CIRS is a sixteen-year old private, non-profit organization with a strong experience in community-based projects in California's agricultural communities and with substantial background in coordinating dispersed resources and field staff.

In addition to the Davis office, CIRS has field offices in Modesto and Patterson. The Modesto office, now in its fifth year, has housed the *Proyecto Laboral Agricola* and now the *Organizacion de Trabajadores Agricolas de California*, (OTAC). Staffed by Luis Magana, OTAC is a grass-roots membership organization run by a seventeen-member Organizing Committee composed of current agricultural workers. Magana is an experienced community organizer recognized throughout the San Joaquin Valley as a spokesperson on farm labor issues. He serves on the Board of Directors of both California Rural Legal Assistance Foundation as well as Radio Bilingue (Fresno and El Centro).

The Patterson office serves as home for the CIRS Rural Toxics Project. Now in its tenth year, this project is staffed by Will Allen, an organic farmer and experienced community organizer. This project assists communities in agricultural areas of the San Joaquin Valley who are seeking to protect themselves from the adverse impact of toxic chemical exposures. The work of the Rural Toxics Project involves promoting positive non-chemical alternative agricultural methods. Allen is currently formalizing the development of the National Organic Cotton Council, overseen by an eighteen-member Board of Coordinators that

includes cotton growers, cotton garment manufacturers, cotton ginners, farm suppliers, farm advisors and environmental activists.

CIRS has five full-time and four part-time staff as well as three independent consultants under contract. The annual budget has averaged \$400,000 over each of the past three years. Principal foundation supporters have included the Ford Foundation, Charles Stewart Mott Foundation, W. Alton Jones Foundation, Rosenberg Foundation, Shalan Foundation, Ira-Hiti Foundation for Deep Ecology, New World Foundation, Abalard Foundation and Farm Aid. Research contractors include the Agricultural Health and Safety Center (University of California), California Public Health Foundation (Department of Health Services), Cooperative Extension's Agricultural Personnel Management Program, Agricultural Labor Relations Board, Bureau of Reclamation (U.S. Department of Interior) and Aguirre International (U.S. Department of Labor). CIRS also received a major grant from the California Council for the Humanities.

Promotores de Salud Project Direction. Like other CIRS projects, this project will be overseen by an advisory organization representing 47 health care and social service professionals and providers with specific oversight by the *Festival de la Salud* planning committee. This committee represents a breadth of professionals including family practice providers, health program analysts, community organizers and anthropologists with a broad range of experience in community medicine, community-based health program evaluation, occupational health and safety, environmental medicine and skills in research, training and community organization among Latino/Hispanic populations in the United States and Latin America. Oversight of the *Promotores de Salud* project, including staff selection, will be conducted by this committee and the CIRS Executive Director (see page 1-3 in Supporting Document for biosketches). Roles and responsibilities of the committee and the Project Coordinator are summarized below.

Festival de la Salud Planning Committee. The committee and CIRS Executive Director will provide directional and administrative support to the Project Coordinator and will oversee/conduct grant monitoring and reporting, staff recruitment, training and supervision, project development, implementation and evaluation activities. In addition, the committee will represent the *Promotores de Salud* project with providers, health care facilities and social service agencies in the five county region, will explore funding options with other organizations and will write proposals for funding with foundations and federal/state agencies.

Project Coordinator. The Coordinator will conduct/oversee all activities related to materials planning and refinement, *promotores/as* recruitment, training and supervision and development and design of project evaluation activities. These tasks will be supported by a Field Assistant and several volunteer professionals and field support. The Coordinator will recruit *promotores/as* and, in conjunction with a Field Assistant, oversee their activities in the communities and bi-weekly group meetings. The Coordinator will also work with a volunteer medical supervisor to refine training materials and supervise bi-weekly group meetings. With the assistance of volunteer social service and health professionals and trained *promotores/as* the Coordinator will organize and administer training sessions. Other responsibilities include: 1) act as a liaison with regional providers, social-service agencies and community organizations; 2) analyze data and/or work with supervised student to develop evaluation instruments, data collection and analysis; and 3) organize and develop all provider and public education materials. The Project Coordinator will report to the Executive Director and the planning committee and participate in all *Festival* group meetings and activities.