
***Seguridad en las Lecherias* project: The role of community health workers in sustaining safe practices in an occupational setting**

Governor's Rural Health Development Council Meeting

March 5, 2015 in Marshfield, WI

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NFMC Background

The image shows the exterior of a modern, multi-story medical building. A prominent purple sign with white text and a logo reads "MARSHFIELD CLINIC". The building has large windows and a covered entrance area. A white car is parked under the entrance. A red lamppost stands in the foreground. The sky is clear and blue.

Matthew Keifer, MD, MPH

NFMC Director

Marshfield Clinic Occupational physician

Journal of Agromedicine Editor-in-chief

NFMC Background

Non-profit focused on rural and agricultural issues

Upper Midwest Agricultural Safety and Health Center

National Children's Center for Rural and Ag Health and Safety

Journal of Agromedicine

Services/projects include:

- Outreach activities e.g. skin cancer screening, private donors
- Guidelines for children's ag tasks and safe play areas
- Journal of Agromedicine
- Microbiome study with UW-Madison, NIH
- Injury surveillance and prevention in US and Canada
- Pesticide exposure monitoring program in Ghana, USAID
- Farm safety consulting, Hispanic worker training, NIOSH

Seguridad en las Lecherías



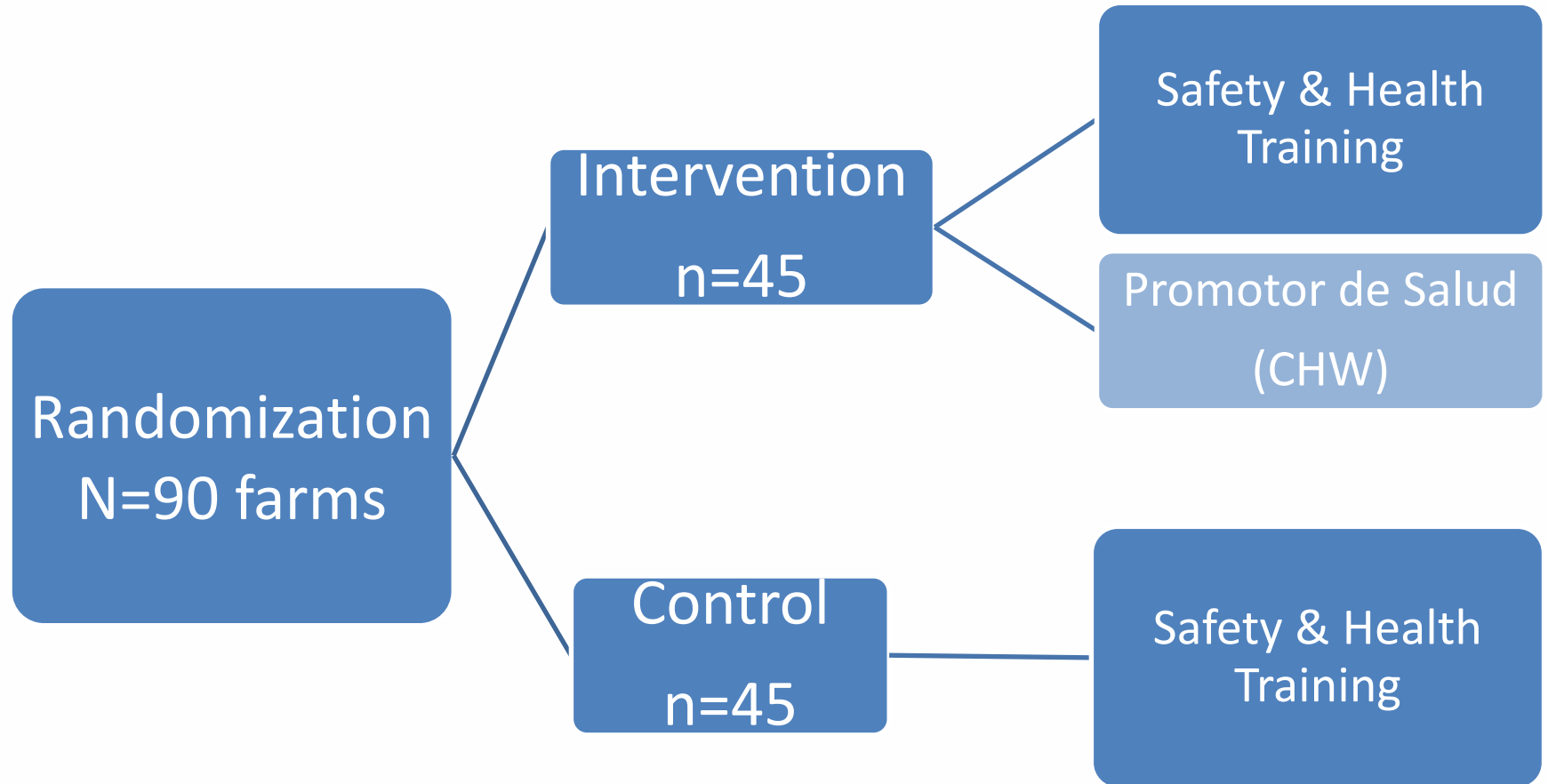
- 5 yr health & safety intervention for immigrant dairy workers
- Use of CHW or *promotores de salud* model and culturally-appropriate popular education approaches

Dairy workforce in Wisconsin: ~50% immigrant
87% male, 16 – 45 yrs old, 89% from Mexico
80% speak no English, limited formal education

Dairy industry is expanding!



Project Algorithm



Methods: The *promotor* model



- Widely used in US and other countries
- Local, trusted, peers, leaders
- Can implement health promotion interventions in culturally appropriate and acceptable manner

A different kind of promotor

- Research participants for one year
 - Full-time employee
 - A pair on each farm
 - Occupational health and safety
-
- Male, 33 yrs old
 - 44% live on farm
 - 9 school years
 - 50% do not speak English well
 - Experienced, 10 yrs in dairy



Trainings at a glance

Standard training

- 5 hours, pre/post test
- on the farm, classroom-style
- over 550 workers trained from 36 farms
- 2,200 training hrs provided

Promotor training and support

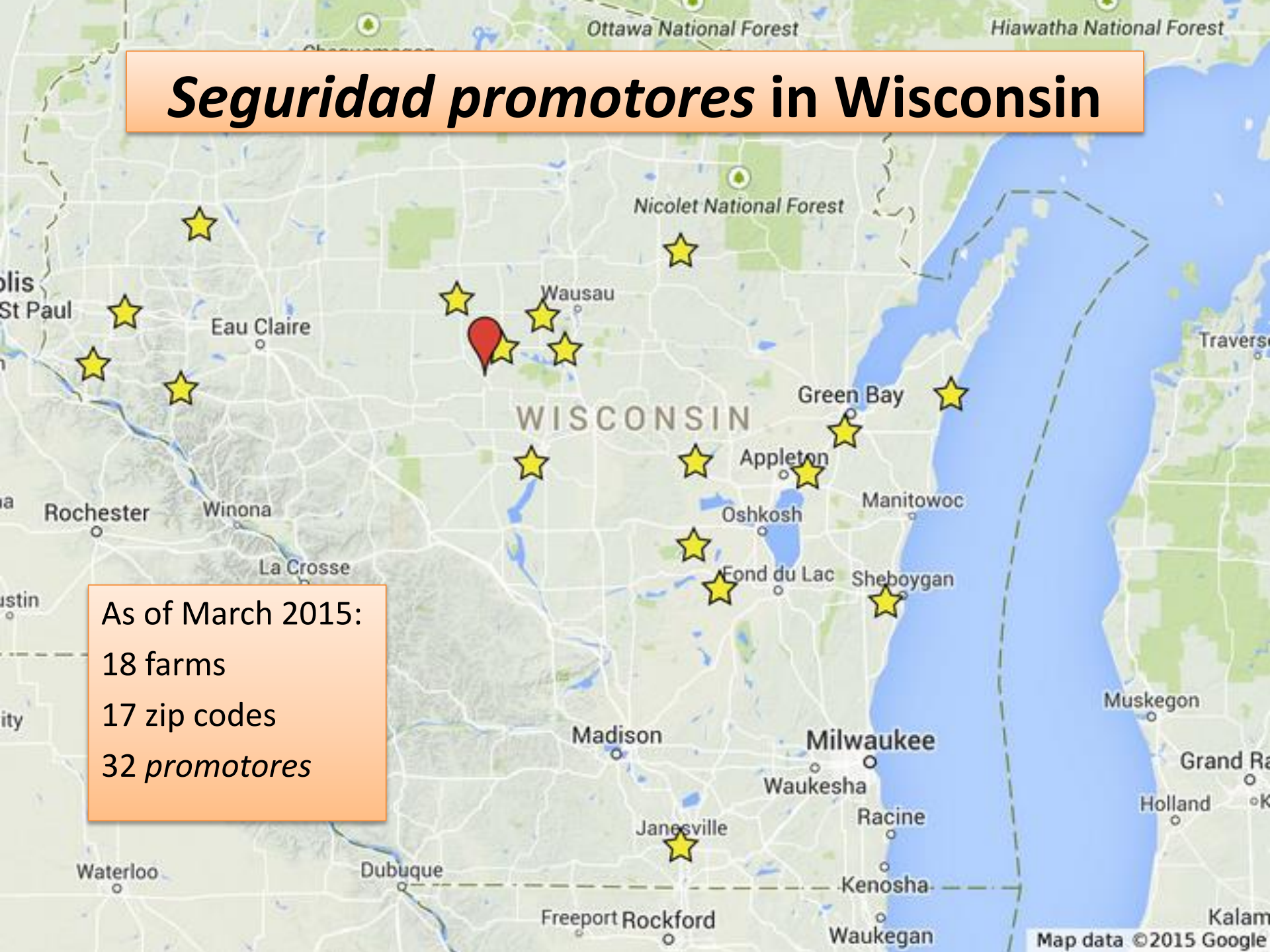
- 2 hours orientation
- Monthly surveys
- In-person visits

***Promotores* are trained in both**



Seguridad promotores in Wisconsin

As of March 2015:
18 farms
17 zip codes
32 *promotores*



Promotor selection

- Mutually agreed upon by NFMC and farmer
- Received NFMC training
- Dairy experience
- Worked on the farm for some time
- Respected by co-workers
- Bilingual
- Can read in Spanish
- No gender preference





Promotor duties

- Train fellow workers
- Help identify hazards
- Enforce health and safety messages
- Serve as a language/ culturally appropriate resource for the workforce

Challenges

- Communication
- Relationship with employer and workers
- Workload
- Time
- Environment
- Etc...





Acceptability and Outcomes

- Overall, farmers excited of having a *promotor*
- “Now we have a refrigerator for us.”
- “I trained my wife. She learned fast and she works very carefully!”
- “A new worker asked me to train her.”

Acknowledgment

Funding for this presentation was made possible by the cooperative agreement award U54OH010170 for the Centers for Disease Control and Prevention. The views expressed in by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

Questions?

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