

# TIPS: Educating Farmworkers on COVID-19

## DIRECT FARM OUTREACH



- Visit every location you can to provide signs, posters, training materials, videos and answer questions.
- Leverage existing food safety programs to partner with local healthcare providers for on-farm training.

## CREATE PERSONAL CONNECTIONS



- Communication for farmworkers is greatly enhanced by providing context, such as images of familiar landmarks and hospitals, in public service announcement (PSA) videos and other outreach.
- Run PSA videos and offer interviews in familiar media outlets (Univision TV, Telemundo TV, various language radio stations, etc.).

## RADIO, RADIO & MORE RADIO



- Run radio PSAs in farmworker native languages (Spanish, Mixtec, Hmong, etc.) for multiple months.
- Participate in talk-radio broadcasts.
- Play radio PSAs for farmworkers during first few weeks of hiring process.
- Consider farmworker needs and traditions when selecting media format.

## STAKEHOLDER COMMUNICATION



- Reach out to all area agricultural trade associations.
- Personally reach out to area Agricultural Commissioners.
- During times of stress and confusion, remember to keep stakeholders informed.

## INFORM BUT DON'T SCARE



- Provide information and facts in a nonthreatening manner.
- Realize everyone is different. Some farmworkers have anxiety, some fear quarantine and others think it is unnecessary.
- Help farmworkers understand that they will receive sick pay and should not quit to work at another farm if they test positive.

## UTILIZE RESOURCES



CA Dept. of Food & Agriculture (CDFA)



CA Dept. of Public Health (CDPH)



Centers for Disease Control (CDC)



UC Davis WCAHS resource site & Tailgate Training Guide



(Scan QR codes with smartphone camera to view guidance in multiple languages.)



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

WHEN IN DOUBT, REACH OUT:  
CDFA: (916) 654-0466

[covid19.ca.gov](https://www.covid19.ca.gov)