

California-Baja California Integrated Pesticide Illness Surveillance and Exposure Prevention Project

U.S. EPA Border 2012

Outreach Component

Final Report

California Department of Public Health



Office of Binational Border Health



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Table of Contents

Acknowledgments	4
Executive Summary	5
Background	6
Project Goals and Objectives	7
Project Leads and Partners	7
Material Review / Key Informant Interviews / Farmworker Surveys	8
Message and Materials Development	9
Field Testing (Focus Groups)	10
Materials Dissemination	11
Evaluation	11
Next Steps	12
References	13
Project Contacts	14
Project Participants	14
Appendix	
1. Pesticide Outreach Materials and Organizations	15
2. Farm Worker Survey: Extension of Farm Workers in Imperial County	17
3. Summary of Results: Farm Worker Survey	19
4. Key Informant Interviews: Farm Worker Outreach in Imperial County	20
5. Summary of Results: Key Informant Interviews	22
6. Flyer and Poster Message	24
7. Focus Group Participant Profile (English)	26
8. Focus Group Participant Profile (Spanish)	28
9. Poster/Flyer Focus Group Script (English)	30
10. Poster/Flyer Focus Group Script (Spanish)	38
11. Radio Public Service Announcement Focus Group Script (English)	39
12. Radio Public Service Announcement Focus Group Script (Spanish)	46
13. Focus Group Summary Report	58
14. Radio PSA Script (English and Spanish)	65
15. Final Poster/Flyer (English)	67
16. Final Poster/Flyer (Spanish)	68
17. Final Information Pocket Card	69
19. Outreach Evaluation Results	70

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Executive Summary

In California, surveillance of agricultural pesticide illnesses relies on: 1) Farmworkers recognizing pesticide exposures and illness, seeking care, and reporting the exposure to their employer and health care provider (HCP); and 2) HCPs recognizing pesticide illness and reporting suspected cases to authorities in a timely manner as required by law.

The goals of the outreach were to 1) Increase reporting of cases of pesticide illness and unsafe work conditions with regard to pesticide use and, 2) Educate farmworkers about their rights and resources available regarding pesticide exposure and unsafe working conditions.

Outreach material review, key informant interviews, and farmworker surveys were performed in order to determine the appropriate messages for the audience and the best ways to reach the audience. More than 50 different pesticide illness prevention outreach materials were reviewed from approximately 25 organizations. Additionally, farmworker surveys were conducted in the community and five health educators from Imperial County Health Department, Clinicas de Salud del Pueblo, and Comité Cívico de Valle, were interviewed.

Ten concise bilingual outreach messages were established by a technical advisory committee (TAC) for this project. The advisory committee decided that a radio public service announcement (PSA), a wallet sized information card, a poster, and a flyer would be developed and used to disseminate the outreach messages. Focus groups were conducted at the California Employment Development Department (EDD) office in Calexico, California in order to evaluate draft outreach materials. There were four focus groups conducted in Spanish, with a total of 33 participants.

A material dissemination strategy was developed in order to deliver the outreach materials to Imperial County farmworkers. Radio Public Service Announcements (PSAs) were aired on 99.3 FM-Tricolor and 94.5 FM- Super Estrella, and Radio Bilingüe's network throughout the State (including Imperial County). A month of face-to-face outreach was conducted in six cities throughout the Imperial Valley (Calexico, El Centro, Holtville, Brawley, Calipatria, and Westmorland). Over 2200 face-to-face encounters were recorded. Close to 1000 flyers and over 3300 pocket cards were given out, and 60 posters were hung in public areas throughout Imperial County.

In order to evaluate the outreach campaign, a convenience sample of 186 farmworkers was surveyed at various locations in Imperial County. Farmworkers were asked whether 1) they heard radio PSAs regarding pesticide exposure, 2) they had seen or been given posters/flyers, 3) they had received the pocket cards and 4) they retained the information that was disseminated. Forty-three percent recalled having heard radio PSAs regarding pesticide exposure. Thirty-three percent of the respondents were carrying the outreach card and 36 percent of the respondents stated that they had seen or had been given the flyer that was produced.

BACKGROUND

In California, surveillance of agricultural pesticide illnesses relies on: 1) Farmworkers recognizing pesticide exposures and illness, seeking care, and reporting the exposure to their employer and health care provider (HCP); and 2) HCPs recognizing pesticide illness and reporting suspected cases to authorities in a timely manner as required by law.

California's pesticide illness surveillance program is the oldest in the United States (Blondell, 1997). Since 1971, California law has required doctors, when they suspect an illness or injury related to pesticide exposure, to contact their local health department. The local health department, in turn, completes a Pesticide Illness Report which serves as the basis for County Agricultural Commissioner led investigations. Information from these investigations is entered into the state's pesticide illness surveillance system.

Despite California's large and complex surveillance system, it may still fail to capture some cases of pesticide-induced illness. Direct reporting to county and state authorities of large-scale incidents, hospitalizations and deaths, where the association with pesticides is recognized, make it into the surveillance system. For majority of pesticide-related illnesses to be included in the surveillance system, the individual must seek medical care and the health care provider must not only recognize that the illness may be related to an occupational or environmental pesticide exposure but also report the illness to the proper agencies. A breakdown in any step in this process results in undetected illness cases (Das *et al.* 2001).

Studies by Spigiel *et al.* (1981) and Griffith *et al.* (1985) suggest that with pesticide related illnesses and injuries, undiagnosed cases outnumber diagnosed cases. Maizlish *et al.* (1995) showed that approximately 40% of interviewed workers in California who reported their pesticide related illness indicated they had coworkers involved in the same exposure incident but did not seek medical care.

A 2000 report by the California Endowment (Carroll *et al.* 2005) illustrated the poor health status of farm workers in California. The same report showed that farm workers may seek medical care in Mexico instead of the U.S., with cost being a major factor. This may result in pesticide related illnesses being undercounted by the state's surveillance system. There are numerous factors that result in poor health care of farm workers in general as well as a decreased recognition of pesticide related illnesses and injuries. These include lack of transportation and insurance benefits, language barrier, cost, clinic hours that conflict with working hours, and ongoing changes in location (Carroll *et al.* 2005, Arcury *et al.* 2001, Slesinger 1992, White-Means *et al.* 1992, Griffith *et al.* 1985, Slesinger and Cautley 1981).

Farmworker awareness of pesticide illness issues and reporting is also limited. In a survey conducted in 2000 in San Luis Obispo County by the California Department of Health Services, although most (80%) farmworkers interviewed reported having received pesticide safety training, their overall knowledge was incomplete in many

areas tested (Das *et. al.*, 2002). More than half of the farm workers (127, 54.3%) surveyed in Imperial County in 2005-2006 reported suspected illnesses related to exposure to pesticides. Yet, very few cases of pesticide illness were actually reported to HCPs (ICPHD, 2008).

Pesticide illness surveillance and follow-up are especially challenging in the California-Baja California border region, where farmworkers may be exposed on one side of the border but seek care across the border. These cases are often not reported on either side.

The *California –Baja California Integrated Pesticide Illness and Exposure Prevention Project* is funded by United States Environmental Protection Agency's Border 2012 grant program. The project is divided into three components: 1) Binational Pesticide Illness Surveillance; 2) Health care providers' trainings for recognizing and reporting pesticide illness; and 3) Pesticide outreach to farmworkers in Imperial County.

This report focuses on the outreach component of the project.

PROJECT GOALS AND OBJECTIVES

The goals of the outreach component of the project were to develop and disseminate outreach materials in Imperial County in order to: 1) Increase reporting of cases of pesticide illness and unsafe work conditions with regard to pesticide use and, 2) Educate farmworkers about their rights and resources available regarding pesticide exposure and unsafe working conditions.

PROJECT LEADS AND PARTNERS

The overall project co-investigators are the California Office of Binational Border Health (COBBH) and the *Instituto de Salud Pública del Estado de Baja California* (ISESALUD). Additional cooperation, expertise, and support was provided by the Mexican Commission for the Protection against Health Risks (COFEPRIS), Comité Civico del Valle, and the following California agencies: the Office of Environmental Health Hazard Assessment (OEHHA), the Department of Pesticide Regulation (DPR), Imperial County Health Department, Imperial County Agricultural Commissioner, and the Department of Public Health's Occupational Health Branch (OHB) and Environmental Health Investigation Branch (EHIB). Individuals from these organizations made up the project's technical advisory committee (TAC).

MATERIAL REVIEW / KEY INFORMANT INTERVIEWS / FARMWORKER SURVEYS

Outreach material review, key informant interviews, and farmworker surveys were performed in order to determine the appropriate messages for the audience and the best ways to reach the audience. Outreach materials were collected from national, state and local sources. Surveys were administered to local farmworkers, and key informant interviews were conducted with professional health educators in Imperial County.

More than 50 different pesticide illness prevention outreach materials were reviewed from approximately 25 organizations. Reviewed materials included brochures, flyers, fact sheets, information books, audio tapes, videos, calendars, radio public service announcements, and radio novels. These materials covered topics such as protective equipment, farmworker rights, avoiding bringing exposure into the house from work, recognizing symptoms, what to do in an emergency, pesticide drift and spills, how to read pesticide labels, laws concerning pesticide use, safe application procedures, and reporting exposure and drift. Each material was critiqued for its messages and for other qualities of interest, such as graphics, uniqueness, and wording or presentation style. A list of the materials that were reviewed is listed in *attachment 1*.

On Friday, October 10, 2008, 33 farmworkers were surveyed regarding their main media sources of information. Each farmworker was asked to volunteer 10 minutes of his or her time. They were informed that their participation was voluntary and the answers that they gave would remain confidential. The surveys took place at a Farmworker Health Fair and Breakfast at One Stop Employment Services in Calexico, California.

The majority (94%) of the respondents were men ranging from 18 years old to 67 years old (Average=47 years). Respondents replied that they receive information such as news, community events, and health related information from radio (94%), newspapers (82%), pamphlets and flyers (73%), health fairs (67%), and magazines (45%). The individuals preferred to receive information regarding pesticide exposure via radio (52%), newspapers (32%), promotoras (19%), flyers and pamphlets (19%), and health fairs (19%). The radio stations most listened to by the respondents were 99.3 FM (39%), 94.5 FM (22%), 97.7 FM (17%), and 1490 AM (17%).

Approximately half (48%) of those surveyed received medical attention, 38% responded to receive medical attention in the United States and 14% received medical care on both sides of the border. The majority (53%) of respondents said that they make phone calls in California occasionally, while 25% responded that they never make phone calls in California. Those who reported making phone calls in California less than “frequently responded, that they make calls to family members and the unemployment office. Almost 80% of the respondents told us that they would tell either their boss or someone else at their place of work, if they became sick from pesticide exposure. Only 6%, told us that they would tell the Department of Public Health. The survey and survey results are displayed in *attachment 2* and *attachment 3*.

Five health educators were interviewed from Imperial County Health department, Clinicas de Salud del Pueblo, and Comité Civico. They unanimously believed that one-on-one and face-to-face discussions/presentations are the most effective outreach strategy. Radio PSA's are also believed effective because radio programs are transmitted on both sides of the border and workers listen to the radio at work. The interview questionnaire and complete results of the interviews are displayed in *attachment 4 and 5*.

MESSAGE AND MATERIAL DEVELOPMENT

The Technical Advisory Committee (TAC) used the material review, the surveys, and interviews, to develop concise and informative bilingual messages to be used in the production of outreach material(s). Ten concise bilingual outreach messages were established by the TAC. The messages were initially considered drafts and would need to be tested via focus groups (*Attachment 6*).

The final ten messages that were developed and translated into Spanish were the following:

-
- 1) Farmworkers have the right to know about pesticides where they work and how to protect themselves**
 - 2) Farmworkers can improve their working conditions and those of other farmworkers by reporting when they get sick from pesticides**
 - 3) Farmworkers should call 911 for emergency care if they get sick from pesticides.**
 - 4) Farmworkers can call the California Poison Control System, 24 hours a day, to get advice and referrals to medical care providers.**
 - 5) Farmworkers can call the Imperial County Agricultural Commissioner's office to report unsafe conditions due to pesticides or if they get exposed to and get sick from pesticides.**
 - 6) Even if a farmworker were to get sick from pesticide exposure and receive treatment in Mexico, it is important to report their illness in California.**
 - 7) Calls are confidential and reports can be made anonymously.**
 - 8) If a farmworker were to get sick at work, the employer must take them to a doctor and medical care is covered by workers' compensation.**
 - 9) Farmworkers can get more information about workers compensation by calling the Agricultural Commissioners office, a local legal services office like California Rural Legal Assistance, or their union.**
 - 10) Farmworker's health depends on reporting illness due to pesticides.**
-

The advisory committee decided to develop:

- 1 Spanish radio public service announcement
- 1 Wallet sized information card
- 1 Bilingual poster/flyer

Trusted companies were identified for the production of the audio and print materials. The Contra Costa County Health Department was contracted for the graphic design of the information cards and poster/flyers and Radio Bilingüe was contracted for the PSA development. COBBH had maintained a long term working relationship with both and their services in the past were excellent.

After a draft English and Spanish flyer, a wallet card, and a radio PSA were produced, focus groups scripts were developed by the TAC in order to field test the outreach materials. The appendix contains the focus group scripts: 1) Focus Group Participant Profile/ English and Spanish (*Attachment 7 & 8*); 2) Poster/Flyer Focus Group Script/ English and Spanish (*Attachment 9 & 10*); 3) Radio PSA Focus Group Script/ English and Spanish (*Attachment 11 & 12*).

FIELD TESTING (FOCUS GROUPS)

On December 11th & 12th 2008, focus groups were conducted at the California Employment Development Department (EDD) office in Calexico, California. Four focus groups, attended by a total of 33 participants, were conducted in Spanish. Each participant was informed that their participation was voluntary and was asked to complete a participant profile. The participants were recruited by *promotoras* from outside of the EDD and were given a \$5 gift card for their participation. Three focus groups were conducted to evaluate the draft poster/flyer and one group was conducted to evaluate the radio PSA. Each focus group had a component that addressed the draft pocket card. The appendix contains the focus group summary report (*Attachment 13*).

The advisory committee used the focus group recommendations to finalize a Spanish language 60-second radio PSA (*Attachment 14*), a bilingual poster/flyer (*Attachment 15 & 16*), and a Spanish language information pocket card (*Attachment 17*).

MATERIAL DISSEMINATION

The TAC developed a material dissemination strategy to deliver the materials that were produced for the Imperial County farmworkers.

In addition to the *Promotora* material distribution, the pesticide PSA was aired on three Spanish language radio stations in the Imperial Valley. Radio PSAs were aired on 99.3 FM- Tricolor and 94.5 FM- Super Estrella, and Radio Bilingüe's network throughout the State (including Imperial County). Radio airings were scheduled from 2am to 6am and from 4pm to 7pm to correspond to when farmworkers commute to and from work. In

total, there were over 400 radio spots run from April 22nd –May 20th, 2009. Additionally, Radio Bilingüe aired 108 spots, pro bono, from January 13th – February 23rd, 2009.

Promotora teams from Comité Civico del Valle, Inc., conducted face-to-face outreach in six cities throughout the Imperial Valley (Calexico, El Centro, Holtville, Brawley, Calipatria, and Westmorland) from April 15th – May 12th, 2009. Outreach was conducted at target locations where farmworkers congregate such as employment offices, check cashing facilities, at health fairs, coffee/donut shops, etc. Program materials were disseminated at different venues frequented by farmworkers as well as large community events. Over 2200 face-to-face encounters were recorded. Close to 1000 flyers and over 3300 pocket cards were given out, and 60 posters were hung in public places throughout Imperial County.

EVALUATION

Promotoras from Comité Civico del Valley, Inc., surveyed 186 farmworkers at various locations in Imperial County. Farmworkers were asked whether 1) they heard radio PSAs regarding pesticide exposure, 2) they had seen or been given posters/flyers, 3) they had received the pocket cards and 4) they retained the information that was disseminated. Additionally, demographic information and general comments were collected. The evaluation survey is displayed in English and Spanish in *attachment 18 and 19*.

Eighty-five percent of respondents were male, with a median age of 47 years (Range; 19-78 years), and 63% reported primary residence in Mexico (vs. 33% in U.S. and 3% in both countries). Forty-three percent recalled having heard radio PSAs regarding pesticide exposure. Twenty-six percent had heard the PSA's on 99.3 FM, 14% had heard the PSA on 94.5 FM, and 18% recalled having heard the PSA on Radio Bilingue. The remaining 49% did not recall which station they had heard it on. Of those who recalled hearing a PSA regarding pesticides, 56% were able to recall messages in line with our PSAs.

Thirty-three percent of the respondents were carrying the outreach card and 29% received the card but did not have it with them. The overwhelming majority (91%) received the card from a promotora. Thirty-six percent of the respondents responded that they had seen or had been given the flyer that was produced. The results of the evaluation are displayed in *attachment 20*.

The definitive evaluation measure to our outreach is an increase in pesticide illness reporting. An increase in pesticide illness reporting is the single definitive measure of or outreach efforts. However, it would be very difficult, if not close to impossible, to determine if any increase in reporting is directly attributable to our outreach efforts. COBBH will track the binational case reporting, and review pesticide illness reporting for any changes in reporting trends.

Overall, the promotora outreach approach was effective. In a relatively short period of time, the promotoras were able to reach and interact with a significant portion of migrant farmworkers in Imperial County. The promotora model has the added advantage of having a person answer any questions the farmworker may have, on the spot.

The outreach cards that were produced were a success. The cards suited our intention to develop something that was small and was easy to carry, easy to distribute, and contained helpful information. Based on feedback from the promotora teams and the evaluation survey, the cards were very well received. In some instances, a survey participant would request extra cards to give to friends or co-workers. Following their production, DPR used the cards as a model for producing their own card to be disseminated statewide. Additionally, the cards were awarded in the National Public Health Information Coalition's (NPHIC) 2009 annual awards.

NEXT STEPS

Outreach efforts need to be repeated. In order to effectively propagate the project's messages, additional outreach campaigns need to be planned. Based on our observations, the project's PSAs and outreach cards were most well received, and the promotora model was the most effective dissemination strategy. Additional outreach campaigns should be planned using these components, and should be planned during peak farmworking seasons. Outreach efforts could be expanded to include TV spots or possible billboards in Imperial Valley.

In order to properly evaluate the project's outreach materials and outreach efforts, follow up evaluation should take place. In order to evaluate the pesticide cards, a follow up survey need to be conducted to find out if the farmworkers continue to carry the cards.

In order to evaluate the project's effect, annual statistics on pesticide illness reporting in imperial county and state wide will be monitored. Though, it is impracticable to attribute trend changes completely to this project (including training and protocol development components), this project will, at least, to a share of any increase in reporting.

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PROJECT CONTACTS

For more information about the project, contact Michael Welton at 619-688-6483 Michael.Welton@cdph.ca.gov. This report and all finalized outreach materials are available on the COBBH web site at <http://www.cdph.ca.gov/programs/cobbh>.

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Pesticide Outreach Materials and Organizations

American Academy of Nurse Practitioners-I

-Lo Que Bien Empieza....Bien Acaba: Consejos para las mujeres para prevenir daños a la salud a sus bebés causados por pesticidas (Comic Book)*

The American Luna Association de San Diego y el Valle Imperial

-Alerta sobre Plaguicidas: Iniciativa de Aire Limpio (Brochure)

American Lung Association of CA

-Educating, Empoweing & Exposure Prevention (Flyer)

Associations of Farmworker Opportunities Program

Radio Pesticida: A Program for Pesticide Safety Education with Hispanic Agriculture Workers (Audio Tapes)

California for Pesticide Reform (CPR)

-Pesticidas en el Aire: Lo que debe saber y puede hacer: Aprenda sus Derechos en el Trabajo-Comic Book
-The Threat of Pesticides in Our Air: A Community Response Guide/ La Amenaza de Los Pesticidas en el Aire que Respiramos: Una Guía de Ayuda para la Comunidad (Booklet)

California Environmental Protection Agency (CAL EPA)

-Pesticide Safety Information: Pesticide Safety Rules for Farmworkers (News Brief)
-Infomación de Seguridad con Pesticidas: Normas de Seguridad con Pesticidas para los Trabajadores Agrícolas (News Brief)

California-Mexico Health Initiative

-Historias del Ir y Venir: Manual de Salud Ocupacional para *Promotoras* y promotores-Book

California Department of Pesticide Regulation (DPR)

-A Community Guide to Recognizing & Reporting Pesticide Problems-(Booklet)
-Pesticide Info: What you should know about pesticides (News Brief)
-Preventing Pesticide Illness (News Brief)
-'Not title' (Information Sheet)

California Rural Legal Assistance

-Derechos del Trabajador Agricola (Brochure)

Comisión Federal para la Protección contra Riesgos Sanitarios (COFEPRIS)

-Información en Saso de Intoxicación por Plaguicidas-Flyer
-Beber o Comer en Envases Vacios de Plaguicidas es Peligroso Para Tu Salud-Flyer
-Cuidado con Los Plaguicidas-Brochure

Comité Civico

-Comité Cívico Del Valle Inc.-Pesticidas (Brochure)
-Pesticidas y Su Salud (Flyer)
-Atencion! Trabajadoe Del Campo (Flyer)
-6 Pasos para Protegerse del Los Pesticidas (Flyer)
-Pesticidas en el Campo: Protegiendo Su Salud y Conociendo Sus Derechos (Flyer)

Farm Safety 4 Just Kids

-Aunque Cerca Sano: Una Guía Para Prevenir Los Riesgos de Los Pesticidas (Comic Book)*

Attachment 1: Pesticide Outreach Materials Review

Florida Department of Health

-Los Pesticidas y Usted. ¿Trabaja Usted con o Alrededor de Pesticidas?-Flyer

Líderes Campesinas

-¿Qué Sabe Usted Sobre El Envenenamiento a Causa de Pesticidas? (Brochure)

Migrant Clinicians Network (MCN)

-Aunque Cerca Sano: Una Guía Para Prevenir Los Riesgos de Los Pesticidas (Comic Book) *

-Lo Que Bien Empieza....Bien Acaba: Consejos para las mujeres para prevenir daños a la salud a sus bebés causados por pesticidas (Comic Book)*

-Protección de su Salud: Protección de Trabajadores Expuestos a Pesticidas (Comic Book)

National Children's Center

-Aunque Cerca Sano: Una Guía Para Prevenir Los Riesgos de Los Pesticidas (Comic Book) *

National Pesticide Information Center (NPIC)

-¿Tiene Preguntas Sobre Pesticidas? ¡Tenemos Respuestas! (Flyer)

-¿Tiene Preguntas Sobre Pesticidas? ¡Tenemos Respuestas! (Brochure)

-Pesticide Questions? We've Got Answers! (Brochure)

Paso del Norte Health Foundation

-Aunque Cerca Sano: Una Guía Para Prevenir Los Riesgos de Los Pesticidas (Comic Book) *

-Lo Que Bien Empieza....Bien Acaba: Consejos para las mujeres para prevenir daños a la salud a sus bebés causados por pesticidas (Comic Book)*

Safe Air for Everyone (SAFE)

-Protect your Health from Pesticide Smog! Demand that regulators reduce the use of smog-forming pesticides (Flyer)

-Airborne Poisons: Pesticides in Our Air and in Our Bodies (Booklet)

Texas Department of Health Services

-The Season to Report Pesticide Exposure is NOW (Calendar)

-Stay Sharp, Report Pesticide Exposure (Calendar)

-Speak Up, Report Pesticide Exposure (Calendar)

United States Environmental Protection Agency (USEPA)

-Protect Yourself from Pesticides/Protejase de los Pesticidas (Brochure)

-10 Tips to Protect Children from Pesticide and Lead Poisonings / 10 Medidas para Proteger a sus niños de los pesticidas y del envenenamiento debido al plomo (Brochure)

-Pesticides and Food: What You and your Family Need to Know (Brochure)

-Los Pesticidas y los Alimentos: Lo Que Usted y Su Familia Necesitan Saber (Brochure)

-Controlling Heat Stress Made Simple / Maneras Sencillas de Copntrolar la Fatiga Causada por el Calor (Poster)

-Protéjase de los Pesticidas-Guía para los que Manejan Pesticidas-(Guide Book)

-Protect Yourself from Pesticides-Guide for Agricultural Workers / Protéjase del los Pesticidas- Guía para los Trabajadores Agrícolas (Booklet)

Wake Forest University

-Guía Para Los Trabajadores del Campo Sobre Como Lavar La Ropa de Trabajo (Flyer)

**California-Baja California Proyecto de Manejo Integrado de Vigilancia de Enfermedades
Debidas a Pesticidas y Prevención de Exposición**

**Encuesta para el Trabajador Agrícola: Extensión a El Trabajador Agrícola en el Condado
Imperial**

“Hola. Mi nombre esy estoy colaborando con el Departamento de Salud del Condado Imperial para desarrollar una campaña sobre la salud para los trabajadores agrícolas relacionada a la exposición de pesticidas. ¿Está dispuesto(a) a compartir 10 minutos para contestar unas preguntas sobre la manera en que usted recibe información? Esta entrevista es completamente anónima; no le vamos a preguntar su nombre, donde trabaja, o donde vive. Usted puede contestar solamente las preguntas que desee. ¿Nos hace el favor de ayudarnos?”

Genero: Masculino <input type="checkbox"/> Femenino <input type="checkbox"/>	
Edad: _____	
1.	¿Cuales son las principales maneras que usted recibe las noticias y otra información; como los deportes, eventos de la comunidad, y temas relacionadas a la salud?
	<input type="checkbox"/> ¿Usted escucha la radio? ¿Cuales son sus estaciones favoritas? (88.7 FM, 94.5 FM, 97.7 FM, 99.3 FM, 1490 AM) ¿Cuándo los escucha (días, horario)?
	<input type="checkbox"/> ¿Usted lee el periódico? ¿Cuál(es) periódico(s) y en cuales días?
	<input type="checkbox"/> ¿Usted lee revistas? ¿Cuales revistas?
	<input type="checkbox"/> ¿Usted lee panfletos, folletos, o pancartas? ¿Cuáles? ¿Qué tan seguido?
	<input type="checkbox"/> ¿Usted recibe información de promotoras? ¿Dónde? ¿Cuáles temas? ¿Qué tan seguido?

Attachment 2: Farmworker Surveys

	<input type="checkbox"/> ¿Usted va a ferias de salud? ¿Dónde? ¿Cuándo?	
	<input type="checkbox"/> Otras fuentes:	
2.	a) ¿Usted recibe información sobre los pesticidas?	Sí <input type="checkbox"/> No <input type="checkbox"/>
	b) Si contesto que sí, ¿qué tipo de información recibe, y de dónde?	
3.	¿Hay algo más que desea saber sobre los pesticidas?	
4.	¿Que haría usted si pensara que se enfermo por estar expuesto(a) a los pesticidas en el trabajo? ¿A quién le informaría?	<input type="checkbox"/> Patrón/Mayordomo <input type="checkbox"/> Departamento de Salud <input type="checkbox"/> Comisionado de Agricultura <input type="checkbox"/> Médico
5.	a) ¿Hace llamadas telefónicas en California?	Frecuentemente <input type="checkbox"/> A veces <input type="checkbox"/> Nunca <input type="checkbox"/>
	b) Si nunca o a veces, ¿por qué?	
6.	a) ¿Dónde recibe cuidado médico?	California <input type="checkbox"/> México <input type="checkbox"/>
	b) ¿Dónde exactamente?	



**California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project**

**Farm Workers Survey:
EDD Farmworkers Health Fair and Breakfast
October 10, 2008 (N=33)**

Gender (n=32)

Male	94% (30)
Female	6% (2)

Average Age

47 years (18-67 years)

Principal Media Source

Radio	94% (31)
Periódicos*	82% (27)
Panfletos, folletos, etc.	73% (24)
Ferías	67% (22)
Revistas	45% (15)
Promotoras	42% (14)

*85% reported reading *La Voz*. Others were *Mexicano, Adelante, Sol del Valle, and La Cronica*.

Preferred Sources (n=31)

Radio	52% (16)
Periódicos	32% (10)
Panfletos, folletos, etc.	19% (6)
Promotoras	19% (6)
Ferías	19% (6)
Revistas	10% (3)
Trabajo	3% (1)

Radio Stations (n=23)

99.3 FM- Tricolor	39%(9)
94.5 FM- Super Estrella	22%(5)
97.7 FM-PBS	17%(4)
1490 AM	17%(4)
88.7 FM- Radio Bilingue	4%(1)

Medical Services (n=29)

Mexico	48%(14)
U.S.	38%(11)
Both	14%(4)

Calls in CA (n=32)

Never	25%(8)
Sometimes	53%(17)
Frequently	22%(7)

Who would you tell about a pesticide illness?

Patrón	82%(27)
Medical Professional	12%(4)
Department of Health	6%(2)
No One	3%(1)



California Office of Binational Border Health

Key Informant Interview: Farm Worker Outreach in Imperial County

Hello. My name is Michael Welton and I am a research assistant in the California Office of Binational Border Health. We are in the process of planning the outreach component of the EPA-funded California-Baja California Integrated Pesticide Illness Surveillance and Exposure Prevention Project. We are aware that you have a lot of experience working with farm workers in Imperial Valley. We would like to ask your assistance in helping us plan the project's outreach to farm workers by responding to a few questions about the best ways to do outreach to farm workers in Imperial Valley.

Before I begin this interview, is there anything you would like to ask me? If not, I'd like to begin by asking your names and positions at Comité Cívico (or wherever you are interviewing).

Name: _____

Organization: _____

Position: _____

What are the primary ways you do outreach to farm workers?

- | | |
|--|--|
| <input type="checkbox"/> Small group discussions | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Home/field visits | <input type="checkbox"/> Skits |
| <input type="checkbox"/> Radio PSAs | <input type="checkbox"/> Other (what?) |
| <input type="checkbox"/> Flyers/brochures | |

How did you identify these ways/methods?

Of these ways/methods, which do you think are the best/most effective? (Rate is order of effectiveness with 1=most effective)

- | | |
|--|--|
| <input type="checkbox"/> Small group discussions | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Home/field visits | <input type="checkbox"/> Skits |
| <input type="checkbox"/> Radio PSAs | <input type="checkbox"/> Other (what?) |
| <input type="checkbox"/> Flyers/brochures | |

Why do you think these are the most effective methods?

Attachment 4: Key Informant Interview Script

Within the farmworker population, who is your primary audience? (Prompts: farmworker only, farmworker family, age, gender, indigenous)

Where do you distribute your print materials (prompts: flyers/brochures/posters, etc.)?

Which radio stations do you use to air PSAs?

What other organizations in your community/county are doing outreach to farm workers?

Do you have any other suggestions or advice on doing outreach to farm workers?

Thank you for your assistance.



**California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project**

**Key Informant Interviews:
October 2008**

Key Informants: Comité Civico de Valle, Inc.
Imperial County Department of Public Health
Clinicas de Salud de Pueblo

Interviewer: Michael Welton

- 1) Primary Outreach Strategies:
Small group discussions
Home Field Visits
Presentations
Radio PSA

Other methods include: Audio tapes, refrigerator magnets, small pocket books, small information card, video tapes, etc.

- 2) One-on-one and face-to-face discussions/presentations are unanimously believed to be the most effective outreach strategy. Radio is also believed to be effective because of its unique ability to cross the border and is listened to at work.
- 3) Face-to-face information sharing is most effective because it is easier to explain concepts to a low literacy audience. The promotoras are also immediately available to answer question that the individual may have. The audience responds well to the attention given to them by the promotoras. Farmworkers are a transient audience and in order to ensure that a message is conveyed, it is necessary to have a mobile outreach strategy.
- Radio is also effective because it can cross the border and is able to reach a lot of people who are on the move or while they work.
- 4) The farmworkers are majority men who range in age from teenagers to elderly. The older and younger audiences seem to be more receptive to new information, while the middle aged is more resistant. All outreach is done in Spanish. Although a small percent of farmworkers speak English or another language (Indigenous), Spanish is exclusively used.
- 5) Health promoters target any place where farmworkers congregate. Some example of venues are local donut shops, coffee shops, check cashing stores, and at border crossings. Some outreach is done at the contractor's office or in the fields, but permission must be granted by the owner or boss. Housing designated for farmworkers is also targeted for outreach, but often only the family of the farmworker is home. The One Stop EDD in Calexico is a major outreach post as well.
- 6) Radio Stations: 92.3, 97.7 & 94.5. Radio Bilingüe is not considered to be widely listened to.
- 7) Other Outreach Organizations:
Alianza for a Better Community
Imperial County Depart of Public Health
Calexico Mexican Consulate

Attachment 5: Key Informant Interviews: Summary of Results

8) Other Recommendations:

-Farmworker Service Coalition meets the 1st Wednesday of every month at the EDD. New attendees may be given 15 minutes to present their project.

-Many Farmworkers receive medical care in Mexico.

-Farmworkers may not have access to a telephone to make frequent phone calls in CA. They may not own a cell phone, only have a telephone in Mexico or making calls may be a substantial cost.

-In order for paper materials to be effective, they must be simple with large font and have graphics.

-Farmworkers often feel like they should protect their employer and feel a reluctance to report them. "Don't bite the hand who feeds you."

-In person presentations can take up to 1 ½ hrs without losing the individuals attention.

-'If you don't report a problem, it is likely that no improvement will be made', may be a strategy to get farmworker attention..

California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project

**Pesticide Outreach
Flyer and Poster**

Title: Mejore Sus Condiciones de Trabajo: Reporte Enfermedades Causadas por Pesticidas

Mensajes:

1. **Usted tiene el derecho de saber acerca de los pesticidas donde trabaja y cómo protegerse.**
2. Si usted **reporta cuando se enferma a causa de los pesticidas**, usted puede ayudar a **mejorar las condiciones de trabajo** para usted y otros trabajadores agrícolas.
3. **Si usted se enferma a causa de los pesticidas:**
 - **Llame al 911**, para atención de emergencia.
 - **Llame al Sistema para el Control de Envenenamientos de California, las 24 horas del día, al 1(800) 222-1222** para obtener consejos e información sobre los proveedores de atención médica.
 - **Llame al Comisionado Agrícola del Condado de Imperial al 1(760) 482-4314** para reportar condiciones inseguras debido a pesticidas, o si se expuso y se enfermó a causa de pesticidas.
 - **Aunque reciba atención médica en México**, es importante que usted reporte en California sus enfermedades causadas por los pesticidas.

Su llamada será confidencial y usted puede reportar de manera anónima.

4. Si usted se enferma en el trabajo a causa de los pesticidas, **su mayordomo debe llevarlo al médico**. El pago de su cuidado médico está cubierto por la indemnización del trabajador.
 - Para obtener más información, póngase en contacto con el Comisionado Agrícola del Condado, una oficina de servicios legales, como la **Asistencia Legal Rural de California 1(800)677-5221**, o su union.
5. **Su salud y la de los otros trabajadores agrícolas dependen de que usted reporte su enfermedad cuando es causada por los pesticidas.**

**California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project**

**Pesticide Outreach
Flyer and Poster**

Titles: You Can Improve Working Conditions: Report Pesticide Illness

Messages:

- 1. You have the right to know about pesticides where you work and how to protect yourself.**
2. If you **report when you get sick from pesticides**, you can help **improve your working conditions** and those of other farmworkers.
- 3. If you get sick from pesticides:**
 - **Call 911** for emergency care.
 - **Call the *California Poison Control System, 24 hours a day*, at 1(800) 222-1222** to get advice and referrals to medical care providers.
 - **Call the *Imperial County Agricultural Commissioner* at 1(760) 482-4314** to report unsafe conditions due to pesticides, or if you are exposed to and get sick from pesticides.
 - **Even if you get medical care in Mexico**, it is important to report your illness due to pesticides in California.

Your calls are confidential and you can report anonymously.
4. If you get sick at work from pesticides, **your employer must take you to a doctor.** Payment of your **medical care is covered by workers' compensation.**
 - For more information, contact the County Agricultural Commissioner, a local legal services office like **California Rural Legal Assistance 1(800)677-5221**, or your union.
- 5. Your health and the health of other farmworkers depend on you reporting your illness due to pesticides.**

California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project

Consent Script and Participant Profile

Evaluator:

Please read the following script and complete the following ‘Participant Profile’ with the participant. Give each participant a unique Subject I.D. The id should be your initials followed by consecutive numbers (e.g. mw01, mw02, mw03.....).

“We are developing a message to encourage farmworkers to get medical treatment following pesticide related illness and injury, and to advise them of their rights concerning working with or around pesticides. We would like your opinion on a flyer we have produced. The flyer provides information on the actions farmworkers should take if they are injured or become ill from pesticides. This will take about one hour. Your participation in this discussion is voluntary; you may answer as many or as few of the questions as you would like. Would you like to help us?”

Subject ID#:	
Date:	
Evaluator:	

<u>Participant Profile</u>	
Gender	<i>Male Female</i>
How old are you?	_____
Are pesticides used where you work?	<i>Yes No Don't Know</i>
What kind of work do you do (e.g. irrigator, fieldworker, etc.?)	
How long have you worked as a farmworker in the United States?	_____ <i>Years</i> _____ <i>Months</i>
Have you ever been sick from pesticides?	<i>Yes No Don't Know</i>
If you have ever been sick from pesticides, where did you seek medical care?	<i>CA Mexico Did not seek Care</i>
Have you known anyone who has gotten sick from pesticides?	<i>Yes No Don't Know</i>
Do you have access to a telephone to make phone calls in California?	<i>Yes No Don't Know</i>

Attachment 7: Focus Group Participant Profile (English)

If you have access to a telephone in California, what kind of telephone?	<i>Cell / Home / Friend's / Pay phone / Other_____</i>
Have you ever reported pesticide illness or injury to anyone in California?	<p style="text-align: center;"><i>Yes No</i></p>
If you have reported a pesticide illness or injury in CA, who did you report it to?	

Attachment 8: Focus Group Participant Profile (Spanish)

California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project

Consent Script and Participant Profile

Evaluator:

Please read the following script and complete the following ‘Participant Profile’ with the participant. Give each participant a unique Subject I.D. The id should be your initials followed by consecutive numbers (e.g. mw01, mw02, mw03.....).

“Estamos desarrollando un mensaje para animar a los trabajadores agrícolas de que consigan tratamiento médico después de una enfermedad o lesión causada por los pesticidas, y aconsejarlos(as) de sus derechos sobre su trabajo con, o alrededor de los pesticidas. Nos gustaría su opinión sobre (*un folleto o un anuncio publico en la radio*) que hemos producido. (*El folleto o el anuncio*) proporcionarán información sobre las medidas que los trabajadores agrícolas deben tomar, si estos fueron dañados o se enfermaron a causa de los pesticidas. Esto tardará aproximadamente una hora. Su participación en esta discusión es voluntaria y puede contestar muchas o pocas de las preguntas. ¿Le(s) gustaría ayudarnos?”

Subject ID#:	
Date:	
Evaluator:	

<u>Participant Profile</u>	
Genéro	Masculino <input type="checkbox"/> Femenino <input type="checkbox"/>
¿Cuantos años tiene?	_____
¿Se usan pesticidas donde usted trabaja?	<i>Sí</i> <i>No</i> <i>No sé</i>
¿Qué tipo de trabajo usted hace (Irrigador, cosechando, etc.)?	
¿Cuanto tiempo ha trabajado como trabajador agrícola en los EE.UU.?	_____ años _____ mes(es)
¿Se ha enfermado a causa de los pesticidas?	<i>Sí</i> <i>No</i> <i>No sé</i>
Si es afirmativo ¿a donde fue para el tratamiento médico?	<i>California</i> <i>México</i> <i>No Fui</i>
¿Ha conocido a alguien que se enfermo a causa de los pesticidas?	<i>Sí</i> <i>No</i> <i>No sé</i>
¿Tiene acceso a un teléfono para hacer llamadas en California?	<i>Sí</i> <i>No</i> <i>A veces</i>

Attachment 8: Focus Group Participant Profile (Spanish)

Si es afirmativo, ¿qué tipo de teléfono usa?	<i>Celular / en la casa / De un Amigo Teléfono publico / Otro_____</i>
¿Alguna vez, reporto una enfermedad o lesión causadas por los pesticidas?	<i>Sí No</i>
Si es afirmativo, ¿a quien lo reportó?	

Pesticide Outreach Poster/Flyer Focus Group Script

Evaluator Guide:

Please complete the Participant Profile form prior to conducting the focus groups.

The focus group should have between 5-10 participants. It should take about 45-60 minutes for the focus group. There should be at least two people staffing the group: a facilitator and a note taker.

Ask each person her age. If he/she is less than 18 years of age, thank them for their interest but explain that participants need to be at least 18 years old.

Let the group know that there will be an incentive provided upon completion of the focus group. The incentive will be a \$5.00 gift card to 7-eleven.

Assign each participant a unique anonymous *Subject ID* number. The id should be your initials followed by consecutive numbers (e.g. mw01, mw02, mw03.....).

Introductions (*facilitator introduces her/himself and asks each person to state their first name*). Do a quick ice breaker (e.g., what is your favorite animal/ favorite vegetable?).

Display the messages on the equipment provided.

Ensure that at least 2 participants reply to each question. Urge participants to answer in depth, rather than just 'yes' or 'no'.

For the questions that ask for a "yes or no" response, ask the participants for a "show of hands". The note taker(s) should take a tally of the responses.

Upon the conclusion of the focus group, each participant needs to be recorded on the 'sign out' sheet in order to receive an incentive. There is no need to record any identifying information, just their first name and initials.

Pesticide Outreach Poster/Flyer Focus Group Script

<u>Evaluation of Message/Text</u>		
		I-Title: You Can Improve Working Conditions: Report Pesticide Illness
1	a	Is the message clear? <div style="float: right; text-align: right;"> Yes___ No___ </div>
	b	If no, why not? If yes, what does the message tell you?
		II-Subtitle: You have the right to know about pesticides where you work and how to protect yourself.
2	a	Is the message clear? <div style="float: right; text-align: right;"> Yes___ No___ </div>
	b	If no, why not? If yes, what does the message tell you?
		III-Text: You can improve working conditions for you and other farmworkers by reporting if you get sick from pesticides.

Attachment 9: Poster/Flyer Focus Group Script (English)

3	a	Is the message clear?	Yes ___ No ___
	b	If no, why not? If yes, what does the message tell you?	
		IV-Text: Call 911, for emergency care.	
4	a	Is the message clear?	Yes ___ No ___
	b	If no, why not? If yes, what does the message tell you?	
		V-Text: If you get sick from pesticides, Call the <i>California Poison Control System</i> at 1(800) 222-1222 to get advice and referrals to medical care providers.	
5	a	Is the message clear?	Yes ___ No ___
	b	If no, why not? If yes, what does the message tell you?	
		VI- Text: Call the <i>Imperial County Agricultural Commissioner</i> at 1(760) 482-4314 to report pesticide misuse or unsafe conditions, or if you are exposed to and get sick from pesticides.	
6	a	Is the message clear?	Yes ___ No ___

Attachment 9: Poster/Flyer Focus Group Script (English)

	<i>b</i>	<p>If no, why not?</p> <p>If yes, what does the message tell you?</p>	
		<p>VII- Text: Even if you get medical care in Mexico, it is important to report your illness due to pesticides in California.</p>	
7	<i>a</i>	<p>Is the message clear?</p>	<p>Yes___ No___</p>
	<i>b</i>	<p>If no, why not?</p> <p>If yes, what does the message tell you?</p>	
		<p>VIII- Text: Your call is confidential and you can report anonymously.</p>	
8	<i>a</i>	<p>Is the message clear?</p>	<p>Yes___ No___</p>
	<i>b</i>	<p>If no, why not?</p> <p>If yes, what does the message tell you?</p>	
		<p>IX- Text: If you get sick at work from pesticides, your employer must take you to a doctor. Payment of your medical care is covered by workers' compensation.</p>	
9	<i>a</i>	<p>Is the message clear?</p>	<p>Yes___ No___</p>

Attachment 9: Poster/Flyer Focus Group Script (English)

	<i>b</i>	<p>If no, why not?</p> <p>If yes, what does the message tell you?</p>	
		<p>X- Text: For more information, contact the County Agricultural Commissioner, a local legal services office like California Rural Legal Assistance 1(760)353-0220, or your union.</p>	
<i>10</i>	<i>a</i>	<p>Is the message clear?</p>	<p>Yes__ No__</p>
	<i>b</i>	<p>If no, why not?</p> <p>If yes, what does the message tell you?</p>	
		<p>XI- Text: Your health and the health of other farmworkers depend on you reporting your illness due to pesticides.</p>	
<i>11</i>	<i>a</i>	<p>Is the message clear?</p>	<p>Yes__ No__</p>
	<i>b</i>	<p>If no, why not?</p> <p>If yes, what does the message tell you?</p>	

Attachment 9: Poster/Flyer Focus Group Script (English)

12	<p>What is the most important thing you remember from these messages?</p>	
13	<p>Will you share this information with friends or family members?</p>	<p>Yes ___ No ___ Not Sure ___</p>
14	<p>What is the most important thing that the poster/flyer told you?</p>	
15	<p>What is something new you learned from the messages?</p>	

<u>Overall Appearance</u>			
16	<p>Do you like the colors used in the Poster/Flyer?</p> <p>If no, what colors do you prefer?</p>	<p><i>Yes</i> ____ <i>No</i> ____ <i>Not Sure</i> ____</p>	
17	<i>a</i>	<p>Are you familiar with the plane used in the Poster/flyer?</p>	<p><i>Yes</i> ____ <i>No</i> ____ <i>Not Sure</i> ____</p>
	<i>b</i>	<p>Are you familiar with the worker used in the Poster/Flyer?</p>	<p><i>Yes</i> ____ <i>No</i> ____ <i>Not Sure</i> ____</p>
	<i>c</i>	<p>If no, what images do you associate with pesticide application?</p>	
18	<p>Do you like the font used in the Poster/Flyer? Is it too small? Is it too big?</p>		
19	<p>Is there enough information presented on the poster/flyer?</p> <p>Is there too much information presented on the poster/flyer?</p>		

<u>Overall Message</u>		
20	<p>Do you think the message presented in the poster/flyer is useful?</p> <p>If 'No', why not?</p>	<p><i>Yes</i> ____ <i>No</i> ____ <i>Not Sure</i> ____</p>
21	<p>If the same message was available in a card (show sample card to illustrate size), would you keep the card and use it?</p> <p>If 'No', why not?</p>	<p><i>Yes</i> ____ <i>No</i> ____ <i>Not Sure</i> ____</p>
22	<p>Do you have any suggestions for improving the Flyer/Poster?</p>	
23	<p>Other final comments?</p>	

Thank the participant for his or her participation.

Pesticide Outreach Poster/Flyer Focus Group Script

Evaluator Guide:

Please complete the Participant Profile form prior to conducting the focus groups.

The focus group should have between 5-10 participants. It should take about 45-60 minutes for the focus group. There should be at least two people staffing the group: a facilitator and a note taker.

Ask each person her age. If he/she is less than 18 years of age, thank them for their interest but explain that participants need to be at least 18 years old.

Let the group know that there will be an incentive provided upon completion of the focus group. The incentive will be a \$5.00 gift card to 7-eleven.

Assign each participant a unique anonymous *Subject ID* number. The id should be your initials followed by consecutive numbers (e.g. mw01, mw02, mw03.....).

Introductions (*facilitator introduces her/himself and asks each person to state their first name*). Do a quick ice breaker (e.g., what is your favorite animal/ favorite vegetable?).

Display the messages on the equipment provided.

Ensure that at least 2 participants reply to each question. Urge participants to answer in depth, rather than just 'yes' or 'no'.

For the questions that ask for a "yes or no" response, ask the participants for a "show of hands". The note taker(s) should take a tally of the responses.

Upon the conclusion of the focus group, each participant needs to be recorded on the 'sign out' sheet in order to receive an incentive. There is no need to record any identifying information, just their first name and initials.

Pesticide Outreach Poster/Flyer Focus Group Script

<u>Evaluation of Message/Text</u>		
I-Título: Mejore Sus Condiciones de Trabajo: Reporte Enfermedades Causadas por Pesticidas		
1	a	¿Cree que este mensaje es claro? Sí___ No___
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?
II-Subtítulo: Usted tiene el derecho de saber acerca de los pesticidas donde trabaja y cómo protegerse.		
2	a	¿Cree que este mensaje es claro? Sí___ No___
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?
III-Texto: Si usted reporta cuando se enferma a causa de los pesticidas, usted puede ayudar a mejorar las condiciones de trabajo para usted y otros trabajadores agrícolas.		
3	a	¿Cree que este mensaje es Sí___ No___

Attachment 10: Poster/Flyer Focus Group Script (Spanish)

		claro?	
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	
IV-Texto: Llame al 911, para atención de emergencia.			
4	a	¿Cree que este mensaje es claro?	Sí___ No___
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	
V-Texto: Llame al <i>Sistema para el Control de Envenenamientos de California</i> al 1(800) 222-1222 para obtener consejos e información sobre los proveedores de atención medica.			
5	a	¿Cree que este mensaje es claro?	Sí___ No___
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	
VI- Texto: Llame al <i>Comisionado Agrícola del Condado de Imperial</i> al 1(760) 482-4314 para reportar el uso indebido de pesticidas o condiciones inseguras, o si se expuso y se enfermó a causa de pesticidas.			

Attachment 10: Poster/Flyer Focus Group Script (Spanish)

6	a	¿Cree que este mensaje es claro?	Sí__ No__
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	
VII- Texto: Aunque reciba atención médica en México, es importante que usted reporte en California sus enfermedades causadas por los pesticidas.			
7	a	¿Cree que este mensaje es claro?	Sí__ No__
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	
VIII- Texto: Su llamadas será confidencial y usted puede reportar de manera anónima.			
8	a	¿Cree que este mensaje es claro?	Sí__ No__
	b	Si contesto “No,” ¿Por qué? Si contesto es “sí,” ¿Qué significa el mensaje?	
IX- Texto: Si usted se enferma en el trabajo a causa de los pesticidas, su patrón debe llevarlo al médico. El pago de su cuidado médico está cubierto por la indemnización del trabajador.			

Attachment 10: Poster/Flyer Focus Group Script (Spanish)

9	a	¿Cree que este mensaje es claro?	Sí__ No__
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	
X- Texto: Para obtener más información, póngase en contacto con el Comisionado Agrícola del Condado, una oficina de servicios legales, como la Asistencia Legal Rural de California 1(800) 677-5221, o su union.			
10	a	¿Cree que este mensaje es claro?	Sí__ No__
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	
XI- Texto: Su salud y la de los otros trabajadores agrícolas dependen de que usted reporte su enfermedad cuando es causada por los pesticidas.			
11	a	¿Cree que este mensaje es claro?	Sí__ No__
	b	Si contesto “No,” ¿Por qué? Si contesto “sí,” ¿Qué significa el mensaje?	

Attachment 10: Poster/Flyer Focus Group Script (Spanish)

12	¿Qué es lo más importante que recuerda de los mensajes?	
13	¿Compartiría esta información con sus amigos o su familia?	Sí ___ No ___ No estoy seguro(a) ___
14	¿Qué fue lo más importante que obtuvo del folleto?	
15	¿Qué fue lo nuevo que aprendió de los mensajes?	
16	¿Se sentiría cómodo llamando éstas agencias referente a las enfermedades causadas por los pesticidas?	
a	<i>Asistencia Legal Rural de California</i>	Sí ___ No ___
b	<i>Comisionado Agrícola</i>	Sí ___ No ___
c	<i>Sistema para el Control de Envenenamientos de California</i>	Sí ___ No ___

<u>Overall Appearance</u>			
17	<p>¿Le gustaron los colores del folleto?</p> <p>Si “no”, ¿Cuales colores le gustan mas?</p>	<p><i>Sí</i>____ <i>No</i>____ <i>No sé</i>____</p>	
18	a	<p>¿Le es familiar el avión que aparece en el folleto?</p>	<p><i>Sí</i>____ <i>No</i>____ <i>No sé</i>____</p>
	b	<p>¿Le es familiar el trabajador que aparece en el folleto?</p>	<p><i>Sí</i>____ <i>No</i>____ <i>No sé</i>____</p>
	c	<p>Si “no”, ¿qué imágenes le asocian con la aplicación de pesticidas?</p>	
19	<p>¿Le gusta el tamaño de las letras que se usan en el folleto?</p> <p>¿Son demasiado pequeñas?</p> <p>¿Son demasiado grandes?</p>		
20	<p>¿Hay suficiente información en el folleto?</p> <p>¿Hay demasiada información en el folleto?</p>		

<u>Overall Message</u>	
21	<p>¿Usted cree que la información presentada en el folleto es útil?</p> <p>Si contesto “No,” ¿Por qué?</p>
	<p><i>Sí</i>____ <i>No</i>____ <i>No sé</i>____</p>
22	<p>Si la misma información estuviera en una tarjeta (mostrar el ejemplo), ¿Usted la aguardaría en su cartera y la utilizaría?</p> <p>Si contesto “No,” ¿Por qué?</p>
	<p><i>Sí</i>____ <i>No</i>____ <i>No sé</i>____</p>
23	<p>¿Tiene sugerencias para mejorar este folleto?</p>
24	<p>¿Tiene otros comentarios?</p>

¡Gracias por su participación!

Attachment 11: Radio Public Service Announcement Focus Group Script (English)

California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project

Pesticide Outreach Radio PSA Focus Group Script

Evaluator Guide:

Please complete the Participant Profile form prior to conducting the focus groups.

The focus group should have between 5-10 participants. It should take about 45-60 minutes for the focus group. There should be at least two people staffing the group: a facilitator and a note taker.

Ask each person her age. If he/she is less than 18 years of age, thank them for their interest but explain that participants need to be at least 18 years old.

Let the group know that there will be an incentive provided upon completion of the focus group. The incentive will be a \$5.00 gift card to 7-eleven.

Assign each participant a unique anonymous *Subject ID* number. The id should be your initials followed by consecutive numbers (e.g. mw01, mw02, mw03.....).

Introductions (*facilitator introduces her/himself and asks each person to state their first name*). Do a quick ice breaker (e.g., what is your favorite animal/ favorite vegetable?).

Play the PSA on the provided Equipment. Repeat the PSA as many time a necessary to ensure everyone has heard the message.

Ensure that at least 2 participants reply to each question. Urge participants to answer in depth, rather than just 'yes' or 'no'.

For the questions that ask for a "yes or no" response, ask the participants for a "show of hands". The note taker(s) should take a tally of the responses.

Upon the conclusion of the focus group, each participant needs to be recorded on the 'sign out' sheet in order to receive an incentive. There is no need to record any identifying information, just their first name and initials.

Pesticide PSA Focus Group Script

Evaluation of 60-Second Radio PSA			
1	a	Was the message clear and easy to understand?	Yes ___ No ___
	b	If NO – Why not?	
2	a	If you heard this dialogue on the radio, would you pay attention to it?	Yes ___ No ___
	b	If NO – Why not?	
3	a	Does the message give you enough information about reporting pesticide illnesses and injuries?	Yes ___ No ___
	b	If NO – Why not?	

Attachment 11: Radio Public Service Announcement Focus Group Script (English)

4	<i>a</i>	If you heard this on the radio, would you tell others about it?	Yes ___ No ___
	<i>b</i>	If NO – Why not?	
5	<i>a</i>	After hearing this message, do you think it is important to report a pesticide illness?	Yes ___ No ___
	<i>b</i>	If NO – Why not?	
6		What is the most important thing you remember from the radio messages?	

Attachment 11: Radio Public Service Announcement Focus Group Script (English)

7	<p>What is something new you learned from the messages?</p>	
8	<p>Who would you want to tell about this radio message?</p>	
9	<p>What specific words or phrases, if any, in the radio messages do you think some people might have a hard time understanding?</p>	
	<p><i>'Pesticide Misuse'</i></p>	
	<p>....</p>	
	<p>...</p>	
	<p>..</p>	

Attachment 11: Radio Public Service Announcement Focus Group Script (English)

<p>11</p>	<p>Do you think the information presented in the PSA is useful?</p> <p>If 'No', why not?</p>	<p><i>Yes</i>____ <i>No</i>____ <i>Not Sure</i>____</p>
<p>12</p>	<p>If the same message was available in a card (show sample card to illustrate size), would you keep the card and use it?</p> <p>If 'No', why not?</p>	<p><i>Yes</i>____ <i>No</i>____ <i>Not Sure</i>____</p>
<p>13</p>	<p>What are your suggestions for improving this radio message?</p>	

Attachment 11: Radio Public Service Announcement Focus Group Script (English)

14	Do you have any other final comments? (Prompts....)	
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Thank the participant for his or her participation.

Attachment 12: Radio Public Service Announcement Focus Group Script (Spanish)

California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project

Pesticide Outreach Radio PSA Focus Group Script

Evaluator Guide:

Please complete the Participant Profile form prior to conducting the focus groups.

The focus group should have between 5-10 participants. It should take about 45-60 minutes for the focus group. There should be at least two people staffing the group: a facilitator and a note taker.

Ask each person her age. If he/she is less than 18 years of age, thank them for their interest but explain that participants need to be at least 18 years old.

Let the group know that there will be an incentive provided upon completion of the focus group. The incentive will be a \$5.00 gift card to 7-eleven.

Assign each participant a unique anonymous *Subject ID* number. The id should be your initials followed by consecutive numbers (e.g. mw01, mw02, mw03.....).

Introductions (*facilitator introduces her/himself and asks each person to state their first name*). Do a quick ice breaker (e.g., what is your favorite animal/ favorite vegetable?).

Play the PSA on the provided Equipment. Repeat the PSA as many time a necessary to ensure everyone has heard the message.

Ensure that at least 2 participants reply to each question. Urge participants to answer in depth, rather than just ‘yes’ or ‘no’.

For the questions that ask for a “yes or no” response, ask the participants for a “show of hands”. The note taker(s) should take a tally of the responses.

Upon the conclusion of the focus group, each participant needs to be recorded on the ‘sign out’ sheet in order to receive an incentive. There is no need to record any identifying information, just their first name and initials.

Pesticide PSA Focus Group Script

Evaluation of 60-Second Radio PSA			
1	a	¿El anuncio es claro y fácil de entender?	Sí_____ No_____
	b	Si contestó “No,” ¿Por qué?	
2	a	Si escuchara este anuncio en la radio, ¿le prestaría atención?	Sí_____ No_____
	b	Si contestó “No,” ¿Por qué?	
3	a	¿El anuncio le da bastante información para que reporte enfermedades y daños causados por los pesticidas?	Sí_____ No_____

Attachment 12: Radio Public Service Announcement Focus Group Script (Spanish)

	<i>b</i>	Si contestó “No,” ¿Por qué?	
4	<i>a</i>	¿Si usted escucharía este mensaje en la radio, le diría a otros sobre lo que escucho?	<i>Sí</i> ____ <i>No</i> ____
	<i>b</i>	Si contestó “No,” ¿Por qué?	
5	<i>a</i>	Después de escuchar este anuncio, usted cree que es importante reportar enfermedades causadas por pesticidas?	<i>Sí</i> ____ <i>No</i> ____
	<i>b</i>	Si contestó “No,” ¿Por qué?	

Attachment 12: Radio Public Service Announcement Focus Group Script (Spanish)

6		¿Qué es lo más importante que usted recuerda del anuncio?	
7		¿Qué aprendió usted nuevo del mensaje?	
8		¿A quién le gustaría decirle de este anuncio que escuchó en la radio?	

Attachment 12: Radio Public Service Announcement Focus Group Script (Spanish)

9	<p>¿Hay algunas palabras que le resultaron difíciles de entender?</p>	
	
	...	
11	<p>¿Cree usted que la información presentada en el anuncio es útil?</p> <p>Si contestó “No”, ¿Por qué?</p>	<p><i>Sí</i>____ <i>No</i>____ <i>No sé</i>____</p>
12	<p>Si la misma información estuviera en una tarjeta (muestra el ejemplo), ¿Usted guardaría la tarjeta en su cartera y la utilizaría?</p> <p>Si contestó “No”, ¿Por qué?</p>	<p><i>Sí</i>____ <i>No</i>____ <i>No sé</i>____</p>

Attachment 12: Radio Public Service Announcement Focus Group Script (Spanish)

13	¿Tiene algunas sugerencias para mejorar este anuncio?	
14	¿Tiene algún u otros comentarios?	

¡Gracias por su participación!

**California-Baja California Integrated Pesticide Illness Surveillance and Exposure
Prevention Project**

Outreach-Focus Groups

Summary Report

December 11 &12, 2008

Introduction

The draft versions of the poster/flyer, the pocket card, and the radio PSA were focused grouped using scripts (*Attachment A and B*) developed by the *California-Baja Integrated Pesticide Illness Surveillance and Exposure Prevention Project's* Technical Advisory Committee (TAC). The focus groups were conducted on December 11th and 12th at the Employment Development Department (EDD) in Calexico, CA. The focus groups were facilitated by individuals from Comité Civico, CA Department of Pesticide Regulation (DPR), and the California Office of Binational Border Health.

In total there were 4 focus groups conducted in Spanish, with a total of 33 participants. Each participant was informed that their participation was voluntary and completed a participant profile (*Attachment C*). The participants were recruited from outside of the EDD and were given a \$5 gift card and an 'English-Spanish Dictionary of Health Related Terms' for their participation. Three focus groups were conducted targeting the draft poster/flyer and 1 group was conducted targeting the radio PSA. Each focus group has a component that addressed the draft pocket card.

The focus groups were composed of 33 male farmworkers. The average age of the participants was 47 years (Range: 20-63 years), who had worked as farmworkers in the United States for an average of 16 years (range: 1-42 years). Seventy-nine percent (26) of the participants reported that there were pesticides used at their work, 15% (5) reported that they were unsure if pesticides were used at their work, and 6% (2) reported that were not pesticides used at their work. Twenty-seven percent (9) reported having ever been sick from pesticides, 39% (13) reported never having been sick from pesticides, and 33% (11) reported not knowing if they had ever been sick from pesticides. Of those who had been sick from pesticides 2 people received medical treatment in Mexico and 1 person received medical treatment in California, the rest reported not having sought treatment. Of those who were sick from pesticides, 3 reported their illness to someone on the job site (Mayordomo or Contractor). Thirty-six percent (12) of the participants reported that they had access to a telephone to make calls in California, while the remainder (21) reported not having access to a telephone to make calls in California. Of those who reported having access to a telephone, 54% (7) used a cell phone, 23% (3) used a home phone, 8% (1) used a public phone, and the rest reported using another phone, such as a phone on the job site.

Attachment 13: Focus Group Summary Report

The qualitative results of the focus group follow.

I. Poster/Flyer

A. Text

B. Messages

C. Overall Appearance

D. Overall Reaction

E. Recommendations

II. PSA

A. Results

B. Recommendations

III. Other Pesticide Related Concerns

I. POSTER/FLYER (12/11 & 12/08)

A. Text

I-Titulo: Mejore Sus Conditionce de Trabajo: Reporte Enfermedades Causadas por Pesticidas. (You Can Improve Working Conditions: Report Pesticide Illness)

This message was unanimously understood as clear.

II- Usted tiene el derecho de saber acerca de los pesticidas donde trabaja y cómo protegerse. (You have the right to know about pesticides where you work and how to protect yourself)

This message was unanimously understood as clear.

The participants expressed fear of loosing their job, if they ask too many questions about their rights or about pesticides.

III- Si usted reporta cuando se enferma a causa de los pesticidas, usted puede ayudar a mejorar las condiciones de trabajo para usted y otros trabajadores agrícolas. (You can improve working conditions for you and other farmworkers by reporting if you get sick from pesticides)

This message was unanimously understood as clear.

IV- Llame al 911, para atención de emergencia. (Call 911, for emergency care.)

This message was unanimously understood as clear.

V- Llame al Sistema para el Control de Envenenamientos de California al 1(800)222-1222 para obtener consejos e información sobre los proveedores de atención medica. (Call the California Poison Control System at 1(800)222-1222 to get advice and referrals to medical care providers)

This message was unanimously understood as clear.

Two participants found the message to be long and confusing, but they said that they understood the message.

Attachment 13: Focus Group Summary Report

Suggest adding that this is a 24-hr line so that they can call when they get home.

Are not familiar with this organization.

VI- Llame al Comisionado Agrícola del Condado de Imperial a 1(760)482-4314 para reportar el uso indebido de pesticidas o condiciones inseguras, o si se expuso y se enfermó a causa de pesticidas. (Call the Imperial County Agricultural Commissioner at 1(760)482-4314 to report pesticide misuse or unsafe conditions, or if you are exposed to and get sick from pesticides.)

This message was unanimously understood as clear.

There is some uncertainty about not being able to recognize unsafe conditions, without being pesticide experts.

Participants are not familiar with the Agricultural Commissioner.

VII- Aunque reciba atención médica en México, es importante que usted reporte en California sus enfermedades causadas por los pesticidas. (Even if you get medical care in Mexico, it is important to report your illness due to pesticides in California.)

This message was unanimously understood as clear.

VIII- Su llamadas será confidencial y usted puede reportar de manera anónima. (Your calls are confidential and you can report anonymously)

This message was unanimously understood as clear.

Grammar- "Sus llamadas serán confidenciales....."

There is sentiment that the employers may discuss workers and someone who reports an incident will not be able to be hired by anyone.

IX- Si usted se enferma en el trabajo a causa de los pesticidas, su patrón debe llevarlo al medico. El pago de su cuidado medico está cubierto por la indemnización de trabajador. (If you get sick at work from pesticides, your employer must take you to a doctor. Payment of your medical care is covered by workers's compensation.)

'Compensación' may be easier to understand than 'ndemnización'.

Some participants were confused with the use of 'patron'. Did we mean the contractor, the mayordomo, supervisor, jefe.....

Some do not believe that the 'contractor' will want to pay for treatment.

X- Para obtener más información, póngase en contacto con el Comisionado Agrícola del Condado, una oficina de servicios legales, como Asistencia Legal Rural de California 1(800) 677-5221, o su union. (For more information, contact the County Africultural Commissioner, a local legal services office like California Rural Legal Assistance 1(800)677-5221, or your union.)

Not one person responded that they were part of a union.

They are not familiar with CRLA or the Agricultural Commissioner.

Attachment 13: Focus Group Summary Report

XI-Su salud y la de los otros trabajadores agrícolas dependen de que usted reporte su enfermedad cuando es causada por los pesticidas. (Your health and the health of other farmworkers depend on you reporting your illness due to pesticides.)

This message was unanimously understood as clear.

B. Messages

¿Qué es lo más importante que recuerda de los mensajes? (What is the most important thing you remember from these messages?)

- The phone numbers.
- You have the right to report.
- Everything is important
- It is important to communicate in order to save the lives of others.
- Where to communicate.

¿Compartiría esta información con sus amigos o su familia? (Will you share this information with friends or family members?)

Everyone agreed that this was information worth sharing with both friends and family.

¿Que fue lo nuevo que aprendio de los mensajes? (What is something new you learned from the messages?)

A large portions of the participants responded that all of the information was new.

Other responses:

- There is free legal assistance available
- More knowledge of rights.
- Where to communicate.

¿Se sentiría cómodo llamando éstas agencias referente a las enfermedades causadas por los pesticidas? (Do you feel comfortable calling these agencies with reference to peaticide related illnesses?)

Asistencia Legal Rural de California (California Rural Legal Assistance)

Comisionado Agrícola (Agricultural Commissioner)

Sistema para el Control de Envenenamientos de California (California Poison Control Systems)

The participants were not familiar with any of the organizations. There was not any apprehension expressed with calling them regarding pesticide related illnesses and generally believed that the organizations would help them.

C. Overall Appearance

¿Le Gustaron los colores del folleto? (Do you like the colors used in the flyer?)

Attachment 13: Focus Group Summary Report

Some of the participants in one of the groups would like the text to be in brighter colors, such as red, to draw more attention to the messages.

¿Le es familiar el avión que aparece en el folleto? (Are you familiar with the plane used in the flyer?)

The participants recognize this plane as one that they see.

¿Le es familiar el trabajador que aparece en el folleto? (Are you familiar with the worker used in the flyer?)

They usually don't wear all of the protection that the worker in the photo is wearing, but recognize him as a pesticide applicator.

Si 'no', ¿qué imágenes le asocian con la aplicación de pesticidas? (If not, what images do you associate with pesticide application)

Another possible photograph is of someone fumigating (smoke).

¿Le gusta el tamaño de las letras que se usan en el folleto? (Do you like the font used in the flyer?)

¿Son demasiado pequeñas? (Too small?)

¿Son demasiado grandes? (Too big?)

There were not any problems with the size of the font (even for the older participants).

¿Hay suficiente información en el folleto? (Is there enough information presented on the flyer?)

There was enough information presented.

¿Hay demasiada información en el folleto? (Is there too much information presented on the flyer?)

There was not too much information presented.

D. Overall Reaction

¿Usted cree que la información presentada en el folleto es útil? (Do you think the messages presented in the flyer is useful?)

All participants agreed that the information was very useful.

The information is useful in defending against abuses and injustices.

Si la misma información estuviera en una tarjeta, ¿Usted la guardaría en su cartera y la utilizaría? (If the same message was available in a card, would you keep the card and use it?)

The cards were received very well. Participants wanted to take the cards with them and some put them in their wallet immediately and were disappointed when they were told they could not take them. The participants wanted to know when and where they would be able to get the cards.

¿Tiene sugerencias para mejorar este folleto? (Do you have any suggestions for improving the flyer?)

-Use more bright colors.

¿Tiene otros comentarios? (Other final comments?)

Attachment 13: Focus Group Summary Report

- The participants recommend bringing this information into the field where they work to distribute.
- Participants felt that the information gave them the power to seek help and defend themselves.

E. Recommendations

- 1) Use more bright colors.
- 2) In VIII-text, change to “Sus llamadas serán confidenciales....” (Change on the card too.)
- 3) In IX-text, change ‘Indemnizacion’ to ‘Compensación’.
- 4) In IX-text, consider changing patrón to ‘Contractor’.
- 5) In X-text, consider removing ‘union’.
- 6) In V-text, add that the number is available 24 hours a day.

II. RADIO PSA (12/12/08)

A. Focus Group Results

¿El anuncio es claro y fácil de entender? (Was the message clear and easy to understand?)

There was no problem with comprehension or clarity.

Si escuchara este anuncio en la radio, ¿le prestaría atención? (If you heard this on the radio, would you pay attention?)

The participants responded positively towards the music and the characters. Both kept their attention.

¿El anuncio le da bastante información para que reporte enfermedades y daños causados por los pesticidas? (Does the message give you enough information about reporting pesticide illnesses and injuries?)

All participants responded yes.

¿Si usted escucharía este mensaje en la radio, le diría a otros sobre lo que escucho? (If you heard this on the radio, would you tell others about it?)

All participants responded yes.

¿Después de escuchar este anuncio, usted cree que es importante reportar enfermedades causadas por pesticidas? (After hearing this message, do you think it is important to report a pesticide illness?)

All participants responded yes.

¿Qué es lo más importante que usted recuerda del anuncio? (What is the most important thing you remember from the radio message?)

- Phone number
- To let someone know if you are not feeling good
- Everything is equally important.

¿Qué aprendió usted nuevo del mensaje? (What is something new you learned from the messages?)

Attachment 13: Focus Group Summary Report

No one responded that the messages were new to them. For those who new the messages, this was a good reminder.

¿A quien le gustaría decirle de este anuncio que escuchó en la radio? (Who would you want to tell about this radio message?)

-Friends

¿Hay algunas palabras que le resultaron difíciles de entender? (What specific words or phrases, if any, do you think some people might have a hard time understanding?)

The participants did not know about the Agricultural Commissioner.

¿Usted cree que la información presentada en el anuncio es útil? (Do you think the messages presented in the PSA is useful?)

All participants agreed that this was useful information.

Si la misma información estuviera en una tarjeta, ¿Usted la aguradaría en su cartera y la utilizaría? (If the same message was available in a card, would you keep the card and use it?)

The participants responded well to the card. They responded that the colors are nice and it gave them a sense of security.

¿Tiene sugerencias para mejorar este anuncio? (Do you have any suggestions for improving the PSA?)

Introduce the PSA with music.

¿Tiene otros comentarios? (Other final comments?)

The participants would like to see the message on TV.

Would liked to have taken the pocket card with them and inquired when it would be ready and how could they receive it.

B. Recommendations

- 1) Suggest *Radio Campesina*, *Radio Tri Color* and *Radio Bilingüe*.
- 2) Begin the PSA with music.
- 3) Radio is rarely played on busses to/from the fields. Play the PSA on radio stations that are heard in Mexicali.

III. OTHER PESTICIDE RELATED CONCERNS

- 1) The participants are unsure of who to ask in the field about pesticides?
- 2) The workers are afraid to ask questions or complain, because they feel they may lose their job.
- 3) It was recommended that there be a posting to declare the field 'Pesticide Free'.
- 4) There is not any time or facilities to wash their hands before eating lunch. The water is put far away.
- 5) How many days do you have to wait until you can enter into the field?
- 6) How do you know if the field has been sprayed and when it was sprayed?
- 7) Many of the participants complained that they had been sprayed by planes.
- 8) One participant told us of vomiting at work and no one did anything but throw water in his face.

**California-Baja California Integrated Pesticide Illness Surveillance and Exposure
Prevention Project**

FINAL PSA: Pesticidas

Personajes: Hombre Joven y Hombre Mayor

SCRIPT

H Joven ¡Ah, que día de trabajo tan pesado! Y para colmo, no me siento bien!
(What a day at work, I have had a headache all day.)

H Mayor A lo mejor es porque estuviste trabajando con pesticidas.
(Really, you may have been exposed to pesticides, were you working with pesticides?)

H Joven Puede ser, fíjate que toda la semana he visto que han estado rociando pesticidas.
(Yes, I noticed that they have been spraying pesticides on the field all week.)

HM- ¿Y sabes que químicos han echado y como protegerte?
(You know what chemicals have been used and how to protect yourself?)

H Joven Pa' que te digo que sí, ¡ si no!
(I can't say 'yes', because no I don't)

HM Pues deberías saberlo. Tu tienes derecho de saber que pesticidas aplican y como protegerte. Y si has estado expuesto a pesticidas y te enfermas o si ves condiciones inseguras de trabajo tienes que reportarlo al Comisionado Agrícola.
(You know, you have the right to know about pesticides where you work and how to protect yourself. If you are exposed or if you notice unsafe conditions, you need to report being exposed to pesticides to the Agricultural Commission.)

H Joven Y yo ¿qué gano con eso?
(Why would I do that?)

H Mayor Pues mejorar las condiciones de trabajo para ti y para otros trabajadores agrícolas.

Attachment 14: Radio PSA Script (English and Spanish)

(You can improve working conditions for you and other farmworkers by reporting if you get sick from pesticides.)

H Joven ¿En serió?
 (Really?)

HM ¡Claro! Cómo piensas que van a saber que hay problemas si no los reportas.
 (Yes! How is anyone going to know there is a problem if you do not report it?)

Hj Creo que tienes razón.
 (Oh, I understand.)

Narrador Tu salud y la de otros trabajadores agrícolas depende de que reportes las enfermedades causadas por los pesticidas. Llama al *Comisionado Agrícola del Condado Imperial* al (760) 482-4314 . Tienes que reportarlo aunque hayas ido a México a ver el doctor. Su llamada será confidencial y usted puede reportar de manera anónima.
 (Your health and the health of other farmworkers depend on you reporting your illness due to pesticides. If you are exposed to or get sick from pesticides, call the *Imperial County Agricultural Commissioner* at (760) 482-4314, again the number is. You need to report even if you get medical care in Mexico. Your call is confidential and you can report anonymously.)



You Can Improve Working Conditions Report Pesticide Illness

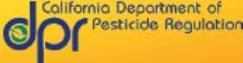
- 1.** You have the right to know about pesticides where you work and how to protect yourself.
- 2.** If you report when you get sick from pesticides, you can help improve your working conditions and those of other farmworkers.
- 3.** If you get sick from pesticides:
 - ▶ Call **911** for emergency care.
 - ▶ Call the **California Poison Control System**, 24 hours a day, at **1(800) 222-1222** to get advice and referrals to medical care providers.
 - ▶ Call the **Imperial County Agricultural Commissioner** at **1(760) 482-4314** to report unsafe conditions due to pesticides or if you are exposed to and get sick from pesticides.
 - ▶ **Even if you get medical care in Mexico**, it is important to report your illness due to pesticides in California.
- Your calls are confidential and you can report anonymously.**
- 4.** If you get sick at work from pesticides, **your employer must take you to a doctor.** Payment of your **medical care is covered by workers' compensation.**
 - ▶ For more information, contact the County Agricultural Commissioner, a local legal services office like **California Rural Legal Assistance 1(800) 677-5221**, or your union.
- 5.** Your health and the health of other farmworkers depend on you reporting your illness due to pesticides.





Mejore Sus Condiciones de Trabajo Reporte Enfermedades Causadas por Pesticidas

1. Usted tiene el derecho de saber acerca de los pesticidas donde trabaja y cómo protegerse.
2. Si usted **reporta cuando se enferma a causa de los pesticidas**, usted puede ayudar a mejorar las condiciones de trabajo para usted y otros trabajadores agrícolas.
3. Si usted se enferma a causa de los pesticidas:
 - ▶ Llame al **911**, para atención de emergencia.
 - ▶ Llame al **Sistema para el Control de Envenenamientos de California**, las 24 horas del día, al **1(800) 222-1222** para obtener consejos e información sobre los proveedores de atención médica.
 - ▶ Llame al **Comisionado Agrícola del Condado de Imperial al 1(760) 482-4314** para reportar condiciones inseguras debido a pesticidas, o si se expuso y se enfermó a causa de pesticidas.
 - ▶ Aunque reciba atención médica en México, es importante que usted reporte en California sus enfermedades causadas por los pesticidas.
- Su llamada será confidencial y usted puede reportar de manera anónima.
4. Si usted se enferma en el trabajo a causa de los pesticidas, **su mayordomo debe llevarlo al médico**. El pago de su cuidado médico está cubierto por la compensación del trabajador.
 - ▶ Para obtener más información, póngase en contacto con el Comisionado Agrícola del Condado, una oficina de servicios legales, como la **Asistencia Legal Rural de California 1(760) 353-0220**, o su unión.
5. Su salud y la de los otros trabajadores agrícolas dependen de que usted reporte su enfermedad cuando es causada por los pesticidas.





Mejore Sus Condiciones de Trabajo
Reporte Enfermedades Causadas por Pesticidas

- ▶ **Llame al 911** para atención de emergencia.
- ▶ **Llame al Sistema para el Control de Envenenamientos de California**, las 24 horas del día, al **1(800) 222-1222** para obtener consejos y referencias de proveedores de atención médica.
- ▶ **Llame al Comisionado Agrícola al 1(877) 378-5463** para reportar condiciones inseguras debido a pesticidas, o si se expuso o se enfermó a causa de pesticidas.

Su llamada será confidencial y usted puede reportar de manera anónima.



- ▶ Si usted se enferma en el trabajo a causa de los pesticidas, **su mayordomo debe llevarlo al médico**. El pago de su cuidado médico está cubierto por la compensación del trabajador.
 - ▶ Para obtener más información, póngase en contacto con el Comisionado Agrícola del Condado, una oficina de servicios legales, como la **Asistencia Legal Rural de California 1(800) 677-5221**, o su union.
- ▶ Aunque reciba atención médica en México, es importante que usted reporte en California sus enfermedades causadas por los pesticidas.
- ▶ Su salud y la de los otros trabajadores agrícolas dependen de que usted reporte su enfermedad cuando es causada por los pesticidas.



California Office of Binational Border Health

Pesticide Outreach Evaluation Survey

	<i>Respondent gender</i>	<input type="checkbox"/> Male <input type="checkbox"/> Female
1	How old are you? <i>If under 18, terminate the survey</i>	
2	Are you a farmworker? <i>If no, terminate the survey</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
3	Have you heard any announcements on the radio regarding pesticides? <i>If no, skip to #6</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know
4	On what radio station did you hear the announcement?	<input type="checkbox"/> La Tricolor (KMXX 99.3 FM) <input type="checkbox"/> Jose (KSEH 94.5 FM) <input type="checkbox"/> Radio Bilingue (KUBO 88.7 FM) <input type="checkbox"/> Other _____
5	<i>If yes, What did you hear?</i> <i>Let this be an open ended question, marking the appropriate response as the farmworker is answering</i>	<input type="checkbox"/> Have a right to know about pesticides used at work <input type="checkbox"/> Have a right to protect yourself from pesticides <input type="checkbox"/> Should report pesticide exposure and/or sickness <input type="checkbox"/> Should report poor or unsafe working conditions <input type="checkbox"/> Have a right to worker's compensation <input type="checkbox"/> Important to report pesticide illness <input type="checkbox"/> Need to report even if you get medical care in Mexico <input type="checkbox"/> Call the Agriculture Commissioner to report <input type="checkbox"/> Calls are confidential <input type="checkbox"/> You can report anonymously <input type="checkbox"/> Other _____ _____ _____ _____ _____
6	Do you have this card in your possession? <i>Show the card (If no, skip to #8)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> No, but I received it
7	Where or who did you get the card from?	<input type="checkbox"/> Promotora <input type="checkbox"/> Friend <input type="checkbox"/> Employer <input type="checkbox"/> Other _____ _____ _____

ation _____

Date _____

Administrator _____



California Office of Binational Border Health

Pesticide Outreach Evaluation Survey

8	Have you been given and/or seen this flyer or poster before today? <i>Show flyer/poster</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
9	What would you do if you saw unsafe conditions due to pesticides or if you were exposed to and got sick from pesticides? <i>Let this be an open ended question, marking the appropriate response as the farmworker is answering</i>	<input type="checkbox"/> Report it to my boss <input type="checkbox"/> Report it to a health worker <input type="checkbox"/> Call <input type="checkbox"/> Poison Control Systems <input type="checkbox"/> Agricultural Commissioner <input type="checkbox"/> CRLA <input type="checkbox"/> 911 <input type="checkbox"/> Other
10	Why is it important to report unsafe conditions due to pesticides or if you are exposed to and get sick from pesticides? <i>Let this be an open ended question, marking the appropriate response as the farmworker is answering</i>	<input type="checkbox"/> Improve working conditions <input type="checkbox"/> My health depends on it <input type="checkbox"/> Fellow farmworker health depends on it <input type="checkbox"/> Other
11	Country of primary residence	<input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Other
Thank them for their participation and offer them a copy of the card if they don't already have one.		Card Given? <input type="checkbox"/> Yes <input type="checkbox"/> No

ation _____

Date _____

Administrator _____



California Office of Binational Border Health

Pesticide Outreach Evaluation Survey

Preséntese y pida permiso para hacer preguntas sobre los materiales relacionados a la salud. Dígalos que utilizaremos la información para evaluar una campaña de educación sobre la salud.

	<i>Género</i>	<input type="checkbox"/> Masculino <input type="checkbox"/> Femenino
1	¿Cuántos años tiene? <i>Si menos de 18 años, termine la encuesta</i>	
2	¿Es usted un trabajador agrícola? <i>Si no, termine la encuesta</i>	<input type="checkbox"/> Sí <input type="checkbox"/> No
3	¿Ha escuchado algunos anuncios en la radio sobre los pesticidas? <i>Si no, pase a la #6</i>	<input type="checkbox"/> Sí <input type="checkbox"/> No <input type="checkbox"/> No sabe
4	¿En cuál estación de radio escuchó el anuncio?	<input type="checkbox"/> La Tricolor (KMXX 99.3 FM) <input type="checkbox"/> José (KSEH 94.5 FM) <input type="checkbox"/> Radio Bilingüe (KUBO 88.7 FM) <input type="checkbox"/> Otro
5	<i>En caso afirmativo, ¿Qué escuchó?</i> <i>Deje que esta sea una pregunta abierta, marcando la respuesta adecuada dependiendo como responde el entrevistado.</i>	<input type="checkbox"/> Tengo el derecho de saber cuales pesticidas se usan en el trabajo <input type="checkbox"/> Tengo el derecho a protegerse de los pesticidas <input type="checkbox"/> Debo reportar la exposición o enfermedad causada por los pesticidas <input type="checkbox"/> Debo reportar condiciones inseguras o peligrosas en el trabajo <input type="checkbox"/> Tengo derecho a la compensación del trabajador <input type="checkbox"/> Es importante reportar enfermedades causadas por los pesticidas <input type="checkbox"/> Es importante reportar aunque reciba atención médica en México <input type="checkbox"/> Llamar al Comisionado Agrícola para reportar <input type="checkbox"/> Las llamadas son confidenciales <input type="checkbox"/> Poder reportar de forma anónima <input type="checkbox"/> Otro _____ _____ _____ _____ _____

on _____

Date _____

Administrator _____



California Office of Binational Border Health

Pesticide Outreach Evaluation Survey

6	¿Tiene esta tarjeta con usted? <i>Mostrar la tarjeta (Si no, pase a la #8)</i>	<input type="checkbox"/> Sí <input type="checkbox"/> No <input type="checkbox"/> No, pero la recibió
7	¿En dónde o quién le dio la tarjeta?	<input type="checkbox"/> Promotora <input type="checkbox"/> Un(a) amigo(a) <input type="checkbox"/> Patrón/supervisor <input type="checkbox"/> Otro _____ _____ _____
8	Antes de hoy, ¿usted ha visto o recibido este folleto o cartel? <i>Muéstreselo</i>	<input type="checkbox"/> Sí <input type="checkbox"/> No
9	¿Qué haría usted si viera condiciones inseguras debido a los pesticidas, o si usted está expuesto(a) y se enfermó a causa de los pesticidas? <i>Deje que esta sea una pregunta abierta, marcando la respuesta adecuada dependiendo como responde el entrevistado</i>	<input type="checkbox"/> Reportarlo a mi supervisor <input type="checkbox"/> Reportarlo a un trabajador de la salud <input type="checkbox"/> Llamar <input type="checkbox"/> El Centro de Control de Envenenamientos <input type="checkbox"/> El Comisionado Agrícola <input type="checkbox"/> Asistencia Legal Rural de California (CRLA) <input type="checkbox"/> 911 <input type="checkbox"/> Otro
10	¿Por qué es importante reportar las condiciones inseguras debido a los pesticidas, o si usted está expuesto(a) a enfermarse a causa de los pesticidas? <i>Deje que esta sea una pregunta abierta, marcando la(s) respuesta(s) adecuada(s) dependiendo como responde el entrevistado</i>	<input type="checkbox"/> Mejorar las condiciones de trabajo <input type="checkbox"/> Mi salud depende de ello <input type="checkbox"/> La salud de mis compañeros de trabajo depende de ello <input type="checkbox"/> Otro
11	País donde reside	<input type="checkbox"/> EE.UU. <input type="checkbox"/> México <input type="checkbox"/> Otro
Déle las gracias por su participación y ofrézcales una tarjeta si no tienen una.		¿Dio la tarjeta? <input type="checkbox"/> Sí <input type="checkbox"/> No

on _____

Date _____

Administrator _____



**California-Baja California Integrated Pesticide Illness Surveillance
and Exposure Prevention Project**

Pesticide Outreach Evaluation
April-May 2009, Imperial County, CA
N=186 Farmworkers

Gender Male Female <i>Missing = 5</i>	152 (84.0%) 29 (16.0%)
Age Average Median Range	47 years 48 years 19-78 years
Have you heard any radio announcements regarding pesticide exposure? Yes No I don't know <i>Missing = 7</i>	43% (77) 53% (95) 4% (7)
On what Station did you hear the announcement? (n=77)* Tricolor 99.3 FM Jose 94.5 FM Radio Bilingue 88.7 FM Other <i>Missing = 1</i>	26% (20) 14% (11) 18% (14) 49% (38)
Recall outreach message (n=77) Yes No	56% (43) 44% (34)
Have pocket card in possession? Yes No (did not receive it) No (but had received it)	33% (62) 38% (71) 29% (53)
Where did you receive the card? (n=115) Promotora Friend Employer Other <i>Missing = 4</i>	91% (101) 2% (2) 4% (4) 4% (4)
Have you seen or been given poster/flyer? Yes No <i>Missing = 7</i>	36% (65) 64% (114)
What would you do if you saw unsafe conditions due to pesticides? Respond inline with outreach messages. Other <i>Missing = 2</i>	83% (152) 17% (32)

Attachment 20: Pesticide Outreach Evaluation Survey (Spanish)

Why is it important to report unsafe conditions?*	
Improve working conditions	48% (87)
My health depends on it	33% (61)
Other farmworker health depends on it	21% (38)
Other	55% (100)
<i>Missing = 3</i>	
Country of Primary Residence	
Mexico	63% (114)
U.S	33% (60)
Both	3% (6)
<i>Missing = 6</i>	
Card given to participant at completion of survey?	
Yes	68% (127)
No	32% (59)
* Participants not restricted to one answer. Total percent and frequency sum to over 100% and total N.	