Protecting Oregon Farmworkers
Food Security & Farmworker Safety Program

- 30 Million from Governor Brown to protect Oregon’s food supply and farmworkers
  - 10 Million housing
  - 6 Million for field sanitation
  - 14 Million for mitigation (including POF)
- Cross agency collaboration between Department of Ag, Oregon Watershed Enhancement Board, OHA in and Governors Office.

FSFS Program
- Housing
- Field Sanitation
- Mitigation
  - Assistance for farmers
  - Safe Sheltering OHDC
  - Toilets/Handwashing
  - Transportation
  - Quarantine Fund
  - Facemasks
  - Outreach
Protecting Oregon Farmworkers Project

• 3 million for outreach and education campaign
  • grants to partners
  • media campaign

• Specifically for targeting farmworkers

• Stands apart from other OHA CBO grant funding for contact tracing and other outreach efforts

• Administered by the Community Partner Outreach Program (CPOP) in conjunction with OHA Office of Equity and Inclusion (OEI)-Maria Castro

• CPOP
  • Nearly 300 Community Partners who provide OHP outreach and enrollment services to marginalized communities
  • Over 1,300 individual OHP application assiters
Timeframe

• Initial push June 2020-December 2020
• Reevaluate at this point
  • Funding availability
  • Pandemic status
• RFP released early June
• Training held in June 25th
• Contracts being finalized as we speak
• Media campaign to kick off late July
• Partners have been working since emergency period began
POF Partners

• Approved applications from
  • The Gorge (Wasco, Hood River): **NDI, ONE Community Health, MCMC**
  • Southern Willamette Valley (Linn): **Benton County PH**
  • Eastern Oregon (Umatilla, Malhuer): **Euvalcree, ORA**
  • Southeast Metro (Clackamas): **NWFS**
  • Southern Oregon (Jackson): **La Clinica, Unete**
  • West Metro/Wine Country (Washington, Yamhill): **Virginia Garcia**
  • Willamette Valley (Marion, Polk): **Northwest Human Services**

• Pending applications
  • Alianza Poder & Allies-Statewide proposal
  • Tuality Healthcare-Statewide proposal
OHA Expectations

• Comply with all current COVID-19 executive orders and OHA guidance
• Provide in person education and system navigation services to farmworkers
  • Safety/prevention
  • Executive orders
  • Testing
  • Quarantine funds
  • Wage Replacement
  • Etc.
• Collaborate with local organizations doing similar work including LPHAs
• Maintain a list of local resources
Support for Partners

COVID-19 Resource Guide for Organizations Providing Services in Agricultural Settings

Applicability: This field guide (guide) is intended to summarize COVID-19-related information and provide recommendations and resources for outreach workers who provide services in agricultural settings. It is intended to be used by people who conduct field outreach to agricultural and migrant farm workers during the COVID-19 pandemic to protect themselves and those they work with.

**Notes**
The Oregon Health Authority (OHA) prepared this guide only for use during the current COVID-19 pandemic. Please note:

- Recommendations regarding all aspects of the pandemic response frequently change, and readers should check for updated information from OHA and other experts. Visit the OHA COVID-19 website.
- Nothing in this guide is intended to supersede any information or recommendations provided by federal, state or local public health authorities.
- Nothing in this guide constitutes medical or legal advice or formal guidance and should not be relied upon as such.

Organizations that conduct agricultural worker outreach should, to the extent possible:

- Provide training and educational materials related to COVID-19 for staff. Training should be conducted by individuals who are familiar with applicable resources developed by OHA and the CDC.
- Include a "COVID-19 update" as a standing topic on staff meetings and employee huddles as the situation may change rapidly.
- Minimize the number of staff members who have face-to-face interactions with agricultural workers. In case either person later becomes ill, keep a record of staff in-person interactions with people they may encounter during the field visit.

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Additional Support for Partners

- POF Resource Guide
- **Groupsite**
- CPOP Regional Outreach Coordinators
- **Local Public Health Authorities**
- Monitor Advocate Program
Media Campaign

**Goal**
To inform and help OHA in educating the Latino/a/x Farmworkers communities in Oregon about the risks and prevention of COVID-19

**Strategy**
To create and develop a strong and comprehensive outreach and education process with a sense of urgency that includes an impactful and strong call to action

**Tactics**
Multimedia outreach efforts across the state, including
- Radio spots production (including in some indigenous languages)
- TV spots production
- Posters, flyers, postcards production
- Advertising

**Focus Group**
With OHA and partners. To test the materials before placing them on the air.
Media Campaign

• VIVE NW-Primarily Social Media

• Videos for partners in multiple languages

• Virtual Resource Center

• 1-800 number

• Resources made available to all partners
Weekly Radio Series on *La Voz del Pueblo*
- Amplifies crucial COVID-19 information
- Spanish and indigenous languages
- Weekly *OHA Update*
- Interviews with Health and Community Leaders
- Broadcast across Eastern Oregon on over Radio La Ley 100.1FM

**Jose Garcia**, Radio Show Host
ORA Community Leader

**Ana Elisa Wilson**
Radio Program Coordinator
ORA Community Organizer
Q & A
Thank you!

Maria Castro: MARIA.CASTRO@dhsoha.state.or.us
Jorge Martinez: JORGE.E.MARTINEZZAPATA@dhsoha.state.or.us
Oliver Vera: Oliver.VERA@dhsoha.state.or.us
Perry Dejodee: PERRY.B.DEJOODE@dhsoha.state.or.us