### TIPS: Educating Farmworkers on COVID-19

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

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

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

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

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

#### UTILIZE RESOURCES

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<thead>
<tr>
<th>Resource</th>
<th>Link</th>
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<tr>
<td>CA Dept. of Food &amp; Agriculture</td>
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<tr>
<td>CA Dept. of Public Health</td>
<td><img src="qr_code.png" alt="CDPH QR Code" /></td>
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<td>Centers for Disease Control</td>
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<td>UC Davis WCAHS resource site</td>
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<tr>
<td>&amp; Tailgate Training Guide</td>
<td><img src="qr_code.png" alt="Training Guide QR Code" /></td>
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(Scan QR codes with smartphone camera to view guidance in multiple languages.)

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cdfa  CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE  WHEN IN DOUBT, REACH OUT: CDFA: (916) 654-0466  covid19.ca.gov