



22nd Annual
**Health Literacy
Conference**
Virtual • May 9-11, 2023

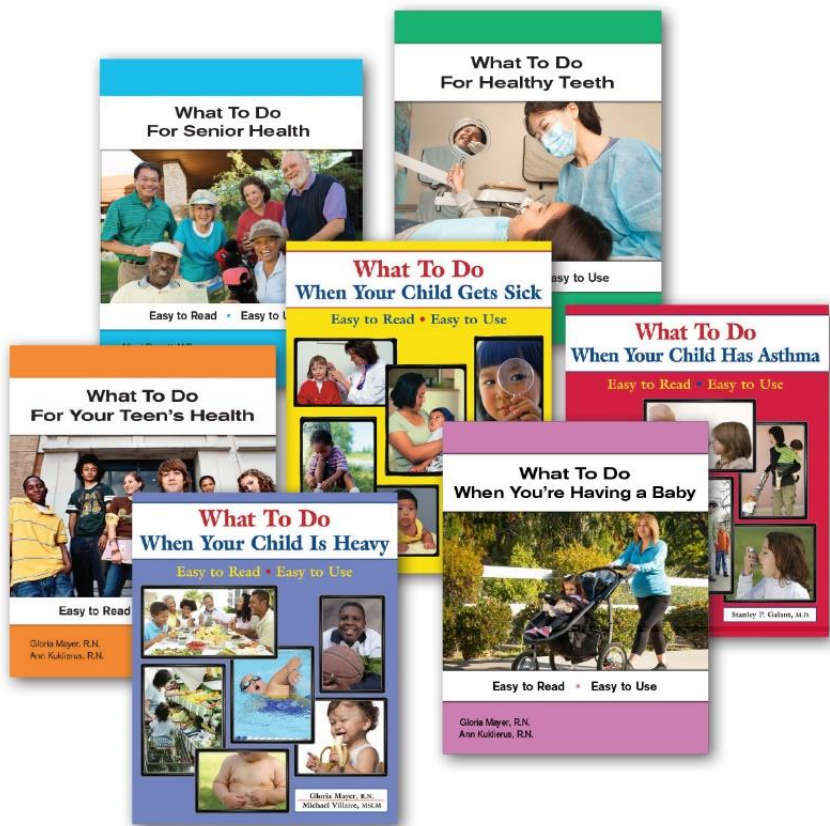
Welcome

IHA and Health Literacy

- The Institute for Healthcare Advancement (IHA) is a nonprofit 501(c)(3) Public Charity
- Mission initiative to advance health literacy toward health equity
- We have been active in health literacy since 1999



Our Health Literacy Publications



“What To Do For Health” Book Series

- Written at 3rd-5th grade level
- English – Spanish – more
- More than **5.5 million** copies distributed

Our Health Literacy Publications

Micropubs

- 5 x7, 24 - 40 page booklets
- Designed to help individuals manage their health
- Written in an easy-to-read and easy-to-understand format
- Co-branding opportunities



Our Health Literacy Publications

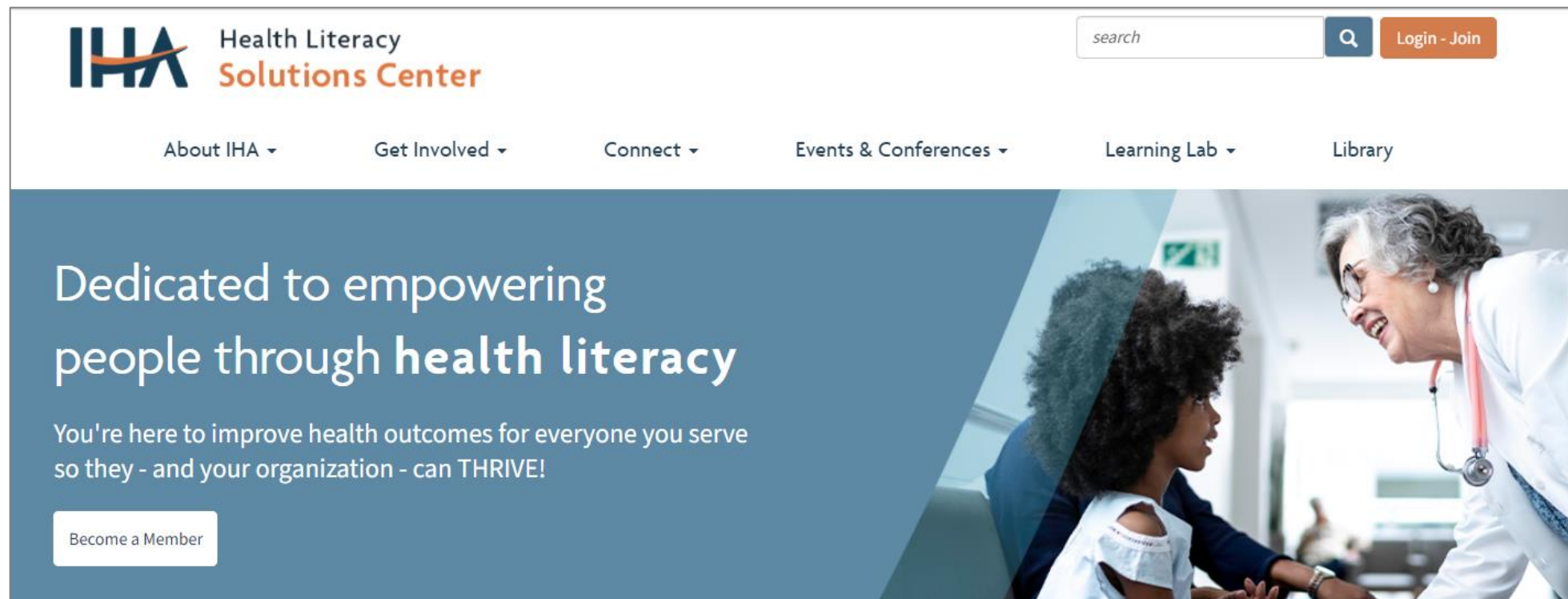


- Editor-in-Chief- Michael K. Paasche-Orlow, MD
- *HLRP* is an international, indexed, interdisciplinary and open-access publication
- *HLRP* is dedicated to promoting excellence in research and practice to:
 - Advance the field of health literacy
 - Promote health equity
 - Reduce health disparities
- www.healio.com/public-health/journals/hlrp



Our Health Literacy Initiatives...

Join the Health Literacy Main Community



The screenshot shows the homepage of the IHA Health Literacy Solutions Center. At the top left is the IHA logo, followed by the text "Health Literacy Solutions Center". To the right is a search bar with the word "search" inside, a magnifying glass icon, and a "Login - Join" button. Below the header is a navigation menu with links: "About IHA", "Get Involved", "Connect", "Events & Conferences", "Learning Lab", and "Library". The main content area features a large blue banner with the text "Dedicated to empowering people through health literacy" and a sub-headline "You're here to improve health outcomes for everyone you serve so they - and your organization - can THRIVE!". A "Become a Member" button is located at the bottom left of the banner. The banner also includes a photograph of a doctor in a white coat and stethoscope smiling and talking to a young girl with curly hair.

IHA Health Literacy Solutions Center

search Login - Join

About IHA Get Involved Connect Events & Conferences Learning Lab Library

Dedicated to empowering people through **health literacy**

You're here to improve health outcomes for everyone you serve so they - and your organization - can THRIVE!

Become a Member



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Our Health Literacy Initiatives...



HEALTH LITERACY MONTH

Building Awareness Through Action

- October each year - Share your activities
- In collaboration with founder Helen Osborne
- www.healthliteracymonth.org



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Our Health Literacy Initiatives...



Health Literacy Specialist

Certificate Program

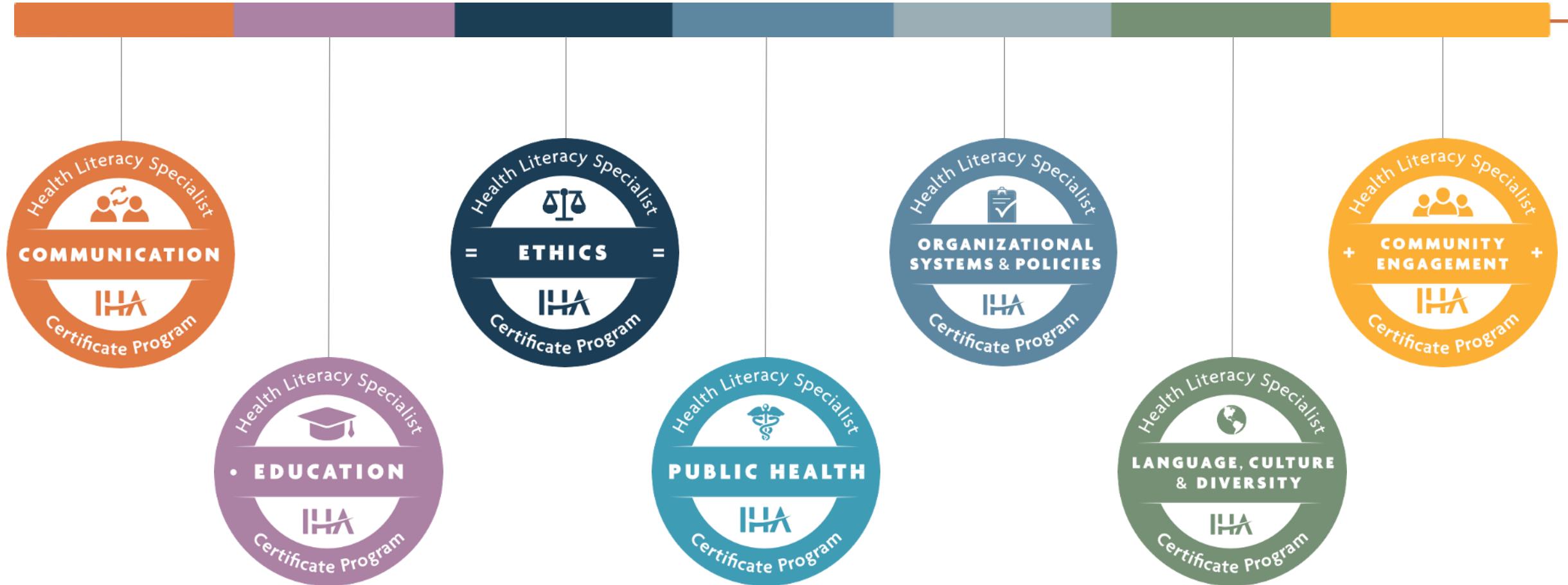


- Based on a Job Task Analysis and national survey of health literacy specialists
- Online, self-paced, customizable professional development
- Built according to Institute for Credentialing Excellence (ICE) standards
- Continuing education credits – CHES/MCHES, CPH, California nurses
- <https://www.healthliteracysolutions.org>



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Health Literacy Specialist Certificate Micro-credentials



Health Literacy Conferences



We produce this
Annual Health Literacy
Conference, and...



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Health Literacy Conferences

**Health
Literacy in
Action**

October 3, 2023 • Virtual

Co-sponsored by



SCHOOL OF
PUBLIC HEALTH

HOROWITZ CENTER FOR HEALTH LITERACY



Institute for
Healthcare Advancement

Advancing Health Literacy toward Health Equity

Health Literacy in Action (HLiA)

October 3, 2023



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Health Literacy Conferences

{HARC}

HEALTH
LITERACY
ANNUAL
RESEARCH
CONFERENCE

**Advancing Health Literacy
Research to Improve Health Equity**

October 30-31, 2023



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Health Literacy Conferences



Virtual • September 21, 2023

Arizona's 4th Annual Health Literacy Conference 2023

Trust - The Core of Health and Well-Being

Arizona's Annual Health Literacy Conference

September 21, 2023



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference



22nd Annual
**Health Literacy
Conference**
Virtual • May 9-11, 2023

*Working Better Together:
Leveraging the Power of Health Literacy
to Improve Health Equity*



Public Health Emergencies

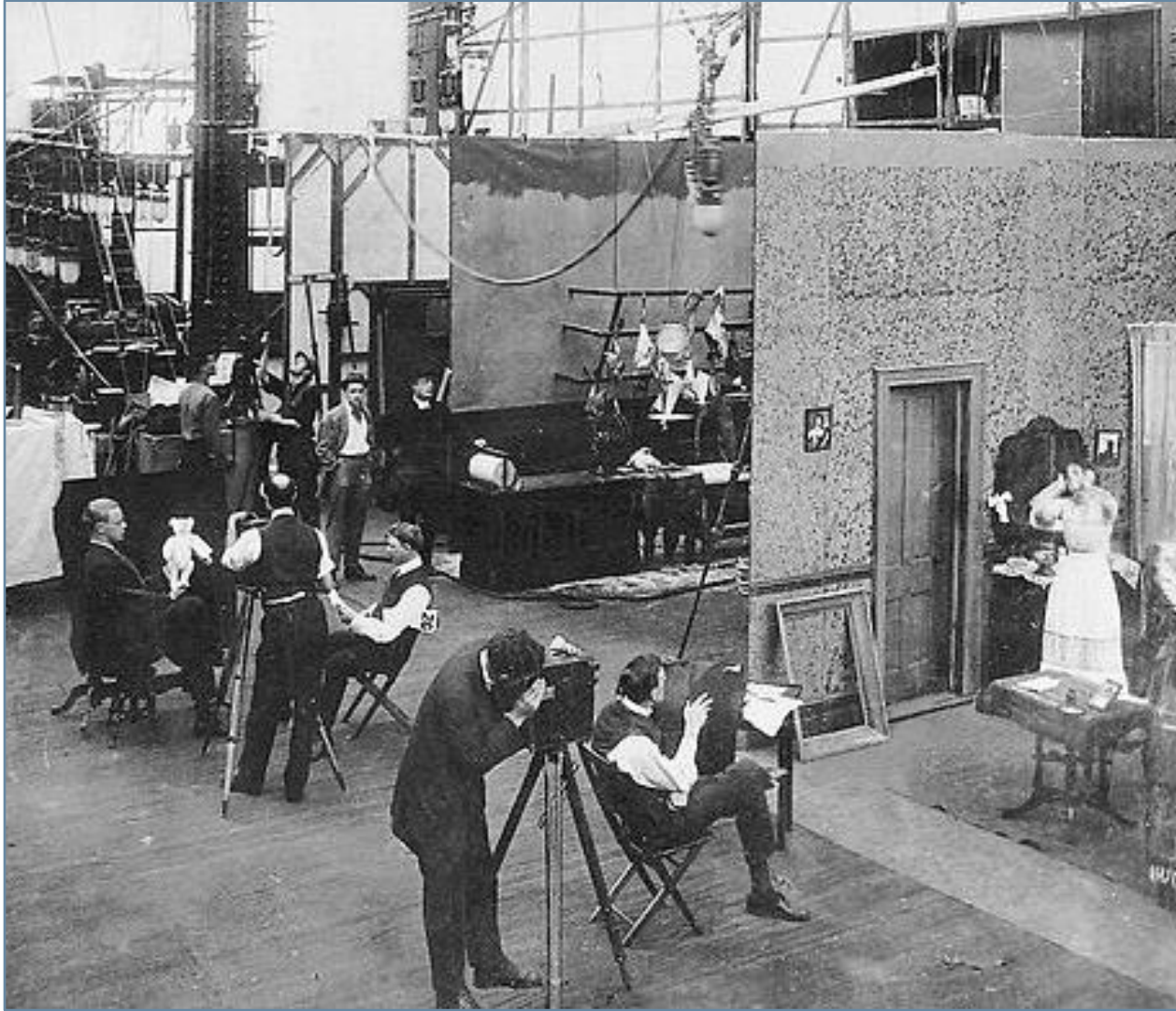


Tenements at Park Ave.
[and 107th St., New York

Detroit Publishing Co., copyright claimant, publisher., Public domain, via Wikimedia Commons

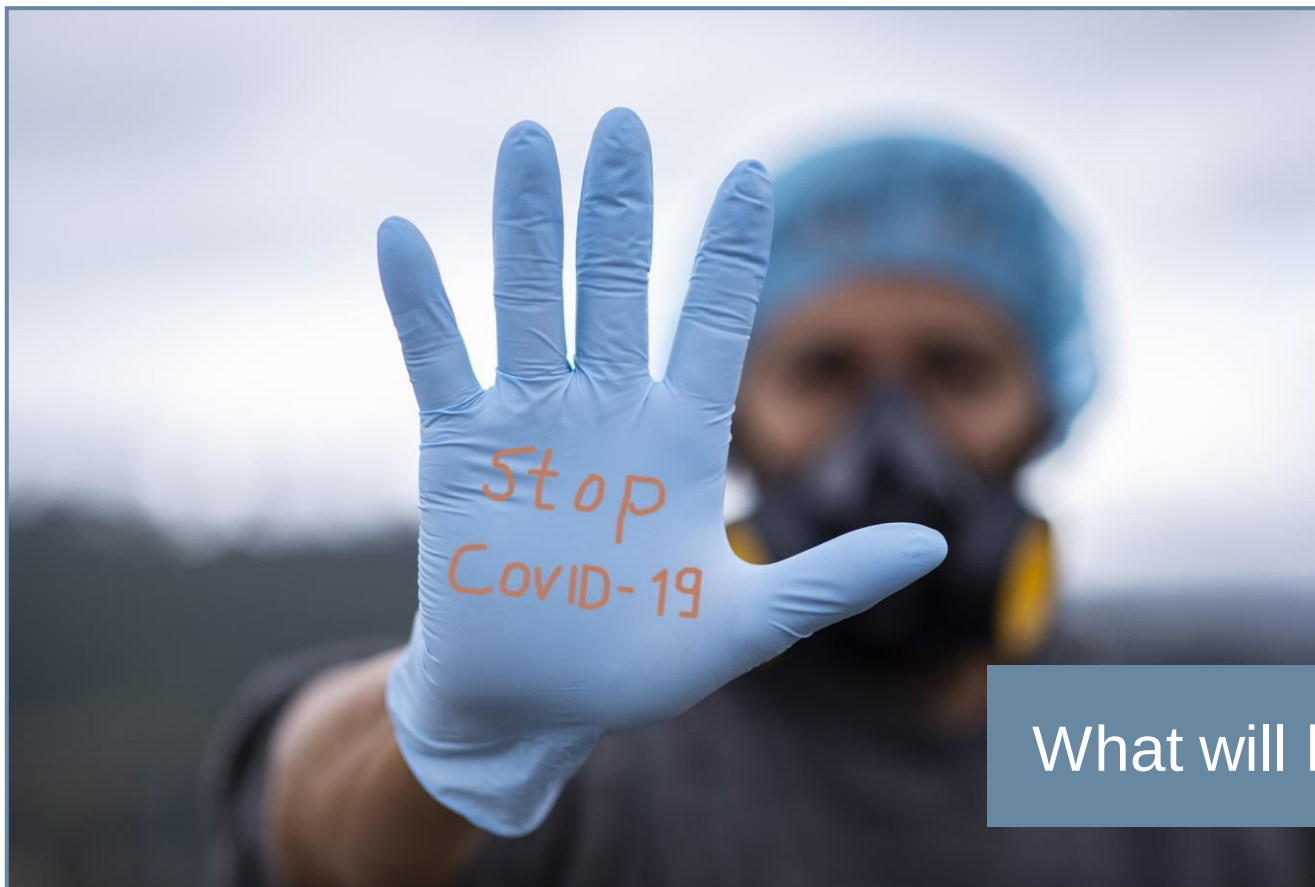


Leonhard Seppala with his dogs after the serum run in 1925. His lead dog, Togo, on the far left.



Interior of Edison Motion Picture Studio's main facility in the Bronx, New York City used between 1907 and 1918. Several productions are shown here in progress simultaneously.

Thomas Alva Edison, Public domain, via Wikimedia Commons



What will be our ripple effect?



22nd Annual
**Health Literacy
Conference**
Virtual • May 9-11, 2023

*Working Better Together:
Leveraging the Power of Health Literacy
to Improve Health Equity*

Working Better Together: Leveraging the Power of Health Literacy to Improve Health Equity

- 3 Daily Topics
 - Gathering Insights from One Another



Working Better Together: Leveraging the Power of Health Literacy to Improve Health Equity

- 3 Daily Topics
 - Gathering Insights from One Another
 - Building Our Skills and Honing Our Workforce



Health Literacy Field Updates

about innovative programs and exciting research. Enjoy an interactive virtual poster wall and direct message the presenter. Register Today! [#healthliteracy](#) [bit.ly/3GoPptJ](#)



 The IH...
(• Mar 29

Select Language 

Powered by  Translate

ICON LEGEND

ART Gallery


ePoster Gallery


Poetry Series


Health Literacy Certificate Program


Health Literacy Field Updates

IHA 2023 Health Literacy Awards



ePoster Contest

[VOTE NOW](#)



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Working Better Together: Leveraging the Power of Health Literacy to Improve Health Equity

- 3 Daily Topics
 - Gathering Insights from One Another
 - Building Our Skills and Honing Our Workforce
 - Exploring the Richness of Diverse Communication Strategies



eArt Gallery

The screenshot shows the website for the IHA 22nd Annual Virtual Health Literacy Conference. The top navigation bar includes links for "CE Information", "Login Required", "FAQs", "Evaluations", and "Login Required". The main header features three date tiles for Tuesday, May 9; Wednesday, May 10; and Thursday, May 11. Below the header, there are sections for "Live Sessions" and "OnDemand Sessions". A red box highlights the "eArt Gallery" section, which is a blue banner with a paint palette icon and an upward-pointing arrow. Below the banner, there are four orange tiles: "ePoster Gallery", "Poetry Series", "Health Literacy Certificate Program", and "Health Literacy Field Updates". On the right side, there is a sidebar with the text "Your Health Is Everything to Us", the CalOptima Health logo, and a "LEARN MORE" button. The left sidebar contains social media posts from IHA, including one about the conference registration and another about improving patient communication.

CE Information
Login Required

FAQs

Evaluations
Login Required

Tuesday, May 9

Wednesday, May 10

Thursday, May 11

Live Sessions

OnDemand Sessions

eArt Gallery

ePoster Gallery

Poetry Series

Health Literacy Certificate Program

Health Literacy Field Updates

Your Health Is Everything to Us

CalOptima Health

LEARN MORE

Register today for IHA's Annual Health Literacy Conference!
bit.ly/3U6qtwu

Join Us! IHA 22nd Annual Health Literacy Conference Virtual • May 9-11, 2023
Working Better Together: Leveraging the Power of Health Literacy to Improve Health Equity
28+ On-Demand Sessions, Lectures, Panels and Workshops

View the Agenda
• Tuesday: Gaining Insights from One Another
• Wednesday: Building Our Skills and Hearing Our Workforce
• Thursday: Exploring the Business of Disease Communication Strategies

Improve patient communication in your organization and lead the field in health literacy, health equity, and social determinants



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Posters

- Rate the posters

Empowering Survivors Through Health Literacy and Self Advocacy: An Educational Program for Survivors of Sex Trafficking and Domestic Violence



 Has Audio

Primary Presenter(s)



Erin Hobbs

Student
UT Health San Antonio

HELP for Better Health is a grant-funded program seeking to improve health literacy, self-efficacy, and self-advocacy for women survivors of sexual assault, intimate partner violence, or human trafficking through a four-month educational program. The remotely-delivered health literacy curriculum included discussions, application activities, and learning checks. Progress was measured by the Newest Vital Sign Assessment, the Strengths Self Efficacy Scale, and self-report. At the program's conclusion, we hope to see qualitative and quantitative improvements in the outcomes of interest. If found effective, this pilot program will be suitable for sustained use and expansion to other populations.

Rate ePoster 

5 Views

Q & A

View ePoster



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Poster Winners

- Announced on Thursday May 11

#health literacy @mariaross

Keynote Speaker
IHA 22nd Annual Health Literacy Conference Virtual - May 9-11, 2023
Join Maria in the front row world of the value of community as a source for leadership success.
"The Integrity Edge: How to Strengthen Your Integrity through the Power of Collaboration and Enhance Your Influence"
Maria Ross
Executive Director, Community Leadership Training, Health Literacy, Culture & Patient Care

Select Language
Powered by Google Translate

ICON LEGEND

- ★ This session is not in your schedule.
- ★ This session is in your schedule. Click again to remove it.

f i y t i n

ePoster Gallery Poetry Series Health Literacy Certificate Program Health Literacy Field Updates

IHA 2023 Health Literacy Awards

ePoster Contest VOTE NOW

Virtual Help Desk Frequently Asked Questions

Thank You Sponsors

CalOptima Health MODELO HEALTH SCIENCE OF TOMORROW



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Collective Impact: Partnerships That Move the Health Equity Needle – Keynote

Paula Braveman, MD, MPH

Founding Director, Center for Health Equity
University of California, San Francisco

Housekeeping

- **Questions** – Visit the Virtual Help Desk at the bottom of the homepage.
- **Continuing Education** – Visit the “Evaluations” on the homepage to complete evaluations and receive your certificate.
- **Recordings** – This session and all other live sessions will be recorded and posted within 24 hours.

Housekeeping

- **Session info:**
 - All attendees will be muted during the presentation
 - Questions will be addressed at the end of the presentation
- **How to participate in the session:**
 - Questions tab – Type in your questions here
 - Vote button – Move important questions up in the queue
 - Discussion tab – Type thoughts and comments

Systemic or structural racism and health equity

22nd Annual Health Literacy Conference
Institute for Healthcare Advancement
May 9, 2023

Paula Braveman, MD, MPH

Professor Emeritus of Family and Community Medicine

Founding Director, Center for Health Equity

University of California, San Francisco

Systemic or structural racism and health equity

- What are they?
- How are they related?
- Examples
- Dismantling systemic and structural racism to achieve greater health equity

Why discuss definitions?

- Many different definitions
- Addressing health equity and systemic and structural racism requires a long, strategic process engaging diverse stakeholders with diverse agendas
- Lack of clarity increases the risk of getting lost along the way, despite the best intentions

*



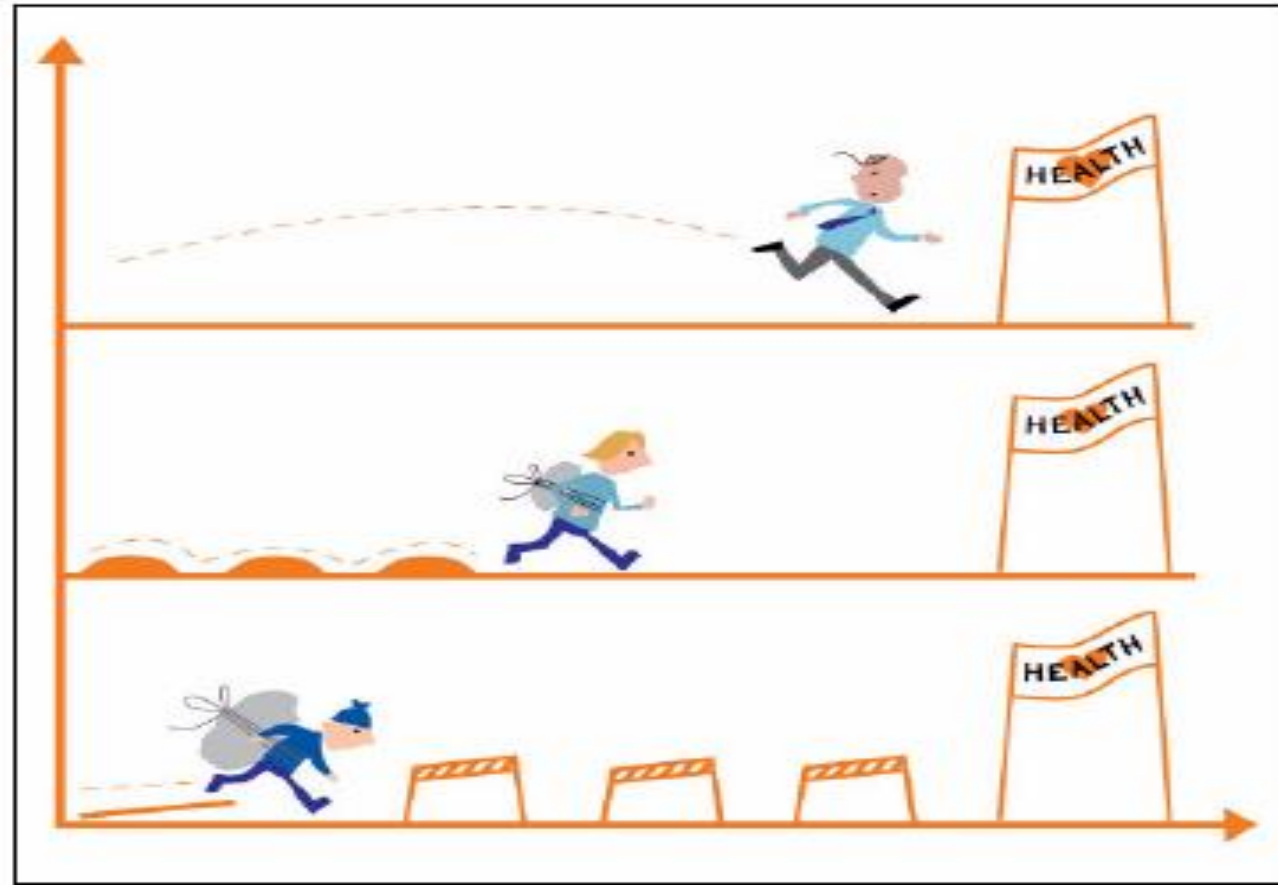
Health equity is...

- Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, powerlessness, and their consequences—including lack of access to good jobs with fair pay, safe environments, and quality education, housing, and health care.

Basic elements of health equity

- Social justice
- Removing obstacles to health for disenfranchised, marginalized, excluded groups
- Addressing all determinants of health, not only health care

Greater obstacles to health for some



Norwegian Ministry of Health & Care Services 2007

Racism

- Camara Jones:

“a system of structuring opportunity and assigning value based on the social interpretation of how one looks (which is what we call “race”), that unfairly disadvantages some individuals and communities, unfairly advantages other individuals and communities, and saps the strength of the whole society through the waste of human resources.”

Systemic and structural racism

Systemic racism

Racism deeply embedded in systems, e.g., legal, political, educational, criminal justice systems

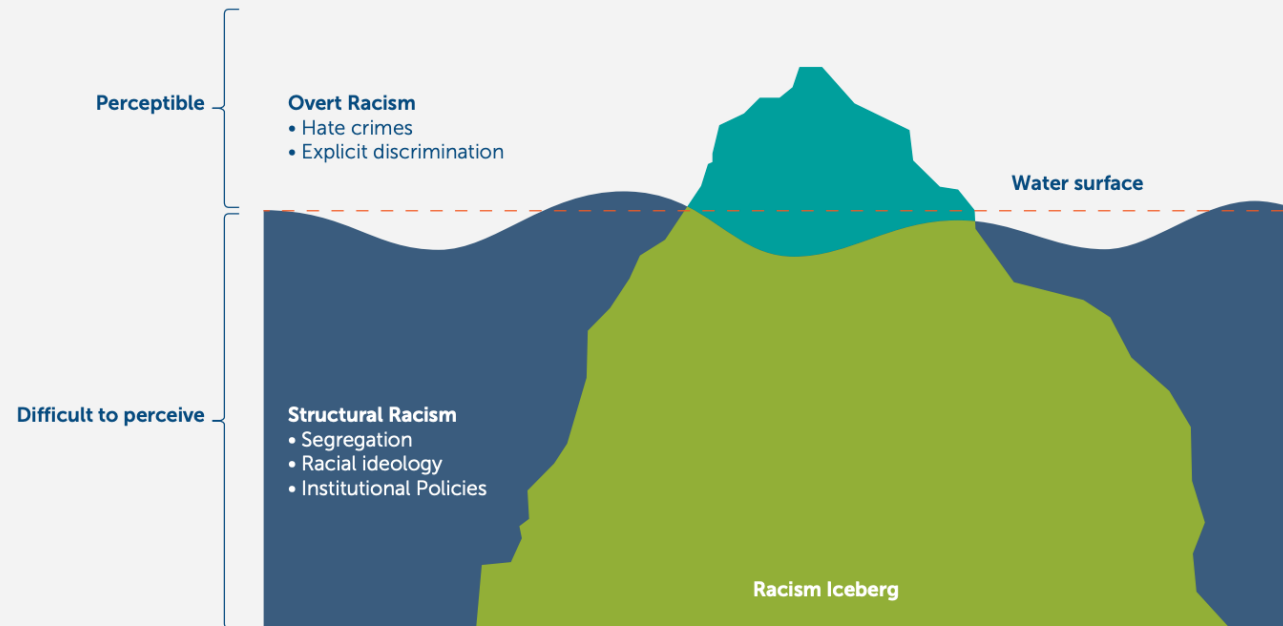
Structural racism

Racism deeply embedded in the structures (laws, policies, established practices and beliefs) that are the scaffolding of systems

Systemic racism: The hidden but most deadly part of the iceberg

FIGURE 1

The racism iceberg, with systemic racism as the hidden base



SOURCE: GEE AND RO (2009) ADAPTED BY FORD ET AL. (2019)

Embedded in systems, structures, institutions

- Laws, policies, entrenched practices and beliefs



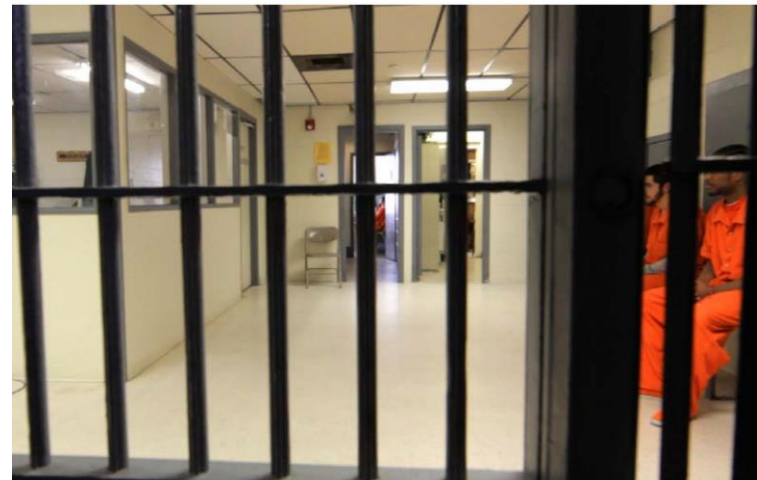
Examples of systemic or structural racism

- Disenfranchisement: voter suppression and gerrymandering
- Racial residential segregation (e.g., Jim Crow laws, restrictive covenants) with disinvestment
- Discriminatory private and public lending practices
- Systemic inequities in education
- Widespread and entrenched racial discrimination in employment



Examples, continued

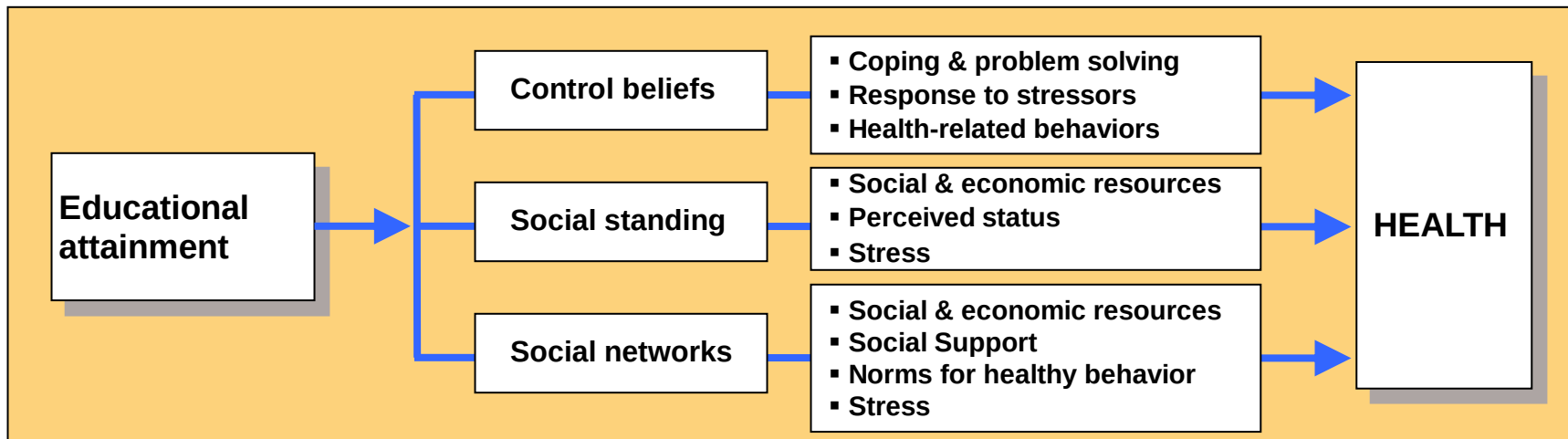
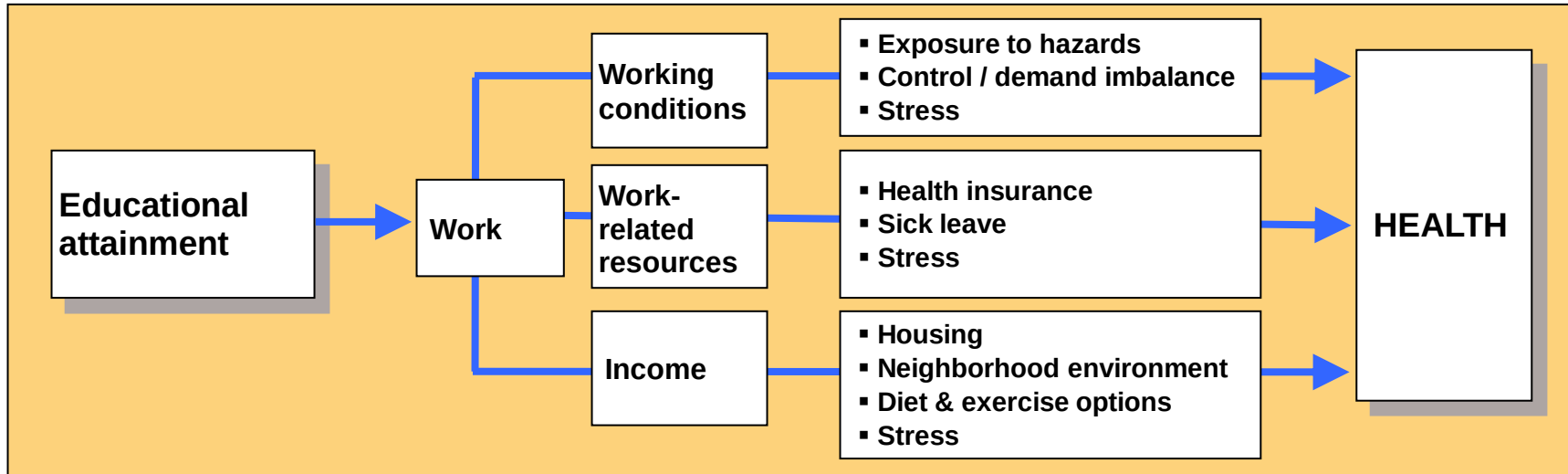
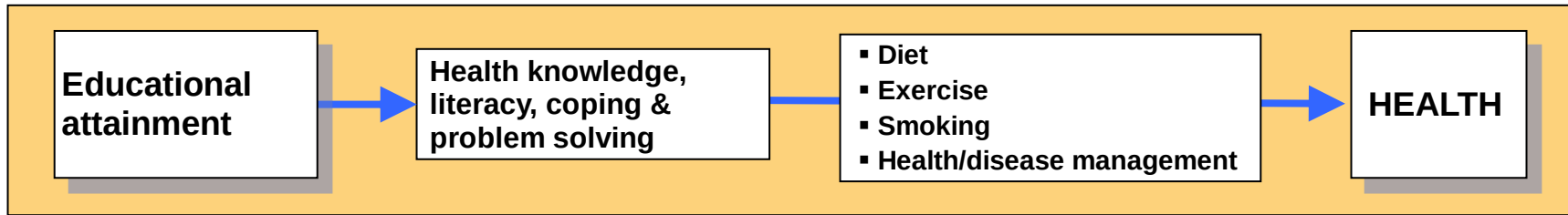
- Environmental injustice
- Criminal justice system (gross inequities in policing and sentencing, resulting in mass incarceration)
- Race-based forcible displacement policies (American Indians, Japanese Americans during WWII)
- Health care inequities (access and quality)



Another example: Systemic and structural racism in education

- Long history of segregation in education; separate and unequal
- Long history of discrimination in bank lending means that people of color are less likely to own their homes (or if owners, lesser value)
- Schools are heavily funded by local property taxes
- Schools serving communities of color are severely under-resourced
- Voter suppression and gerrymandering mean communities of color lack advocates in policy-making, perpetuating disinvestment

How does education affect health?



Health equity requires health literacy and literacy

- Being illiterate in the 21st century is a death sentence
 - It means powerlessness and lack of access to the advantages of education (employment, income, social standing, advantageous social connections)
 - It marginalizes people from mainstream society
- Health literacy may avoid some health-care disasters but does not confer the advantages of literacy (and general educational attainment) with respect to access to jobs, income, social standing, and social connections

Health equity requires dismantling systemic/structural racism

- Structural racism is a formidable obstacle to health
- Easier to mitigate harmful effects of structural racism while leaving the unfair systems & structures in place
- Need actions with enduring effects on many people
- Building awareness may help make public supportive of anti-racist policies but generally does not address systems/structures
- Eliminate structures with effect of discriminating, regardless of intent
- Need studies of systemic racism, the harms it causes, and approaches to dismantling it

**Laws and policies created racial inequities.
Laws and policies must eliminate them.**





22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Collective Impact: Partnerships That Move the Health Equity Needle – Panel

Alexis Guild

Nakeitra Buse, DrPH

Gladys Carrillo, MSW

Diana Rodriguez

Moderator



Alexis Guild is the Vice President of Strategy and Programs at Farmworker Justice, a national farmworker advocacy organization based in Washington, DC. She has been at FJ since 2011 and currently lives in Oakland, CA. In her role, she coordinates FJ's policy advocacy and programmatic work. She works with advocacy organizations, community health centers, farmworker community-based organizations, and legal services organizations to improve the living and working conditions of farmworkers and their families across the U.S. Alexis has extensive experience in public health and community organizing. Prior to graduate school, she served as a Health Education Volunteer with the U.S. Peace Corps in Guatemala. She has a B.A. from Wellesley College and a Master's degree in Public Policy from the University of Michigan.

Addressing the Maternal Health Crisis through Community-Based Strategies

From a Public Health & Community Perspective



six dimensions

Dr. Nakeitra L. Burse

Six Dimensions, LLC

IHA Health Literacy Conference

May 9, 2023



Who are we?

Woman-owned, minority owned, public health research, development & practice company.

Mississippi based

Maternal health focused

Health equity & social justice are the core of our work



Our Core Team



Asia Rush

Training &
Development
Manager



NaToya Sanders

Maternal Health
Coordinator



Libby Bunker

Maternal Health
Research &
Evaluation Fellow



Jasmine Martin

Maternal Health
Intern



Tyriney Marshall

Maternal Health
Intern



Lake Bundy

Marketing &
Graphic Design

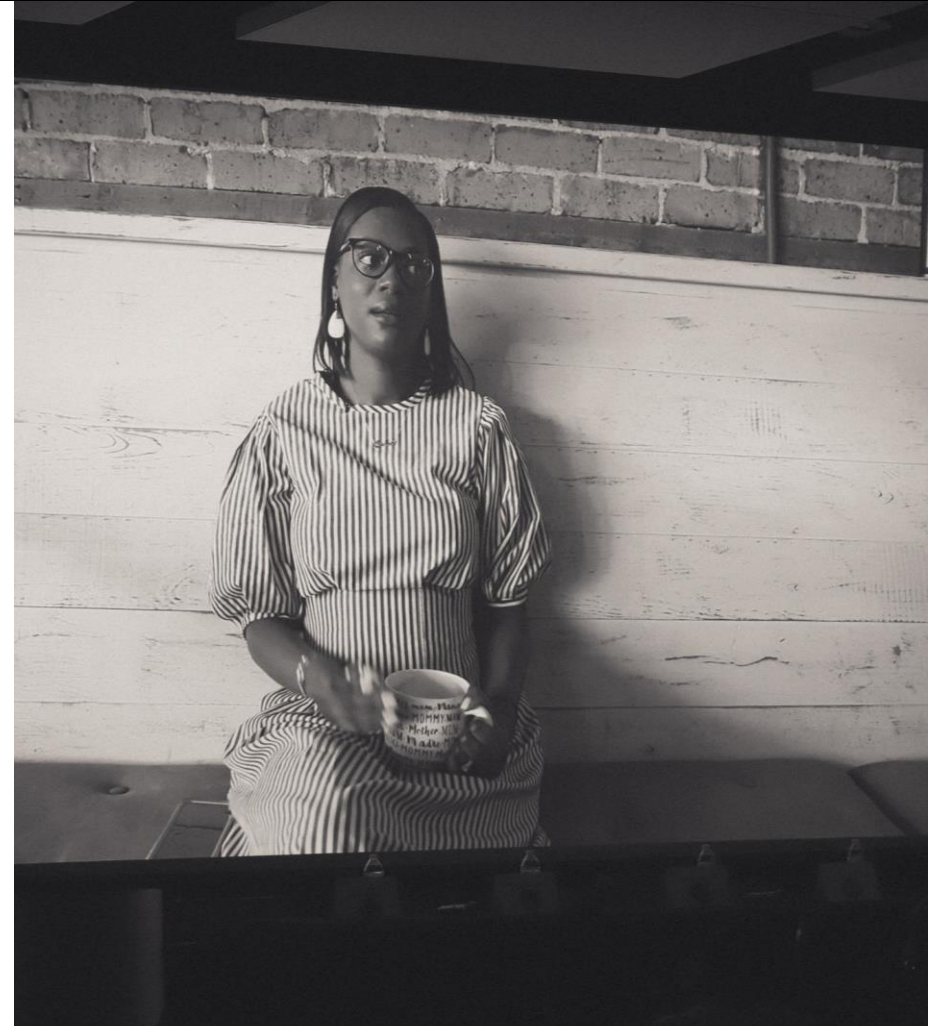
Mississippi's Data

- ✓ The US has the worst rates of maternal death in the world.
- ✓ In Mississippi between 2017 and 2019, there was a total of 93 maternal deaths occurring during pregnancy or within one year of the end pregnancy.
- ✓ The MS pregnancy-related mortality ratio is 36.1 deaths per 100,000 live births.
- ✓ The pregnancy-related mortality ratio for Black women was 65.1 deaths per 100,000 live births, four times the White ratio of 16.2.
- ✓ 87.5% of the pregnancy-related deaths were preventable



What are we doing?

- ✓ Following the evidence
- ✓ Collaboration, collaboration, collaboration
- ✓ Amplifying and honoring Black voices and stories
- ✓ Shifting power dynamics
- ✓ Listening...a lot



YOU DON'T MAKE CHANGE BY SITTING ON
THE SIDELINES WHIMPERING &
COMPLAINING, YOU CREATE CHANGE BY
IMPLEMENTING IDEAS.

”

SHIRLEY CHISHOLM

How do we create sustainable change?

WHAT DOES THE WORK LOOK LIKE AT THE SYSTEMS LEVEL?



RESEARCH &
EVALUATION



TRAINING &
DEVELOPMENT



ADVOCACY

Research & Evaluation

—FLOURISHING THROUGH COLLECTIVE CARE—

HOW WE HAVE SUPPORTED MOTHERS:

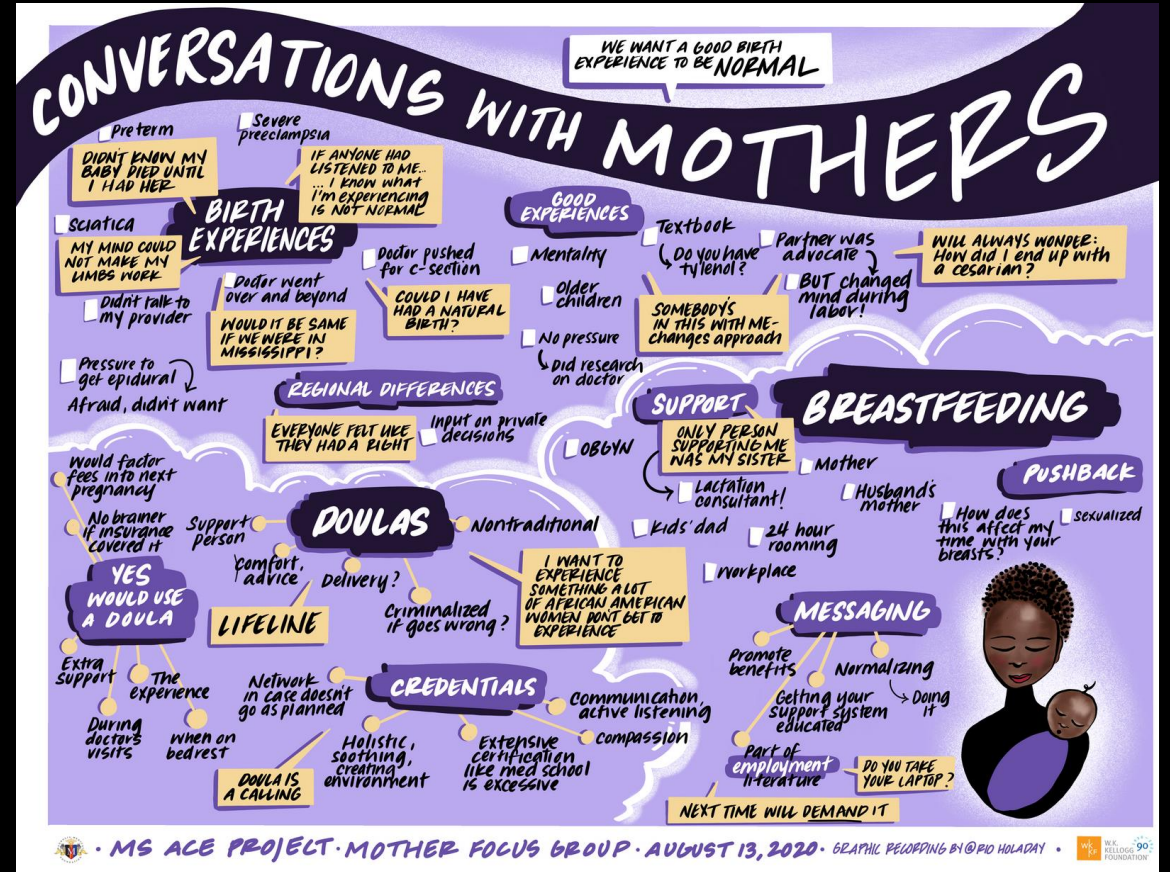
- CULTIVATED A SENSE OF COMMUNITY
- EASED FEARS THROUGH INDIVIDUALIZED CARE
- INFLUENCED MEDICAL PROFESSIONALS' ACCEPTANCE OF BIRTH WORKERS
- CREATED ACCESSIBLE CHILDBIRTH EDUCATION THROUGH VARIOUS MEDIUMS
- IMPACTED THE TRAJECTORY OF MOTHERS' AND BABIES' LIVES

WHAT'S ON THE HORIZON:

- **STRENGTHENING AVENUES FOR BETTER MENTAL HEALTH SERVICES**
- **AMPLIFYING OUR CAPACITY FOR POSTPARTUM SUPPORT**
- **ESTABLISHING CLIENT ADVISORY BOARDS**
- **MORE INCLUSIVITY FOR PARTNER INVOLVEMENT**
- **DESIGNING RELEVANT EDUCATIONAL CAMPAIGNS ON ADVOCACY, DOULAS**



- Qualitative research (focus groups and interviews)
- External evaluation





HEALTH & RACIAL EQUITY IN MATERNAL HEALTH

PILOT COURSE

Interested in improving
maternal health outcomes?

APPLY NOW FOR FALL 2023

WHO:

- Graduate students
- Undergraduate juniors & seniors

ENROLLED IN:

any health sciences and social services
related courses (public health, healthcare
administration, nursing, social work, etc).

Applications due Feb. 20, 2023 by 11:59 pm

Read more on the program & apply at
<http://www.sixdms.com>

For questions email Dr. Nakeitra Burse at
nburse@sixdms.com



Training

Health & Racial Equity in Maternal Care Pilot Course

Building the capacity of
birthworkers to sustain in
business

March 5th | 9am-1pm | JSU e-Center

Business Development for Birth Workers



For current & aspiring birth workers

Only 20 slots available!

Learn about how to start and build a sustainable
business as a birth worker from experienced
entrepreneurs, birth workers, and other business
experts!

Register for this **FREE** workshop
at
www.sixdms.com

www.sixdms.com

Six Dimensions

Healthcare Access

- Medicaid expansion -
Care4MS Coalition
- Extending postpartum care




STRONG BABIES | HEALTHY MOMS

**Every baby
deserves a
healthy mom.**

SUPPORT
SB 2212

#BackToTheBond

WHAT DOES THE WORK LOOK LIKE AT THE COMMUNITY LEVEL?



SUPPORT FOR
MOTHERS



NARRATIVE CHANGE &
STORY TELLING



Support for Mothers

MENTAL HEALTH

Group therapy
Individual Therapy

ACCESS TO A DOULA

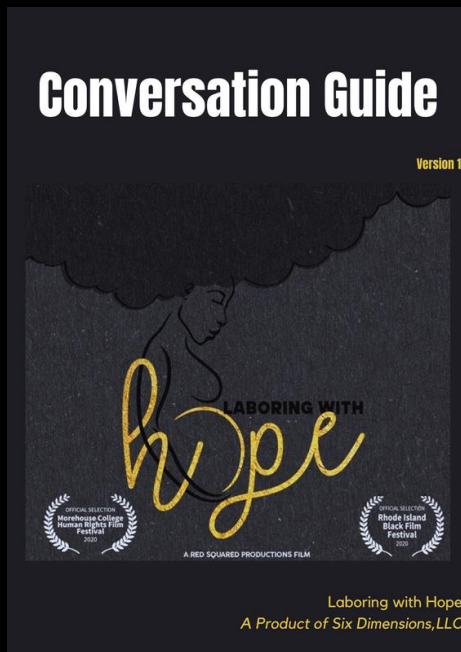
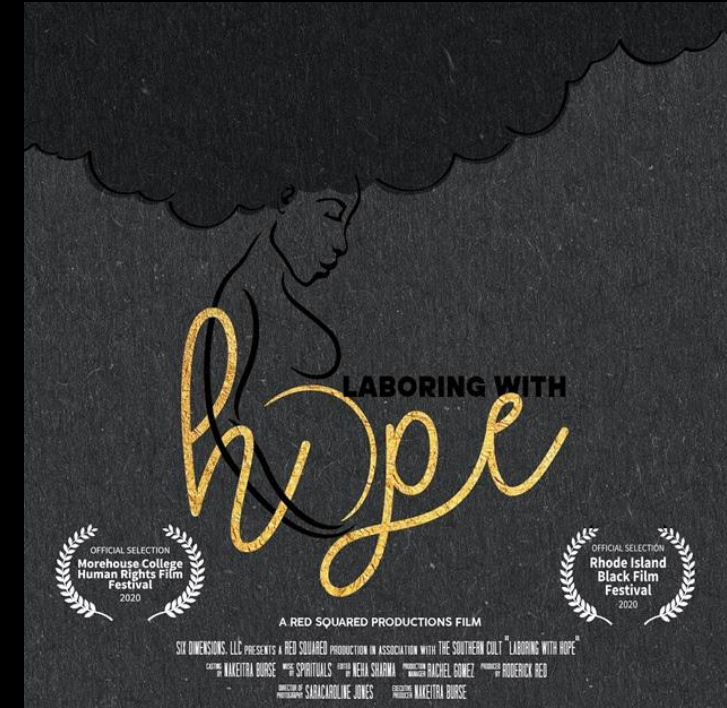
Partnership for doula service

EDUCATION & RESOURCES

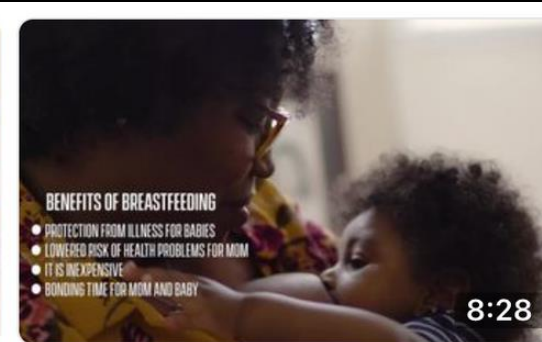
Monthly practical education
Stipend, diapers, feminine products, car seat food boxes, wish list items, Mommy reset boxes.



NARRATIVE CHANGE & STORYTELLING



Mississippi Mother and Birth Worker Community: Niketa Pechan



Mississippi Mother and Birth Worker Community: Pamela



Mississippi Mother and Birth Worker Community: Businesses and...

How we get the work done



Magnolia Medical Foundation
The Institute for the Advancement of Minority
Health
The MS Black Women's Roundtable
The MS Worker's Center for Human Rights
Jackson Medical Mall Foundation
WK Kellogg Foundation
AmeriGroup MS
Care4MS Coalition
MS Maternal Mortality Review Committee
Jackson Safer Childbirth Experience
Alchemy Integrated Projects
Dr. Ashley White Jones
Pickles n Popsicles
Mom.Me

Many more organizations and individuals committed to
improving maternal health outcomes.

Partnership

"Nobody's free until
everybody's free"

- Fannie Lou Hamer



" You don't make progress by
standing on the sidelines whimpering
and complaining, you make progress
by implementing ideas"

- Sen. Shirley Chisholm



Thank You!

Contact Us

Nakeitra L. Burse, DrPH, CHES

nburse@sixdims.com

www.sixdims.com

www.laboringwithhope.com



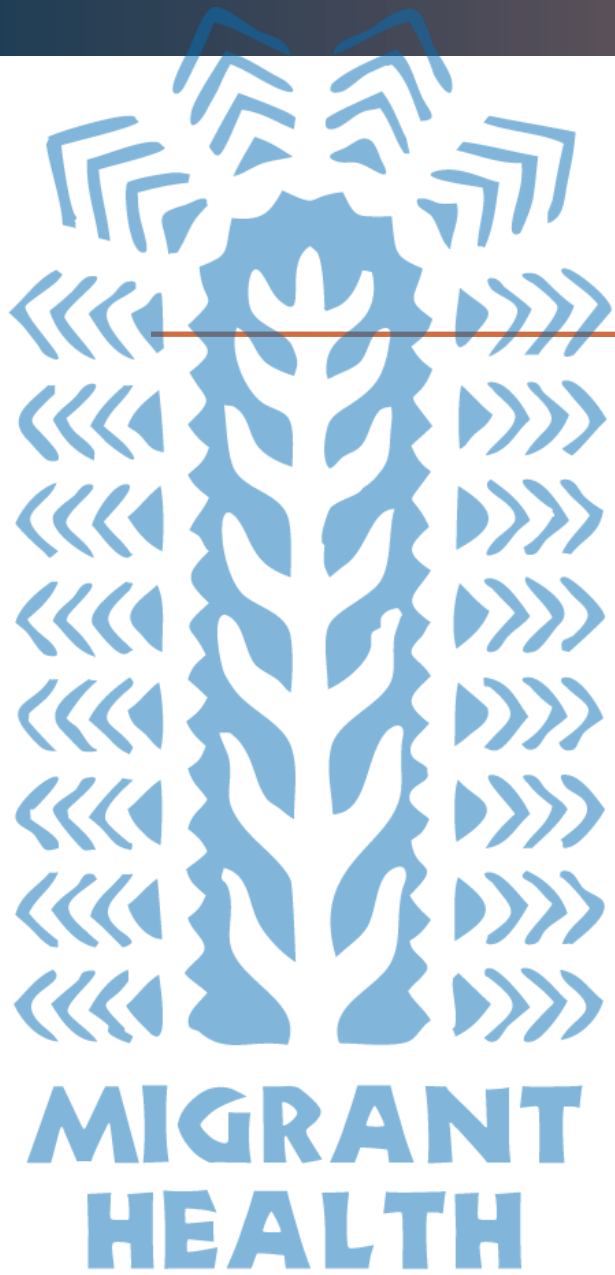


National Center for Farmworker Health

The **National Center for Farmworker Health** is a private, not-for-profit organization located in Buda, Texas, whose mission is **“to improve the health of farmworker families.”**

- Population specific data resources and technical assistance
- Workforce development and training
- Health education resources and program development
- Board Governance training
- Program Management





History of Agriculture

- Agriculture was/is the largest essential industry in the U.S. economy.
- Farmworkers were hired hands used to meet labor demands.
- By 1900s, agriculture grew to a large-scale commercial, economic necessity and need for immigrant workers grew to meet the demand (ex: Bracero program).



Farmworker Demographics



- **Ethnicity & Race:** About 83% identify as Hispanic
- **Gender:** 66% identify as male
- **Age:** Average 41 years
- **Dependents:** 57% report being married and 50% report having children
- **Income:** Less than \$30,000/year
- **Education:** Average 9th grade
- **Language:** About 77% report Spanish as their primary language
- **Health Care Utilization:** 71% accessed care in last 2 years



Farmworker Challenges and Barriers



- Migratory life
- Limited income
- Lack of transportation
- Language
- Substandard Housing
- Food Insecurity
- Racism/Discrimination
- Immigration/threat of deportation
- Literacy level/access to education
- Limited digital literacy/ access to technology
- Lack of insurance/access to healthcare
- Unfamiliarity with health benefits or community resources
- Limited labor policies/ protections

Timeline of Legislative Action

Migrant Health Act

Aid to agencies that provide community health services to agricultural workers and their families



1962

Migrant and Seasonal Agricultural Worker Protection Act

Basic labor protections under labor contractors



1983

Health Centers Consolidation Act

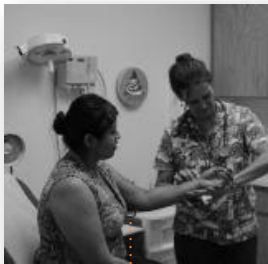
Consolidates MHC, HCH, public housing and CHCs under Section 330 Authority



1996

ACA Enacted

Includes a major expansion of health centers, dedicating \$9.5 billion to serve 20 million new patients by 2015 and \$1.5 billion for capital needs for new health centers.



2010

1975



Public Health Service Act

Health Center Program authorized under Section 330 of the Public Health Service Act.

1987



Field Sanitation Standard

Requires agricultural employers to provide potable water, toilets and handwashing facilities in the fields

1992



Worker Protection Standard

sets minimum standards for protecting farmworkers from pesticide exposure

2017



WPS Revisions



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference

Farmworker Exceptionalism

- Fair Labor Standards Act left out farmworkers
 - Child labor protections
 - Overtime
- Workers' compensation & minimum wage
- Few OSHA standards to protect farmworkers
 - Field Sanitation Standard, 1987
 - Only applies to farms with 11 workers or housing





Ag Worker Access Campaign

A national initiative to increase the number of Migratory & Seasonal Agricultural Workers & their families served in Community and Migrant Health Centers.

<http://www.ncfh.org/ag-worker-access.html>





Migrant Health Programs

Migrant Health Centers (MHCs) must provide the services required by the Migrant Health Program.

Those services include:

- Primary care services
- Preventative services
- Emergency services
- Pharmacy services
- Ancillary services

[Migrant Health Act of 1962](#)



Outreach & Enabling Services





Partnerships for Health and JEDI Efforts

- Community and Migrant Health Centers
- Agricultural Employers
- Community based organizations
- Faith based organizations
- Local Health Departments
- Migrant Education Programs





Best practices/Outreach Strategies with Farmworker community

- Get to know them! Establish rapport to build trust and become part of their “family.”
- Practice cultural humility. Learn about their cultural practices, their homeopathic remedies, and their views on health and medicine.





Best practices/Outreach Strategies with Farmworker community

- Collaborate with Community Health Workers to conduct outreach.
- Meet farmworkers where they are. Bring services to them to facilitate access.
- Use effective media channels to share information.





Pushing “The Movement” Forward

- Sign up for the AWA Campaign and promote it with partners and in your communities
- Develop collaborations/coalitions with community organizations
- Raise awareness about farmworkers and their challenges/barriers
- Donate to the Call for Health Program

Call for Health

Una Voz Para La Salud

Contact



Una Voz Para La Salud
Call for Health



1 (800) 377-9968



1 (737) 414-5121



@UNAVOZPARALASALUD



www.ncfh.org/callforhealth



22nd Annual Virtual • May 9-11, 2023
Health Literacy Conference



NCFH Farmworker Resources



Digital Stories

Resource Hubs Diabetes Mental Health Social Determinants of Health



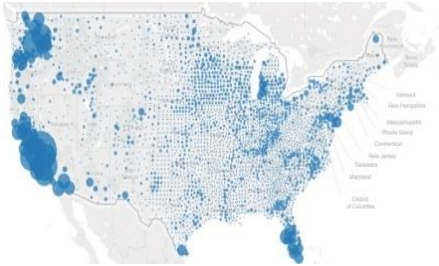
COVID-19 Resources

Patient Education Materials





Additional NCFH Resources



[Population Estimation Data](#)



[Archived Webinars](#)



Governance Tools

[Board Tools, Resources & Templates](#)



[Fact Sheets & Research](#)



[Learning Collaboratives](#)



Farmworker Health Network

- National Association of Community Health Center
<http://www.nachc.com>
- National Center for Farmworker Health
<http://www.ncfh.org/>
- Farmworker Justice
<http://www.farmworkerjustice.org>
- Health Outreach Partners
<http://www.outreach-partners.org>
- MHP Salud <http://www.mhpsalud.org>
- Migrant Clinicians Network
<http://www.migrantclinician.org>





Connect with NCFH!

Facebook and Twitter: @NCFHTX



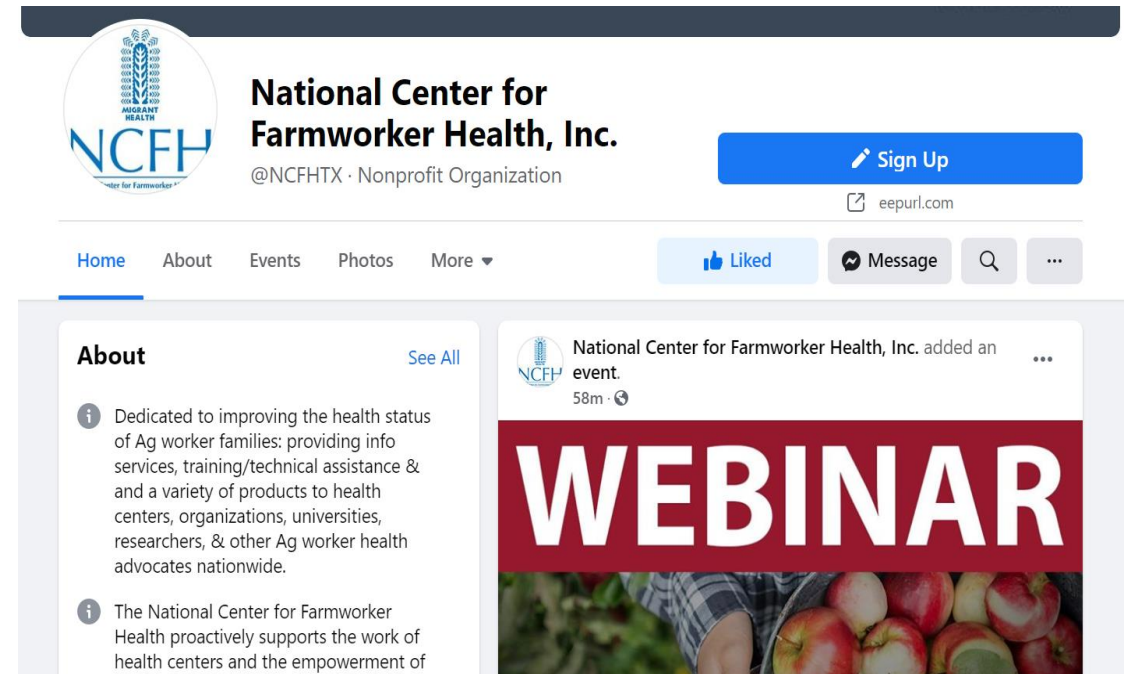
Instagram: @Farmworkerhealth



YouTube: National Center for Farmworker Health



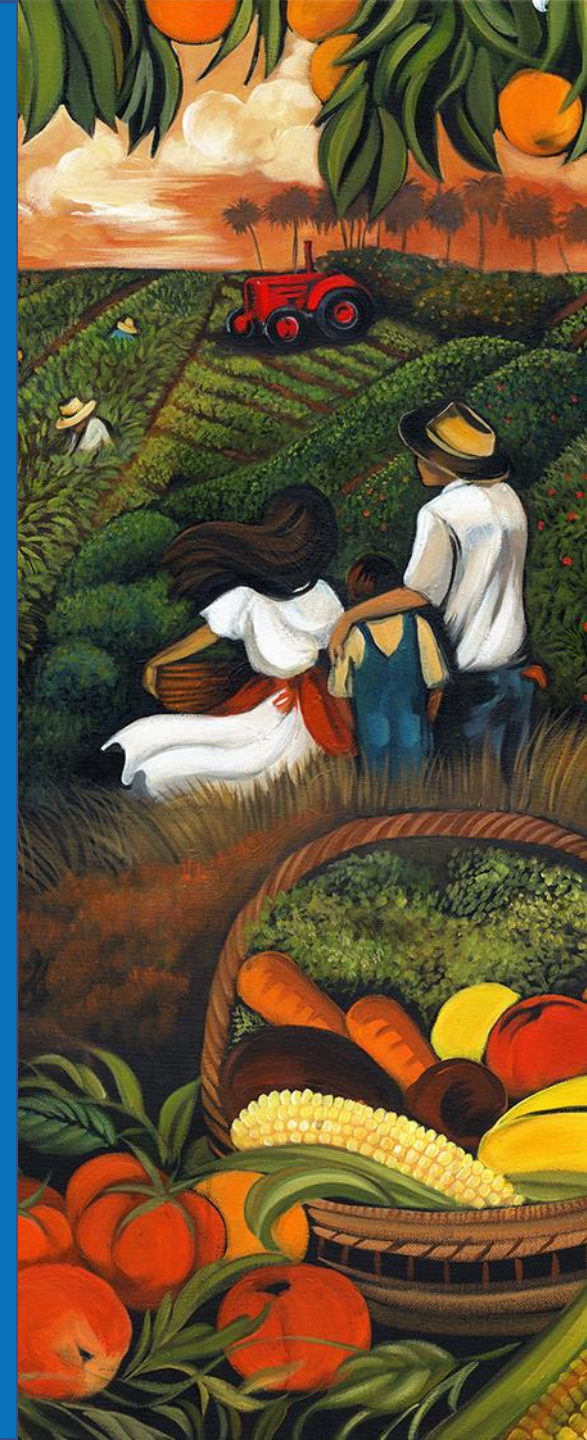
LinkedIn: [company/national-center-for-farmworker-health-ncfh-/](https://www.linkedin.com/company/national-center-for-farmworker-health-ncfh/)



Thank you!

Gladys Carrillo, LCSW
Director of Program Services
carrillo@ncfh.org

This project supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$1,742,242.00 with 0 percentage financed with nongovernmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS or the U.S. Government.





Digital Discrimination in the Tech Sector

everyoneon 



Our Mission

EveryoneOn helps unlock social and economic opportunity by connecting families in underserved communities to affordable internet service and devices, and providing digital skills trainings.



Our Impact



1,000,000+

People connected to the internet



6,000+

Devices distributed



2,500+

Participants in new digital skills trainings in past 3 years

Our Work: Digital Inclusion at Scale



National Offer Locator Tool

Digital platform of local low-cost internet service, affordable computers and tablets, and digital skills training sites



Internet Connectivity + Device Solutions

Events to facilitate enrollment in low-cost internet programs and to distribute affordable devices



Enrollment Assistance Hotline

One-on-one bilingual internet enrollment assistance for anyone who wants help enrolling in low-cost internet & the Affordable Connectivity Program



Digital Skills Academy

Individual and organizational trainings that build local capacity and equip diverse audiences with the knowledge and skills to harness the power of the internet



National + Regional Collaborative Initiatives

Cross sector, geographically focused partnerships to innovate new digital inclusion models and replicate nationwide

Digital Redlining



Digital Redlining: Definition

“Digital redlining is discrimination by internet service providers in the deployment, maintenance, or upgrade of infrastructure or delivery of services. The denial of services has disparate impacts on people in certain areas of cities or regions, most frequently on the basis of income, race, and ethnicity.”

– National Digital Inclusion Alliance
(<https://www.digitalinclusion.org/definitions/>)



everyoneon

Artificial Intelligence & Algorithmic Discrimination



Algorithmic Discrimination: Definition

Algorithmic discrimination occurs when automated systems contribute to unjustified different treatment or impacts disfavoring people based on their race, color, ethnicity, sex (including pregnancy, childbirth, and related medical conditions, gender identity, intersex status, and sexual orientation), religion, age, national origin, disability, veteran status, genetic information, or any other classification protected by law.

- The White House ([https://www.whitehouse.gov/ostp/ai-bill-of-rights/algorithmic-discrimination-protections-2/#:~:text=Algorithmic%20discrimination%20occurs%20when%20automated,orientation\)%2C%20religion%2C%20age%2C](https://www.whitehouse.gov/ostp/ai-bill-of-rights/algorithmic-discrimination-protections-2/#:~:text=Algorithmic%20discrimination%20occurs%20when%20automated,orientation)%2C%20religion%2C%20age%2C))



Algorithmic Discrimination: History & Impact

Systemic Racism and Technology: Other Issues

- **Automated Decision-making Tools**
- **Discriminatory Design**
- **Digital Colonialism**
- **Facial Recognition**
- **Predictive Policing**
- **Racialized Surveillance**
- **Shadow Banning**

Strategies to Address Digital Discrimination

- **Raise awareness**
- **Increase diversity in the tech industry**
- **Recognize unconscious biases and work to Develop unbiased algorithms and datasets**
- **Advocate for the creation of regulations and oversight of the tech industry**
- **Centering the voices and experiences of underrepresented communities in designing and implementing solutions**
- **Ensure that all communities have access to high-speed internet and computers**
- **Provide digital skills training to ensure everyone can join the digital economy**



Thank You!

Diana Rodriguez
Diana@EveryoneOn.org

EveryoneOn.org
@EveryoneOn



everyoneon 



22nd Annual
**Health Literacy
Conference**
Virtual • May 9-11, 2023

Question & Answers



22nd Annual
**Health Literacy
Conference**
Virtual • May 9-11, 2023

Thank You