

Campesinos Sin Fronteras

FUTURO CLARO

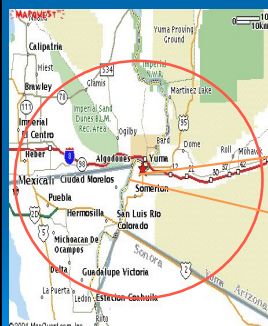
A Culturally Competent Promotora Program
Serving Migrant & Seasonal Farm Workers & the Latino Population
in the Rural & Border Communities of Yuma County, AZ



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Tempe, Arizona
September 5, 2007

Supported by the American Legacy Foundation

Target Population & Geographic Area



• Farm workers/
Campesinos



Yuma County is a rural county located in the Southwest corner of Arizona bordering San Luis, Rio Colorado Sonora and adjacent to the states of California and Baja California.

Within a radius of 100 miles, there are an estimated million and a half residents in Arizona, Sonora, California and Baja California.

Local Demographics



- Yuma County's Hispanic population is 50.1% (Census 2000). The border communities of San Luis and Somerton are approximately 95% Hispanic.
- Yuma County's main industry is agriculture with a multi million \$ annual gross income.
- Yuma county has the highest concentration of farmworkers in the state with an estimated 46,000 (DES)
- The AZ Inter-Agency Farmworker Coalition estimates that during the peak of the harvest, there are 90,000 FW's and their families in Yuma County.

Tobacco's Impact on Farmworkers



Thousands of migrant and seasonal farmworker men and women in Yuma begin their day with two hours or more on a bus filled with cigarette smoke. Already exposed to environmental health hazards like pesticides and pollutants that exacerbate upper respiratory and asthma conditions, farmworkers suffer heightened consequences from tobacco's negative effects.

Other Social Determinants of farm workers' health are: poverty, low literacy, constant migration, language, culture and lack of insurance

Policy Advocacy

- CSF targets tobacco policy in agricultural work environments to increase tobacco awareness among migrant and seasonal farm workers and their families.
- CSF partners with local grower companies, county and state health departments and community organizations to maximize resources.
- Promote collaboration with other health initiatives such as STEPS For a Healthier U.S "El Aire Es Vida" Asthma Project.
- CSF utilizes the evidence-based Promotora (Community Lay Health Worker) Model, to help the farm worker community establish tobacco policies that will create healthier work environments, prevent chronic diseases, and promote a *Smoke Free Life*.

"Futuro Claro" Tobacco Prevention & Cessation Program

Project Goals:

1. To equip Hispanic young people ages 18-24 in Somerton, AZ with the knowledge and tools to reject tobacco
2. To reduce exposure to second hand smoke among Hispanic farmworkers in Yuma County

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“Futuro Claro” Tobacco Prevention & Cessation Program

- Educates farmworkers about the harmful effects of tobacco and teaches them about their rights as non-smokers
- Works with local growers to educate them about tobacco’s harmful effects and advocate for policy to ban tobacco from their buses
- Develops culturally sensitive second hand smoke education (novelas) that include farmworkers as teachers to their peers

“Futuro Claro” Tobacco Prevention & Cessation Program

Strategies Employed by the Project:

Community Outreach

Policy

Training groups of Hispanic young people as peer educators

Working with Grower Companies to prohibit smoking on buses

Promotora outreach education at agricultural and bus pick-up sites

Educating Growers about tobacco’s effects and policy

Developing educational materials to promote rights of non-smokers

Tobacco Prevention Education and Outreach Strategies

- Promotoras reach the targeted group at the worksite, their homes, health clinics, health fairs, churches, bus pick-up sites and the community with culturally competent prevention and cessation education.



➤ Education and Outreach

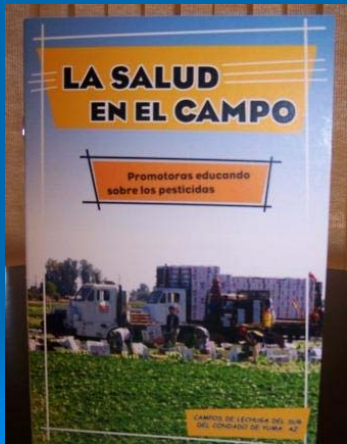
All Services are Culturally Relevant



Culturally Sensitive Educational Material



Involves Target Group in the Development of Educational Material



Recommendations to Public Health Officers Working on the US/Mex. Border

- Address the fact that border residents are bombarded by the tobacco companies in both sides of the border.
- Acknowledge that many smokers are impoverished individuals and tobacco use is among the least important issues ("La muleta").
- Acknowledge that youth tobacco use is not as strongly regulated across the Mexican border where most border youth go for recreational purposes
- Recognize and support community agencies or groups that represent and serve the targeted population
- Re-focus on tobacco use prevention and allocate funding specific to border communities

THANK YOU!

