

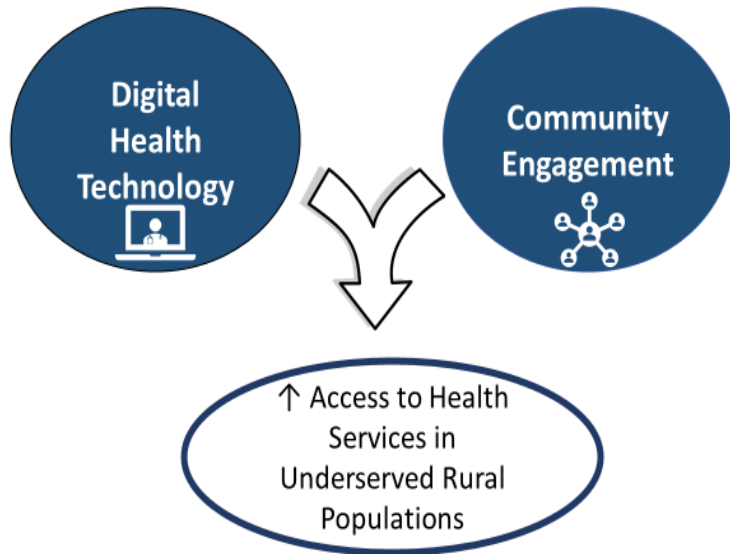
Community Engagement

An Overview of General Strategy and Approach

February 15, 2022



Telehealth + Community Engagement



Community Engagement Goal

To increase access to a culturally and linguistically appropriate telehealth/ telemental health-enabled solution among vulnerable populations in rural agricultural communities.

Four Key Attributes of A Tele-Mental Health Pathway

1. Shift from isolated tools to integrated and multifunction platforms

- Integrated digital (i.e., text, videoconference, app-based tele-mental health) and in-person care
- Social media (Facebook, WhatsApp, Instagram, TikTok)

2. When developing/implementing digital tools or strategies, focus on engagement

- Efficacy at the individual (self-efficacy) and group levels (collective-efficacy)
- Trustworthiness of digital technology and tailored to cultural and language needs of the farmworker

Four Key Attributes of A Tele-Mental Health Pathway

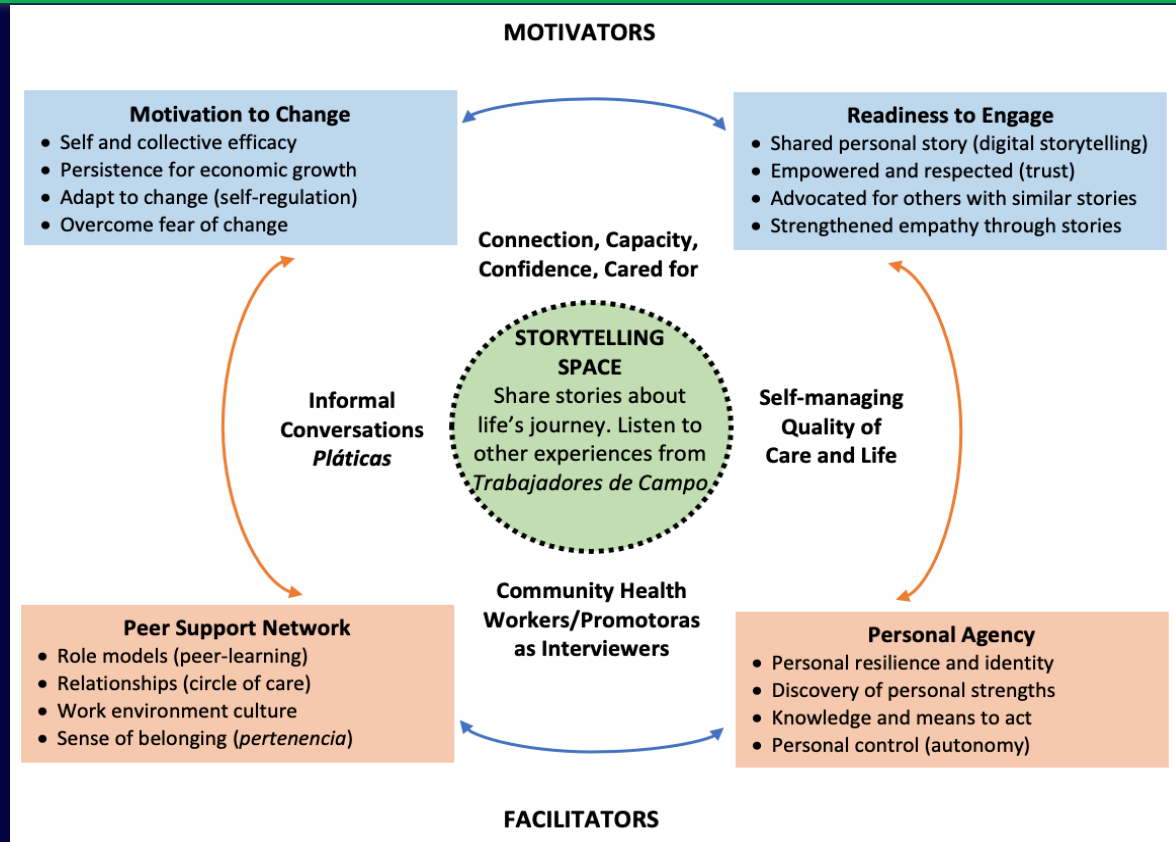
3. Increase equity in access and availability of digital tools

- CHWs/Ps and peer support play a significant role in promoting digital tools and accessibility
- Democratized knowledge and training for CHWs/Ps

4. Build trust in digital tools (and storytelling)

- Recognizing the negative effects of stigma and shame
- Protecting consumers' identities and assuring them confidentiality

Storytelling: Increasing Tele-Mental Health Readiness



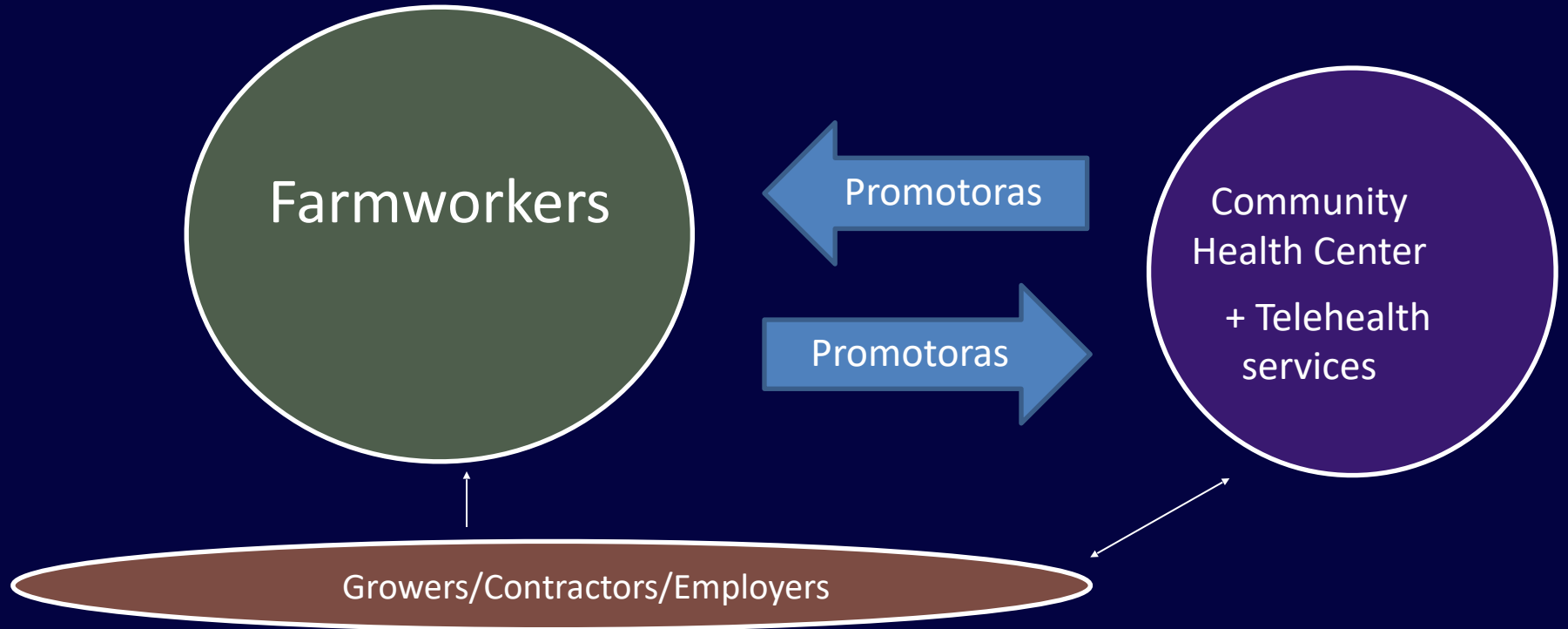
Community Engagement Year 2: At a Glance

- Timeline: January 1 – December 31, 2022
- Who: Community Health Center Partner, CRHD, CITRIS
- How: Assess needs, interests, capacity, community resources to determine approach and way forward

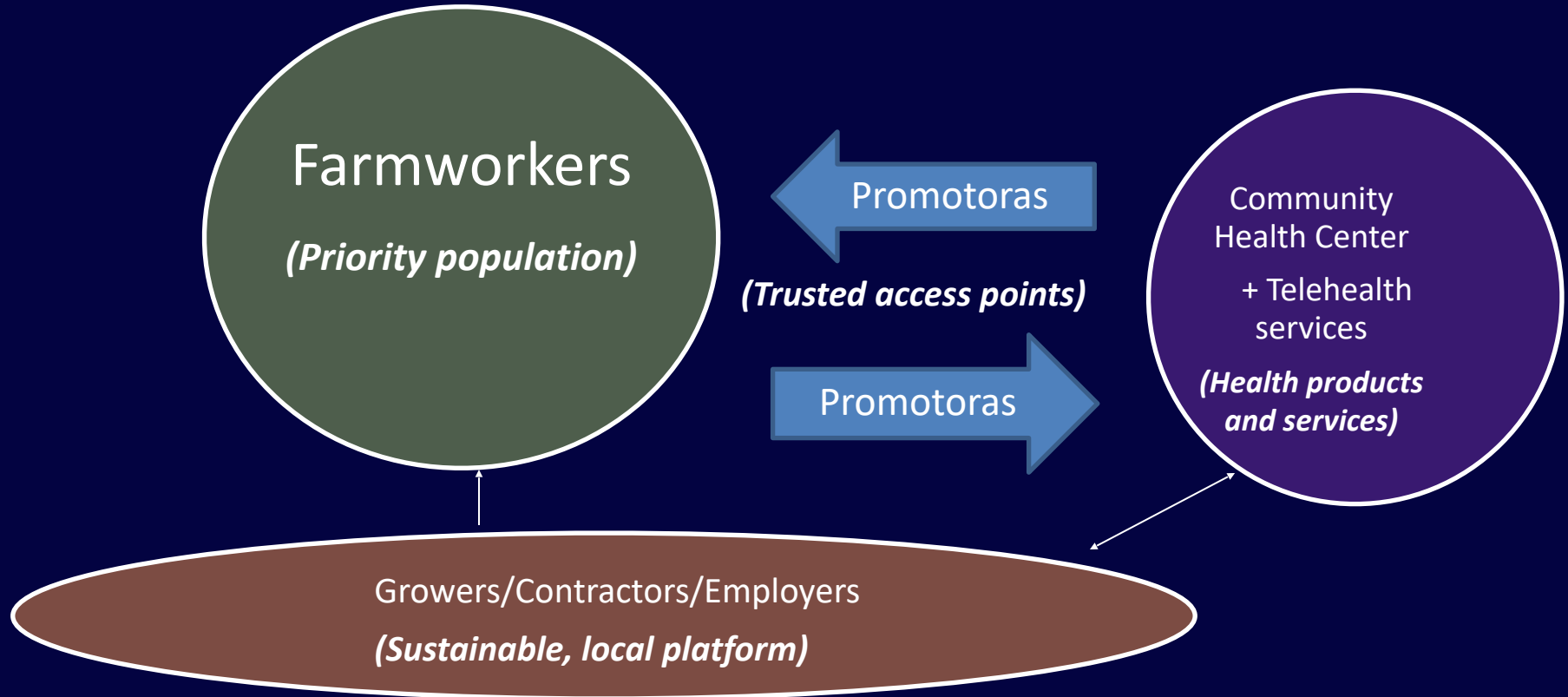
Increase access to health services by...



Integrated community telehealth model



Integrated community telehealth model



Partnerships for a Win-Win-Win

Community Health Center

- Opportunity to reach vulnerable, difficult to reach segment of the population; social mission
- Increase market share
- Update telehealth technology, effectiveness

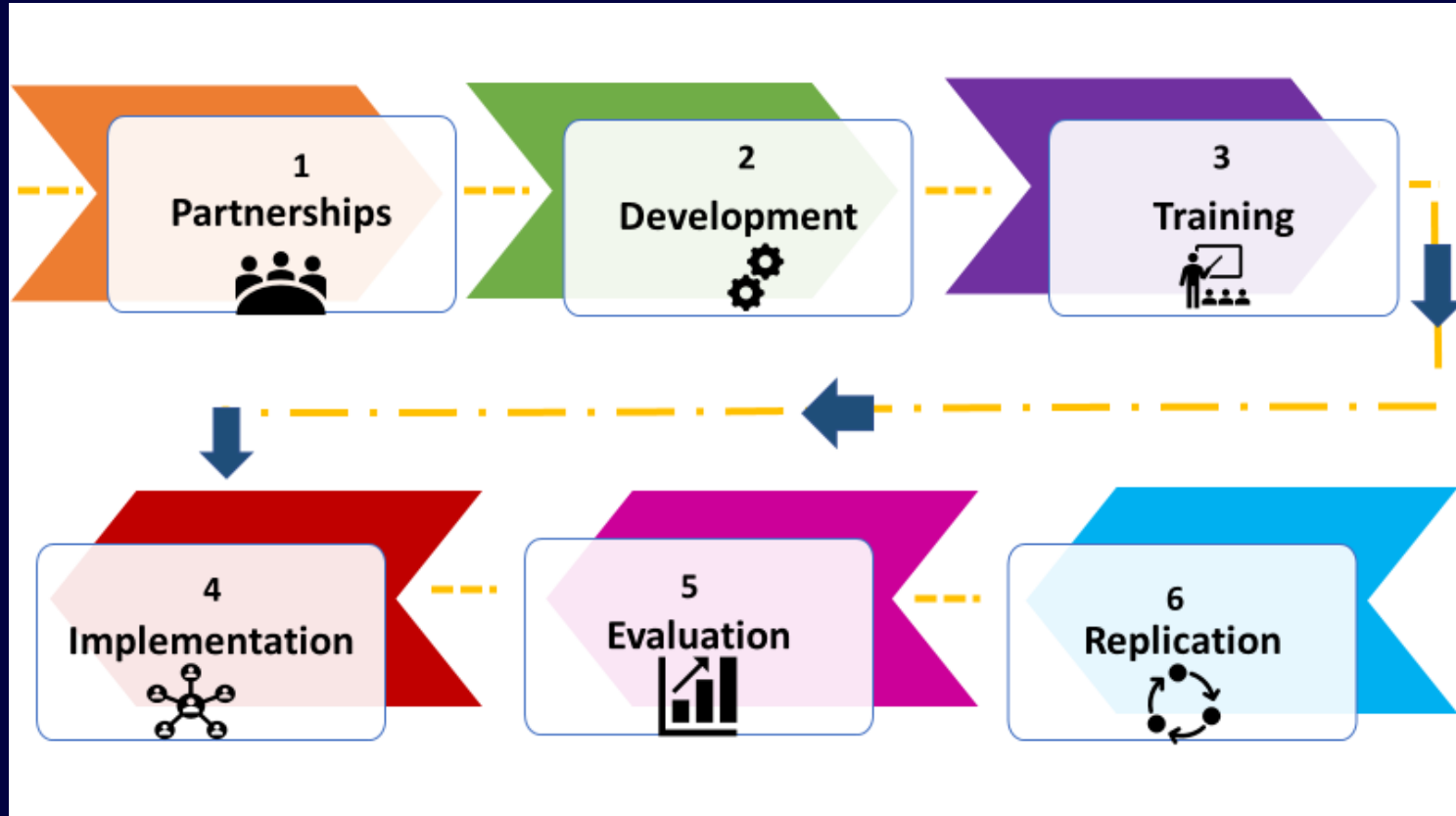
Farmworker Community

- Increase comfort, trust in local health provider
- Increase ease, access to health providers and products
- Improve health care knowledge and behaviors

Grower/Contractor/Employer

- Improve worker health and financial protection
- Low cost
- Competitive advantage
- Social mission

Community Engagement: Year 2 Objectives & Approach



Community Engagement Approach

Objective 1: Identify and partner with a Community Health Center (CHC) to disseminate ACTIVATE pilot program that includes a community engagement component; identify and approach any other key partners or stakeholders including Employers/Contractors/Growers.

Milestones:

- Identify and assess CHC candidates via Assessment tool and subsequent discussions
- Propose and agree on partnership with one CHC
- Identify, approach and propose a partnership with at least one local Employers/Contractors/Growers
- Conduct basic formative research with key stakeholder groups once pilot partner/area has been selected

Community Engagement Approach

Objective 2: Explore and develop a telemental health pathway and services for farmworkers.

Milestones:

- Identify mental health referral options via background and formative research
- Determine quality of care and types of services for mental health referrals
- Explore and design partnership as appropriate

Community Engagement Approach

Objective 3: Design contextually, culturally, and linguistically appropriate strategy/product (per formative research findings) that promotoras will use to promote telehealth services.

Milestones:

- Identify and recruit promotoras in collaboration with CHC
- Design contextually, culturally and linguistically appropriate field guides, per formative research findings, that promotoras will reference when engaging farmworkers
- Train promotoras to approach and effectively engage farmworkers

Community Engagement Approach

Objective 4: Track, monitor and assess implementation.

Note: Implementation = Promotoras deliver messaging to farmworkers, encouraging participation and utilization of appropriate health services via telehealth and/or telemental health consults and/or in person visits at partner community health center (with support from partner CHC, growers/contractors and CRHD team).

Milestones:

- Work with CHC partner to create outreach goals including tracking log for referrals and utilization
- Work with CHC partner to create monitoring and supervision strategy to ensure follow-through and quality delivery of sessions/content

Community Engagement Approach

Objective 5: Following farmworker community engagement intervention: (1) Evaluate changes in knowledge and attitudes toward telehealth services among farmworkers and (2) assess utilization of telehealth services by farmworkers

Milestones:

- Design simple evaluation tool to measure changes
- Conduct focus group discussions and individual interviews with key stakeholders to better understand quality, progress/successes and challenges of implementation activities and early outcomes

Community Engagement Approach

Objective 6: Amplify awareness and plan for replication of the model as a strategy to improve health service access among farmworker populations.

Milestones:

- Design a user-friendly replication guide, developed specifically for other technical assistance providers to implement ACTIVATE in a new context. Include key steps, tools and lessons learned

Community Engagement Approach

Questions? Comments?