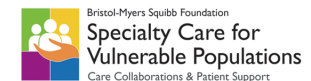


UNITED ELIMINATING BARRIERS TO SKIN CANCER PREVENTION (*UNIDOS*)



Carlos A. Ugarte, Director of Health Programs
Farmworker Justice



PARTNERS



Farmworker Justice – National nonprofit that empowers farmworkers to improve their working conditions, immigration status, health, occupational safety, and access to justice.



Farmworker Association of Florida – Nonprofit organization that builds power among farmworker and rural low-income communities to respond to and gain control over the social, political, workplace, economic, health, and environmental justice issues.



Vista Community Clinic – Nonprofit organization that works to advance community health and hope by providing access to premier health services and education.

COLLABORATORS



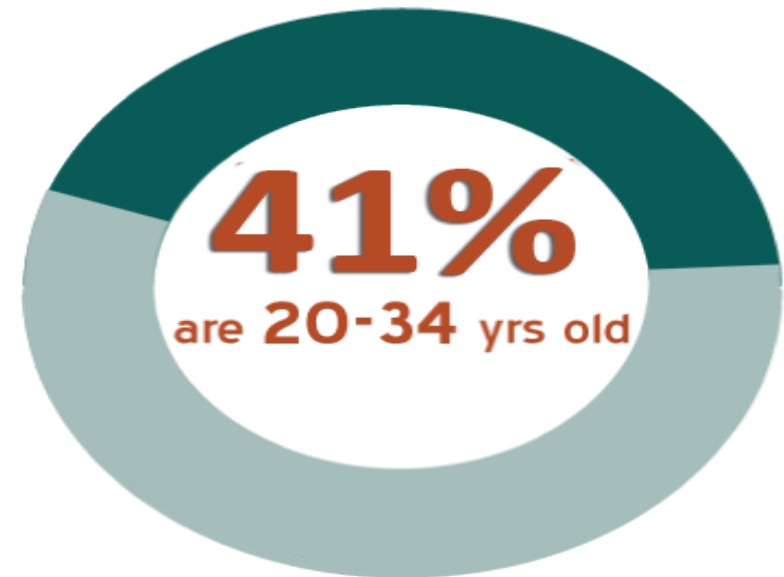
Moores Cancer Center, University of California San Diego



Sylvester Comprehensive Cancer Center, Jay Weiss Center for Social Medicine and Health Equity, University of Miami

Farmworker Demographics¹

2.5 million (approx. 4 million including families)^{2,3}



1. National Agricultural Workers Survey (NAWS) 2011 - 2013.

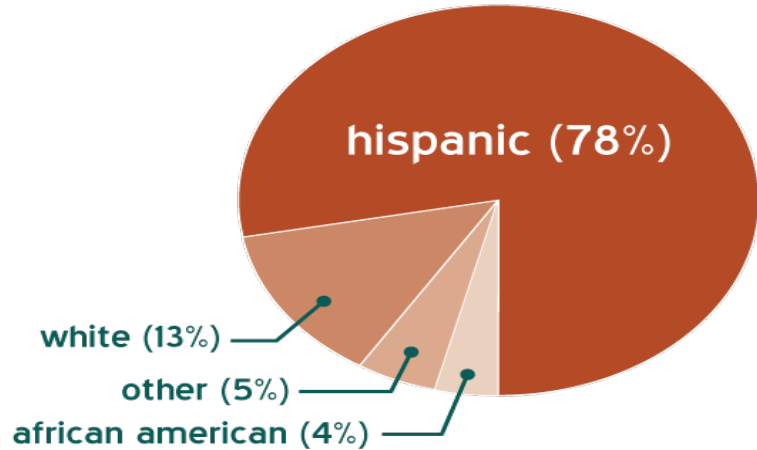
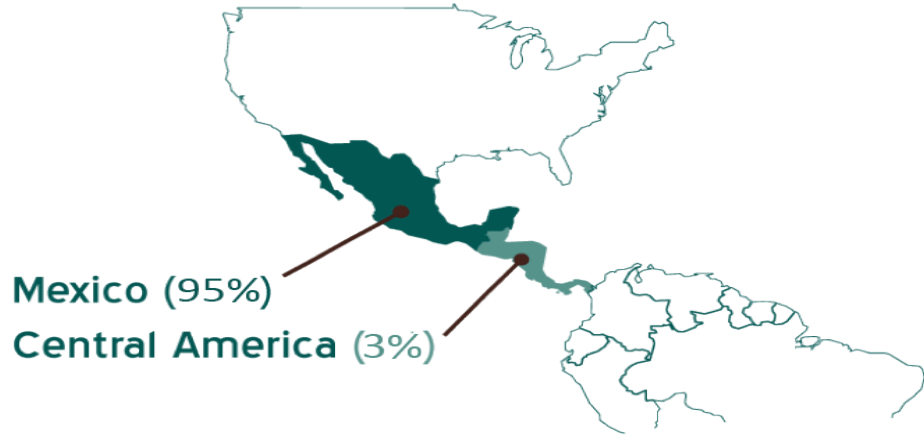
2. Kandel W. *Profile of Hired Farmworkers, A 2008 Update*. Economic Research Service, US Department of Agriculture; Washington, DC; 2008. Economic Research Report No. 60.

* Note: Kandel uses a combination of NAWS and others data.

3. Martin P. Immigration reform: implications for agriculture University of California, Giannini Foundation. *Agricultural and Resource Economics Update*. 2006;9(4).

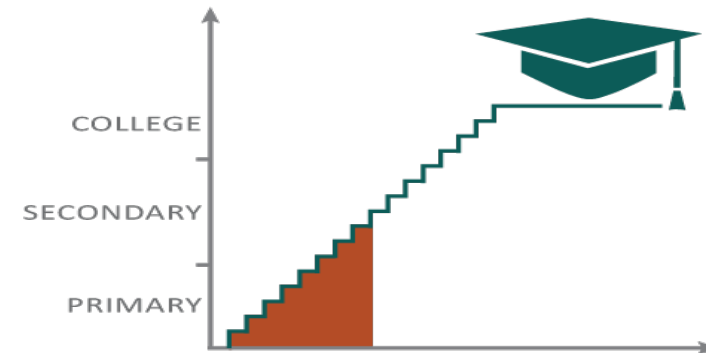
Farmworker Demographics¹

71% foreign born



Spanish
dominant language

Estimated 4% of farmworkers speak an indigenous language as their primary language⁴



Foreign born workers, on average, have a **8th grade education**

4. Gabbard, Susan, Ed Kissam, James Glasnapp, Jorge Nakamoto, Russell Saltz, & Daniel Carroll, "Identifying Indigenous Mexican and Central American Immigrants in Survey Research".

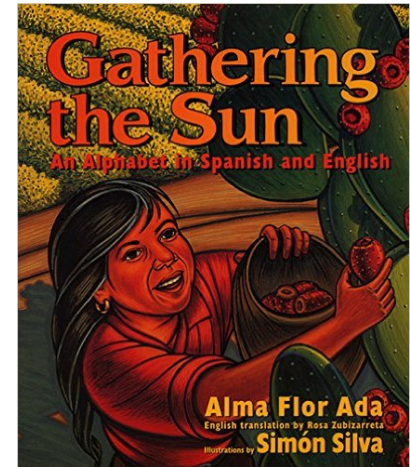
RISKS/NEEDS

- Among the lowest paying jobs in the nation.
- Rarely have health insurance coverage.
- Reside in isolated rural areas, and some migrate to several jobs in a season.
- Limited education and English-language proficiency.
- Tend to visit health providers only in emergencies
- Often do not receive or have access to routine or preventative health care



RISKS/NEEDS (CONT'D)

- Exposed to long hours of ultra-violet radiation
- Excess risk of melanoma and other skin cancers; workers who apply certain pesticides to farm fields are twice as likely to contract melanoma.
- Perceived low risk (Latinos) have resulted in delayed diagnosis, advanced disease at presentation, and a poorer prognosis.
- Access to skin cancer prevention, screening, and specialized care are often nonexistent or difficult to obtain.



UNIDOS GOALS

- Mobilize farmworker communities around skin cancer prevention.
- Increase access to skin cancer health care services for farmworkers.
- Ensure sustainability.
- Disseminate information widely to increase awareness nationally.
- Conduct advocacy with public and private decision makers locally and nationally.

UNIDOS OBJECTIVES

- Two year demonstration in Homestead, Florida and North San Diego County, California.
- Promote community integration and reduce the impact of skin cancer among farmworkers and their families.
- Community mobilization and participatory learning and action to: analyze needs/situation, identify solutions, and implement action plans.



UNIDOS APPROACH

- Local Steering Committees - cross-community integrated strategy to skin cancer prevention (primary, secondary, tertiary)
- Evidence-based/culturally-competent approach: *promotores de salud* to help “navigate the system”: basic information, coordinating access to screenings and facilitating access and use of specialized skin cancer treatment.
- Interventions at the different “touch points” along the “continuum of care” and that are “outside the box” (beyond the classic “cover-up”, “use sun screen”, pamphlets/brochures campaigns).



ANTICIPATED OUTCOMES

Individual level: increased knowledge and changes in attitudes and behaviors; increased access to and utilization of screening/detection services.

At the community level: increased capacity to: mobilize around skin cancer prevention, detection, treatment, and care; carry-out, sustain, and repeat community mobilization processes; bring additional resources to the community; increased community cohesion and build on social networks to spread support; inform and influence decision makers regarding farmworker communities' needs and wishes.

At the national level: ability to document and share effective approaches and strategies to address the needs and wishes of farmworker communities; increased ability to inform and influence national private and public sector decision makers.

FOR MORE INFORMATION



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Vista Community Clinic

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“For the vast majority of people in our society the life circumstances leading to poor health are not adopted as a matter of personal choice but are thrust upon people by the social and economic circumstances into which they are born”

**C. Arden Miller
1976**