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MIGRANT HEALTH Newsline

News and Information from the *National Center for Farmworker Health* since 1984

35TH ANNIVERSARY EDITION

Originally incorporated in 1975 as the National Migrant Referral Project (NMRP) in Austin, Texas, NMRP was responsible for placing bilingual, bicultural social workers in upstream (northern) health centers to train staff in the appropriate provision of care to a monolingual Hispanic farmworker. Bobbi Ryder joined the organization as CEO in 1986, and in 1996, the name NMRP was changed to National Center for Farmworker Health (NCFH) in order to reflect the comprehensive set of products and services offered on a national basis. Now in 2010, NCFH celebrates its 35th year and has added various diverse activities to its resume. This issue of Migrant Health Newsline discusses the history of the organization, and also highlights some of its accomplishments and services and includes an interview with long-time CEO Bobbi Ryder.

Bobbi Ryder, CEO, NCFH

By Erika Garcia, Resource Center Specialist, NCFH



Over years, NCFH has added a long list of accomplishments, services and programs to its name: 1) It has bridged a network between the 157 federally-funded Migrant Health Centers, paying attention to the needs and concerns involved in encouraging farmworkers towards access to care; 2) it prides in the contribution to health education through the Leadership, Development and Training Center which develops programs and materials that in turn train and educate the farmworker and/or Spanish-speaking populations; 3) the Library and Resource Center houses more than 6,000 resources related to the research, policy and education of the farmworker population; and 4) since 1994, the *Call for Health Program* has served as a toll-free, bilingual hotline which refers the health concerns of migrant farmworkers and their family members to low-cost and available healthcare.

The following is an interview with Bobbi Ryder, CEO of NCFH, where she touches on the history and accomplishments of the organization, the future goals of NCFH and the ways in which the organization has impacted her as an individual.

What elements about NCFH have made the organization so successful?

Relationships. There is an affinity within the farmworker health movement that attracts

people who have similar values. One of those values is obviously a commitment to improving the health of farmworkers, but also there is an understanding that society is in disrepair and farmworker health is one factor that is affected by this.

Another important factor is how faithful we have been to our constituents. Since the beginning, we have identified that our primary constituency are federally-funded migrant health centers or potential migrant health centers. We indirectly serve farmworkers. Secondly, we serve other farmworker organizations with similar missions and causes. And thirdly, we serve the general public.

Lastly, our Board of Directors is made up largely of individuals who are our constituents. We have maintained our focus and commitment to them and all agricultural workers, both domestic and international.

What are your most memorable moments while at NCFH?

Two of them would be those instances when we have forged our binational agreements with Mexico. One was with the Secretaria de Salud y Asistencia, Secretary Julio Frank, in Mexico. We had the oppor-

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“Our artwork is about relationships, visibility and focus. And that is how people remember us.”

Bobbi Ryder, CEO, NCFH

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tunity for dialogue with him and his staff and forged relationships that have endured over the years. Another one, ten years prior, was an “Acuerdo” with the Secretaria de Relaciones Exteriores where we met to sign an agreement with Ambassador Leonardo French.

Another very memorable instance was when we cancelled the Midwest Stream Forum in El Paso on less than twenty-four hours notice during the 1995 shutdown of the federal government. I remember having to run around to inform registrants. Anne Nolon, CEO of Hudson River Health in New York, and I took the stack of registrations and made calls to inform every single registrant. Some were already headed to El Paso. We then waited the morning of the conference to inform those who still showed up about the cancellation. It brought everything to a screeching halt.

What accomplishments of the organization are you most proud of?

I am very pleased with the policy change in HRSA’s Uniform Data System (UDS) manual in regards to the definition of “farmworker”. The UDS definition narrowly defined who a health center could identify as a farmworker. They have recently deleted the exclusionary language and realigned it with the broader definition used in the legislative and regulatory language.

I am also proud to have played a part in maintaining the focus and visibility on the Migrant Health Program in the face of the growing Community Health Center Program. The majority of farmworkers tend to be immigrants, and we have maintained that vision of caring for that particular population even in the face of anti-immigrant sentiment.

What do you envision for the future of the organization?

I would like to see NCFH involved in increasing access to care for farmworkers, specifically with respect to economic, transportation and language barriers. Migrant Health Centers serve just under one million farmworkers nationwide. There are probably closer to three or four million. I would also like to see an increase in dental health services offered and used, as that is a great disparity in every analysis of health care need.

Equally important is for us to maintain visibility and increase access in the face of health reform. I think it can be a challenge because if more people have insurance, they could opt

to visit other providers outside of community health centers, leaving only the uninsured at health centers.

Lastly, I would like to see the results of research of the farmworker population reach the hands of those people who are in the position to create policy change to improve health care access for them.

How has being CEO of NCFH changed or affected your own life?

Moving to Texas was a huge change. I remember when Rafael Martinez, a former NCFH Board Member and long time supporter of NCFH, asked if I was considering relocating the organization in 1996, and my response was that adjusting to Texas culture from Michigan had been difficult enough. We examined key cities across the country, and eventually decided that a central location within the nation and a close proximity to farmworkers would best suit the programmatic growth and direction of the organization.

With so many worthwhile causes, how do you keep the organization’s mission, that of farmworker health improvement, in the forefront of people’s consciousness?

We couldn’t have done it without the network in migrant health. There is a very informal network in migrant health, but it is through these individuals in migrant health centers, many of whom were previous farmworkers themselves, who promote leadership and a sense of unity. I’ve learned that people and communities need a place to gather and migrant health centers have provided that sense of unity.

On a related note, it goes back to relationships. We have developed our skills in social marketing and how to better promote the pride and dignity of the farmworker population. I think a lot of our focus is also projected through the images that we continue to make a part of the organization such as the photography of Alan Pogue and the artwork that we unveil annually. I remember once being at a meeting where there was a discussion on the different tasks of other farmworker health organizations. When NCFH was discussed, they only said “...and NCFH does the artwork.” I remember feeling bad because of all the tangible things that other organizations do. I realized then that what the artwork brings to migrant health and to the general public is intangible. Our artwork is about relationships, visibility and focus. And that is how people remember us. ■

Memorable Resources and Images

By Erika Garcia, Resource Center Specialist, NCFH

Throughout the years, NCFH has produced many educational and informative resources and inspiring images. These are available through the NCFH Library and Resource Center. Some of our most memorable resources and images include the following:

Resources:



Cultivando la Salud

This is an evidence-based, breast cancer education program that has been proven effective in increasing mammography, clinical breast exam and pap test screening rates among farmworker women nationwide. It was developed specifically for farmworker women 50 years and older and centers on the lay health worker model, but has also been utilized by other Hispanic communities nationwide. www.ncfh.org/?plugin=ecomm&content=item&sku=5469

Migrant Health Center Pocket Directory

This is a free, pocket-size directory of all the migrant health centers and migrant education programs in the United States. www.ncfh.org/?plugin=ecomm&content=item&sku=7130.



Keep Hope Alive... 30 Years in Migrant Health

This video was created to celebrate thirty years of migrant health, and explains the background of the Migrant Health Program. It also includes photos taken by numerous photogra-



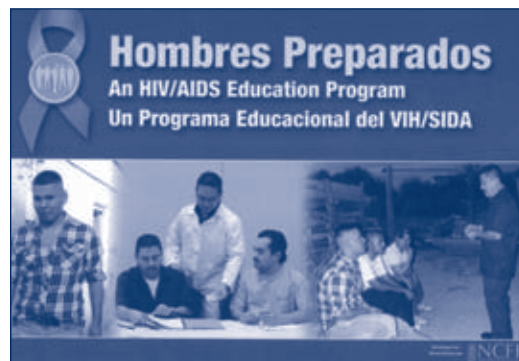
phers depicting the lives, struggles and experiences of farmworkers and farmworker families accompanied by the music of Tish Hinojosa. The video also encourages viewers to remember the plight of past farmworkers and to work towards the improvement of the health status of this population.

www.ncfh.org/?plugin=ecomm&content=item&sku=2828.



Farmworker News

This is a free, bimonthly, bilingual newspaper distributed to farmworkers throughout the U.S. and Puerto Rico. With a circulation of 44,000, the publication conveys important information to farmworkers on how to safeguard their health and that of their families. The topics covered vary according to each issue. Recent issues have covered topics such as diabetes, pesticides, stress and stress management, emergency preparedness and H1N1. To subscribe, please contact Ramona Arredondo at (512) 312 5466 or via email Arredondo@ncfh.org.



Hombres Preparados

Written in English and Spanish, this fotonovela flipchart provides the most pertinent HIV/AIDS information in a story format incorporating cultural aspects of the male



“This boy’s parents work on a mushroom farm located on an Indian reservation. For \$80 a month, they rent space on the reservation, where the family of five lives in a camper shell originally built for a pickup truck. The shell has no running water or electricity.”

Alan Pogue, photographer, 1989.

Cases from the *Call for Health Program*

By Erika Garcia, Resource Center Specialist, NCFH

“Call for Health has helped over 12,900 individuals find accessible healthcare, has provided \$359,174 in financial assistance for healthcare services and has leveraged, with its partner organizations, more than \$350,000 in additional care.”



Since 1994, the *Call for Health Program* has been assisting farmworkers and their families in accessing affordable health care. Through a toll-free, bilingual number, they can be connected to a network of qualified health care providers, which include private providers, social services and ecumenical organizations. In many cases, CFH acts as the case manager for serious problems, guiding the patients through the maze of the health care system, and assisting to overcome language, cultural and service delivery barriers that often seem insurmountable. Since its inception, it has helped over 12,900 individuals find accessible health-care, has provided over \$359,174 in financial assistance for healthcare services and has leveraged, with its partner organizations, more than \$350,000 in additional care. The following are a few memorable examples of those cases where *Call for Health* has assisted patients in accessing and obtaining healthcare in situations of great need.

Rosa, 2003

On January 3, 2003, *Call for Health* received a call from a 54 year-old agricultural farmworker, Rosa. Rosa informed CFH that she had previously had two positive mammograms and she needed assistance with a biopsy in order to rule out cancer. CFH contacted the billing department at her doctor's office, and they agreed to accept the Medicaid rate of \$241 for the biopsy. Rosa's biopsy was done on January. In February, Rosa tested positive for breast cancer and then underwent radiation for the next six months.

Manuel, 2005

In early March 2005, the *Call for Health Program* received a phone call from Marta, a Medicaid specialist in Georgia, who was helping a 54 year old agricultural farmworker named Manuel with an occupational injury. While working among peanut fields, Manuel stepped on shrubbery and branches when one of them lodged itself into his right ankle. He reported the injury at his workplace, but decided to treat it at home by removing the object and keeping the wound clean with soap and water. Four weeks later, Manuel was admitted to the hospital and diagnosed with gangrene. *Call for Health* agreed to assist with prescription medications after his procedure until he was able to qualify for Emergency Medicaid.

David, 2005

Call for Health received a phone call from Luis, a farmworker in Florida, calling about his 23 year old brother, David, who was involved in a car accident and was killed instantly. Luis and David had been in the U.S. for over a year



and had first worked the blueberry fields in New Jersey but were currently picking oranges in Florida. When talking to CFH, Luis made sure to tell the Specialist that their parents, who were still in Mexico, once asked that if anything tragic happened to them, they wanted their sons buried back home. Luis wanted to honor that request but he just did not know where to start.

After several phone calls to the sheriff's department, medical examiner and funeral home director, the *Call for Health Specialist* was able to inform Luis that the Mexican Consulate had been contacted and was already working with the funeral home director to have David's body sent back home. In cases of citizens of Mexico, the Mexican Consulate can assist in arranging transportation back to Mexico.

Fernando, 2009

In early June of 2009, 7-year-old Fernando and his mother traveled to Texas from Michigan to visit relatives. Fernando was the youngest of three; his two older brothers stayed in Michigan to help their father harvest crops during the summer.

After a few days in Texas, Fernando began feeling ill. His mother was very concerned because Fernando was experiencing symptoms similar to the H1N1 flu which she had been hearing so much about. After a trip to the hospital, her concerns had been confirmed: Fernando's results came back positive for the H1N1 flu. He was treated and given

medication that evening in the emergency room.

Fernando did have Medicaid, but unfortunately it was only valid in the state of Michigan. His mother attempted to get his prescriptions filled at two different pharmacies, but neither accepted Michigan Medicaid and the family was not prepared to pay for the medications out of pocket.

The *Call for Health Specialist* contacted several pharmacies in their area and after several attempts was finally successful in finding one that would accept payment through the program. Fernando was then able to receive his medications. Several weeks later, the *Call for Health Specialist* contacted Fernando's mother to see how he was doing. His mother told us that he was better and was able to spend a great and short vacation in Texas. ■



CALL FOR ARTIST

NCFH is looking for an artist in Florida for our 2011 Commemorative Artwork production. If you think you have what it takes to showcase your talent, please contact Janie Favre at 1-800-531-5120, ext. 5460 or favre@ncfh.org for more information.



CALL FOR HEALTH

**America's Voice for Farmworker Health —
A Free Phone Call Away.**

Information on Health Services for Farmworkers

**Una Voz Para la Salud —
Con Solo Llamar... y es Gratis**

Información de Servicios de Salud para los Trabajadores del Campo

9:00 a.m.–5:00 p.m. Hora del Centro/Central Time

1-800-377-9968

Observed Days

November 1-30, 2010

American Diabetes Month

American Diabetes Association
1701 North Beauregard Street
Alexandria, VA 22311
(703) 549-1500
www.diabetes.org

November 1-30, 2010

Lung Cancer Awareness Month

Lung Cancer Alliance
888 16th Street NW, Suite 150
Washington, DC 20006
(202) 463-2080
www.lungcanceralliance.org

November 1-30, 2010

National Epilepsy Month

Epilepsy Foundation
8301 Professional Place
Landover, MD 20785
(800) 332-1000
www.epilepsyfoundation.org

November 1-30, 2010

National Healthy Skin Month

American Academy of Dermatology
930 East Woodfield Road
Schaumburg, IL 60173
(847) 330-0230
www.aad.org

December 1, 2010

World AIDS Day

World AIDS Campaign
www.worldaidscampaign.org/en/

Memorable Resources and Images

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farmworker community. One side of the flipchart guides the lay health worker by providing him/her with a script to read, while the participants follow along with the photos, illustrations, and brief messages printed on the viewer side of the flipchart.

www.ncfh.org/?plugin=ecomm&content=item&sku=8119

Meal Planning for People with Diabetes

A nutritional guide and cookbook that teaches individuals how to maintain a healthy lifestyle even after a diabetes diagnosis. It encourages a healthy body weight, avoiding complications from diabetes with your eyes, nerves, kidneys and arteries and controlling blood sugar levels.

www.ncfh.org/?plugin=ecomm&content=item&sku=14.

Diabetes: Information for Healthy Living/ La Diabetes: Información Para Una Vida Saludable.

A bilingual and interactive CD-ROM that contains basic information for people living with diabetes. This tool can be used by health centers in their waiting rooms as part of a learning kiosk, given to patients to use at home, or can be used by a nurse, doctor, or diabetes educator to guide a newly diagnosed patient through the disease.

www.ncfh.org/?plugin=ecomm&content=item&sku=5680.

Bilingual Patient Education Materials

This is a collection of 10 low-literacy, bilingual, one-page handouts developed for use as a patient education tool in migrant health centers. The topics are accompanied by illustrations and include information on: sex education for teens, family planning, tips for eating healthy, high blood pres-

sure, skin emergencies, work injuries, heat illness, alcohol and children, diabetes, oral health and how to reduce stress.

www.ncfh.org/?plugin=ecomm&content=item&sku=3933.

NCFH Commemorative Artwork:



De la Tierra, 2002

Created by artist Jim Bromley, Texas.
www.ncfh.org/?pid=8.

Gracias a Dios, 2004

Created by artist Hal Marcus, Texas.
www.ncfh.org/?pid=8.



Recompensa al Final de la Jornada, 2005

Created by artist Javier Alzerreca Frambes, Puerto Rico.
www.ncfh.org/?pid=8.



Through the Eyes of the Farmworker, 2008

Created by artist Kauila Clark, Hawaii
www.ncfh.org/?pid=8.



To purchase or acquire any of the resources or images mentioned, please call, (512) 312.5464, or email, garcia@ncfh.org, Erika Garcia. ■



Consumer Reports Health Best Buy Drugs Program

By Bobbi Ryder, CEO, NCFH

NCFH credits much of its success to the many partnerships we have forged and sustained over the past 35 years. These relationships are designed to stimulate support for migrant health, and we measure them to be successful only when they translate into a direct benefit for migrant health centers and their patients. We are proud to announce a new partnership with Consumers Union, which many of you are familiar with through their publication of Consumer Reports Magazine. NCFH is collaborating with Consumers Union to produce culturally and linguistically appropriate materials for their Hispanic audience through their Consumer Reports Health Best Buy Drugs Program. This Program offers unbiased information to empower patients to make informed decisions related to their prescription drug purchases.

Consumers Union and Consumer Reports Health Best Buy Drugs

Consumers Union is an independent, nonprofit organization whose mission is to work for a fair, just, and safe marketplace and to empower consumers as they research and buy products and services. Consumer Reports Health Best Buy Drugs is a public education project administered by Consumers Union, the publisher of Consumer Reports magazine, the Consumer Reports Health website and several other consumer publications and information products.

Consumers Union's revenue comes from the sale of these information products and services which users will see promoted throughout the many Consumers Union websites, including Consumer Reports Health Best Buy Drugs.

The Consumer Reports Health Best Buy Drugs project is partially supported with grant funds. The project's current main external sponsor is the state Attorney General Consumer and Prescriber Education Grant Program which is funded by the multi-state settlement of consumer fraud claims regarding the marketing of the prescription drug Neurontin. Access to all of the Consumer Reports Health Best Buy Drugs drug reports and information is FREE to the public.

Expanded Partnership between NCFH and Consumers Union

One of NCFH's priorities in working with Consumers Union has been to support their provision of additional materials written in low-literacy and in Spanish to better serve the patients of Community and Migrant Health Centers. As a

result, NCFH's collaborative relationship with Consumers Union has recently grown to include two new projects that we hope you will find useful in educating your health center patients.

Farmworker News Special Issue

As part of our continued partnership with Consumers Union, Consumer Reports Health Best Buy Drugs, NCFH has produced a Special Issue of our bilingual, culturally appropriate *Farmworker News* publication. This Special Issue includes topics that assist patients in making informed decisions related to their prescription drug purchases.

The *Farmworker News* Special Issue was distributed in September 2010 and is available for download at <http://www.ncfh.org/index.php?pid=80>.

Literacy Level Appropriate Educational Videos

In addition to the *Farmworker News* Special issue, NCFH also is producing a cultural and literacy level appropriate (5th grade reading level) educational video for use by health centers and other providers of care to Spanish speaking populations to assist in the education of their Diabetic patients. Diabetes has been selected as the focus for the video because of its prevalence within the health center audience, and the importance of self management and administration of medications.

The video will be produced in a DVD format in both English and Spanish that can be played in a supervised educational environment, in an outreach mode by a health educator, or given to the patient. It will be accompanied by a bilingual user guide which will be the basis for training. Both will be downloadable on the NCFH and CU websites. The proposed topics include: Understanding Diabetes, Managing my Illness, Medications and Being an Informed Consumer. The estimated release date for this project is Spring 2011.

As a part of the process, we will be pilot testing the use of the draft tool with six health centers in the first quarter of 2011. If you are interested in participating in the pilot, please contact Lisa Miller at Miller@ncfh.org.

For more information on Consumer Reports Health Best Buy drugs, please visit:

<http://www.consumerreports.org/health/best-buy-drugs/index.htm>

To receive CRBBD's email newsletter with the latest guidance for consumers related to prescription drugs, please go to:

www.bestbuydrugs.org/enews/ncfh610.htm ■

Calendar

November 18-20, 2010

The National Center for Farmworker Health will be hosting its 20th Annual Midwest Stream Farmworker Health Forum in Austin, TX. For further information, please visit www.ncfh.org.

December 3-7, 2010

The American Epilepsy Society will be hosting its Annual Meeting in San Antonio, TX. For more information, please visit www.aesnet.org.

February 16-18, 2010

The Northwest Regional Primary Care Association will be hosting its 20th Annual Western Migrant Stream Forum in Oakland, CA. For more information, please visit www.nwrpca.org.

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Harry Foster

*Chair, NCFH Board of Directors,
Chief Executive Officer
Family Healthcare Network
Visalia, California*

E. Roberta Ryder

President and CEO

Erika Garcia

Editor

Josh Shepherd

Assistant Newsline Editor

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Austin, Texas
Permit No. 811

We Are Now on Facebook!

NCFH has recently launched its new Facebook page. The page aims to share the Farmworker Experience with you through photographs and stories. Below is an excerpt from our first story written by photographer Alan Pogue.

“Gilberto Cardenas, then a professor of sociology at the University of Texas at Austin, asked me to lecture his classes on the conditions of farm laborers in Texas. In every class there was at least one student who asked why the farm workers let me photograph them in their humble homes. These students were asking me why the farm workers were not ashamed of being poor. The answer is the greatest lesson my years of farm worker photography have taught me: a person’s worth is in their character and not in their bank account. Agricultural workers do not want to be poor but they know they are performing essential work in harvesting crops. If there is to be shame, it is for the larger society to bear for not providing an honest day’s pay for an honest day’s work...”

To read more on this story, find us on Facebook. ■

