

HOW TO GUIDE



Addressing Whole Worker Health through Community Health Organizers

CURRICULUM FOR CHAMPS

Partnering for
Vaccine Equity



 THE UNIVERSITY OF IOWA
COLLEGE OF NURSING



DEVELOP a team

1

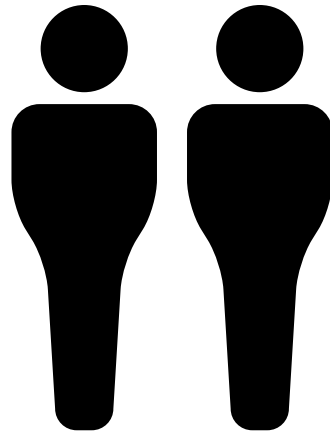


In Fall of 2023, Johnson County Iowa Public Health, the University of Iowa College of Nursing, and grassroots immigrant organizing group Escucha Mi Voz Iowa began a project to measure, address, and remedy the structural determinants to whole worker health continuing to impact immigrants and refugees.

RECRUIT

community health organizers

2



Two immigrant workers from the directly impacted target community were hired and trained in one-on-one relational organizing.

ASSESS the needs

through a rapid needs assessment and focus groups

481

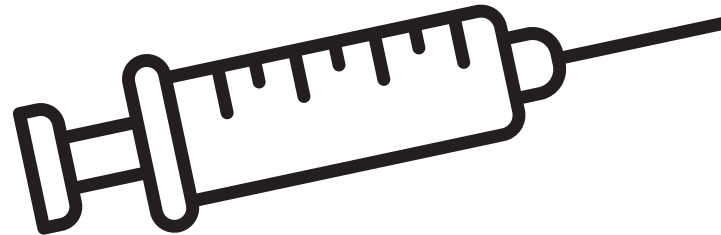
SURVEYED

In October and November 2023, trained community health organizers from the Latinx and Congolese communities conducted a comprehensive and wide-ranging survey with 481 immigrant and refugee workers, including hundreds of meatpacking plant workers and other low-wage essential workers.

3

DISTRIBUTE the results

4



The groundbreaking Salud, Techo, y Trabajo report found widespread vaccine demand among both populations. Vaccine hesitancy was attributable more to material conditions than cultural differences. Immigrant and refugee workers lacked transportation, did not have paid sick leave if the vaccine made them sick for even one day, and did not understand the new guidance about annual vaccines.

DISTRIBUTE the results

4

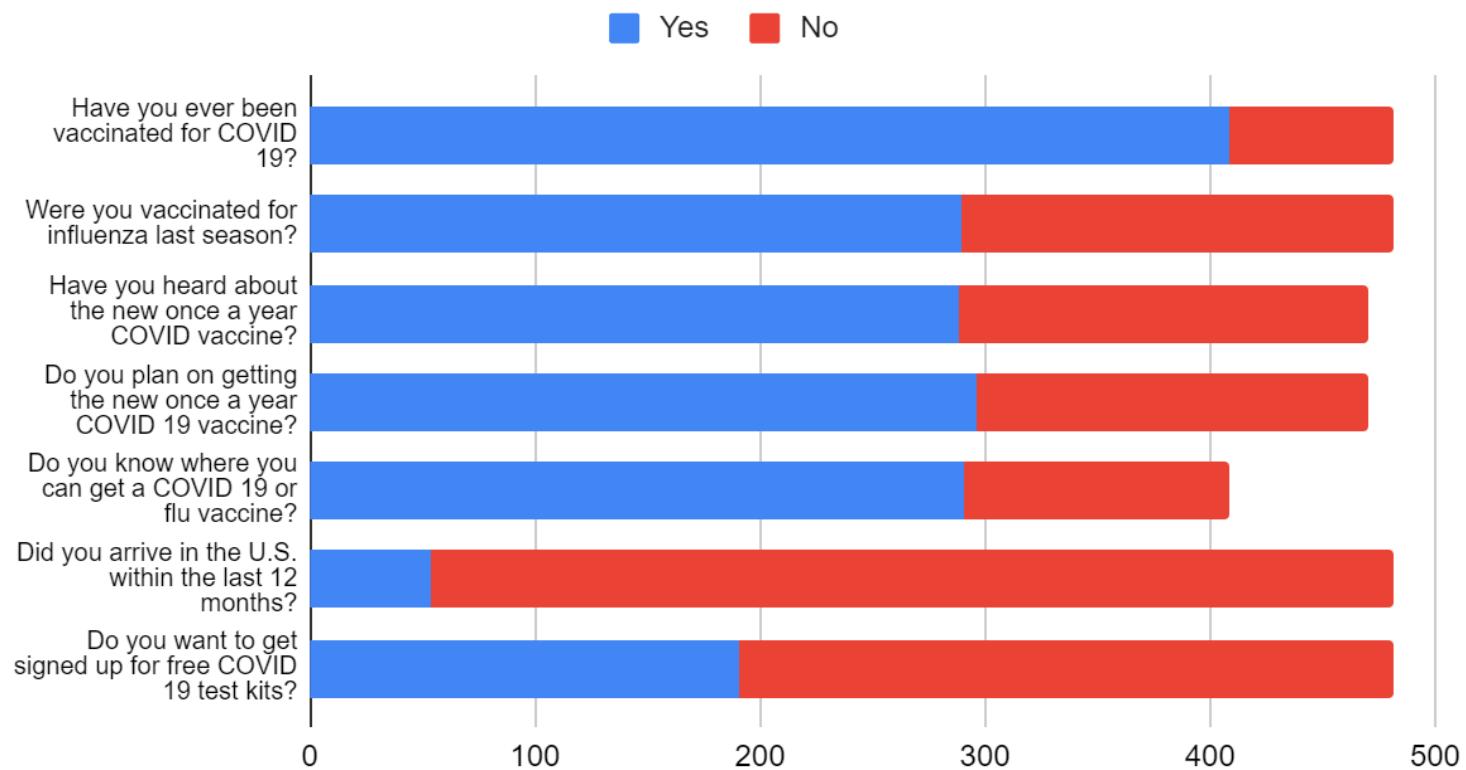


Immigration status was the biggest predictor of adverse health outcomes. According to the survey results, undocumented Latino workers were more likely to have serious medical conditions such as asthma and diabetes, work in informal, seasonal, temporary, dangerous front-line jobs without benefits or union protections, and live in overcrowded, substandard housing.

DISTRIBUTE the results

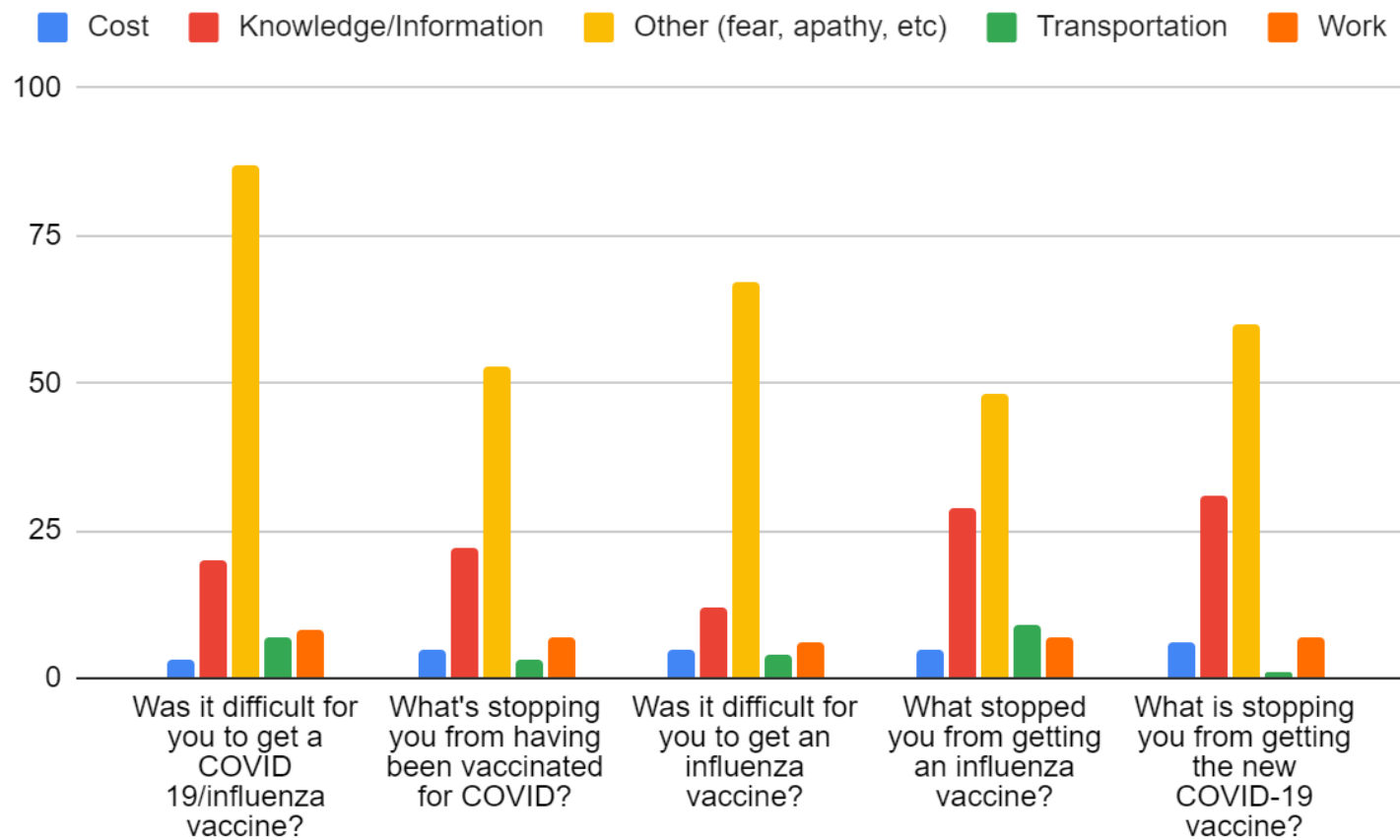
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Survey results show a clear demand for Covid tests & vaccines



DISTRIBUTE the results

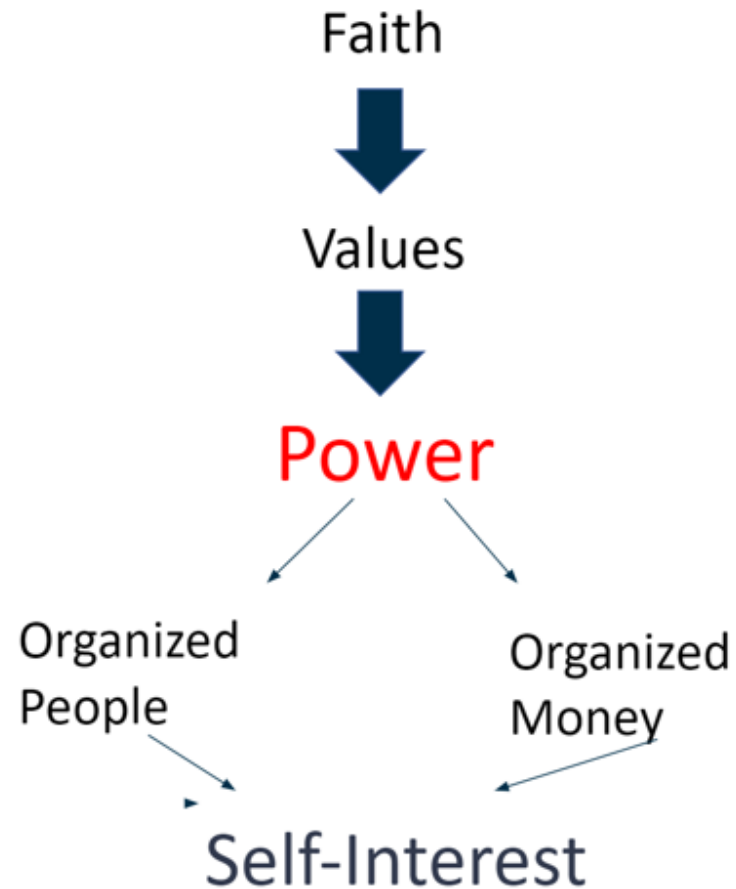
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TRAIN workers

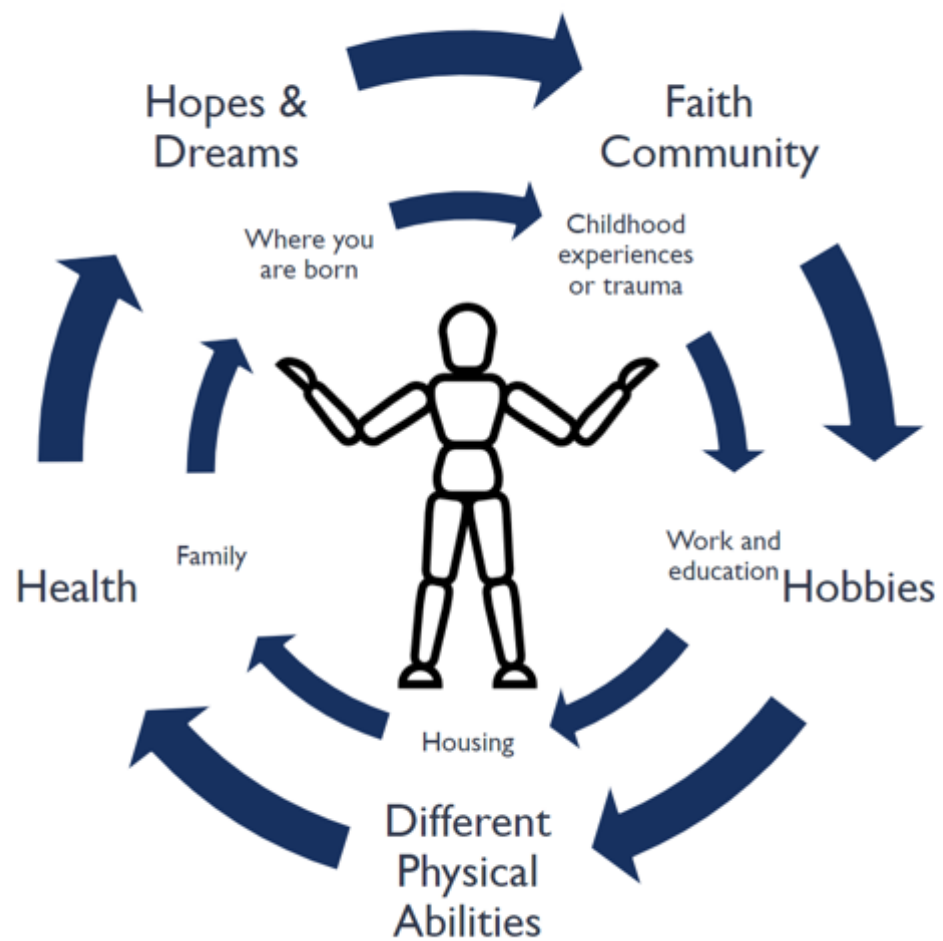
5

- **Work**
- **Parents**
- **Politics**
- **Spouse**
- **Ambitions**
- **Children**
- **Where they are from**
- **Church/congregation membership**
- **Education**
- **Where they live and have lived**
- **Hobbies**
- **Hopes and dreams**
- **Race, class, sex/gender**
- **Personal story**



TRAIN workers

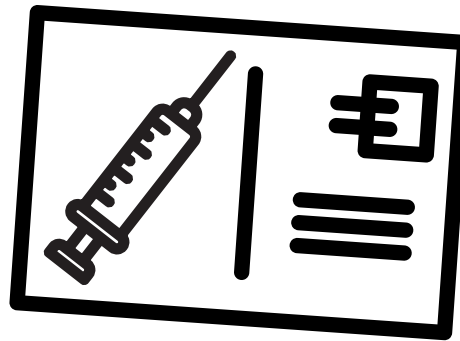
5



EDUCATE the community

with flyers, social media, informational meetings, one-on-one conversations

6



In February and March 2024, community health organizers held focus group meetings with immigrant workers to report on survey results and test messaging. In April 2024, two direct mail vaccine persuasion pieces were mailed to thousands of contacts.

OUTREACH

to affected populations
with door knocking, phone banking, and canvassing

7



In May 2024, more than 40 immigrant community members were trained on one-on-one relational organizing. These “vaccine champions” helped knock on thousands of doors in mobile home park communities, address vaccine hesitancies, offer vaccines, and distribute information about public health resources available in the area.

ACCESS to resources

at the workers' home, workplace or church

8



In addition to phone banking, door-knocking, and direct mail, organizers, workers, and volunteers worked with churches and congregations to distribute information during and after Sunday worship.

EVALUATE the results

9

Beginning in January 2024, Escucha Mi Voz members, UI College of Nursing, and Johnson County Public Health held focus group meetings with survey respondents, trained vaccine champions and trusted community messengers, developed direct mail communication pieces on Covid vaccines, presented the report findings to local, state, and federal government bodies, attended public health conferences, generated earned media, started a door-knocking campaign, organized vaccine clinics, and started immigrant-led health equity campaigns around affordable housing.

1



Develop a team

2



Recruit community health organizers

3



Assess the needs

4



Distribute the results

5



Train workers

6



Educate the community

7



Outreach to affected populations

8



Access to resources

9



Evaluate the results



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