Access to Comprehensive Care and Health Coverage for Farmworkers

Learning Collaborative Session 3 of 4: Outreach strategies and lessons from the field
Housekeeping

- Yes, this will be recorded, but we’ll only post the main presentations.
- PowerPoints and resources are available will be emailed.

Use the Zoom platform to engage: chat, raise your hand to speak, send questions, and share reactions.

This image may appear when we have questions for you.
Agenda

1. Welcome & Introduction
2. Recap of challenges and considerations enrolling farmworkers
3. Community partner presentation - Family Health La Clinica
4. Discussion: Strategies to increase coverage and utilization of healthcare services
5. Session 3 Wrap up
Recap: Challenges enrolling farmworkers

- Document verification
- Confusion around eligibility guidelines and deadlines
  - 60-day Special Enrollment Period (if outside of open enrollment)
- Language accessibility
- Misconceptions around the cost or the necessity of health insurance coverage
- Fear of public change
Partner spotlight:
Family Health La Clinica

Aida Bise
Director of Migrant and Seasonal Agricultural Worker Services
Happy 50th Anniversary FHLC!

Family Health/La Clinica
La Clinica de los Campesinos, Inc.

Hospital Road - P.O. Box 191
Wild Rose, Wisconsin 54984

Business Office (414) 622-4205
Clinical Services (414) 622-4875

Nutrition - WIC
Reproductive Health

FARMWORKER HEALTH SERVICES
In-Clinic & Mobile Unit

FAMILY HEALTH
La Clinica

Family Health / La Clinica
Medical & Dental Center
About Family Health La Clinica (FHLC)

- FHLC was founded by a group of healthcare professionals, migrant advocates, and church leaders who saw a need: Where can migrant farmworkers receive medical care?

- In 1973, FHLC was incorporated as La Clinica de los Campesinos and earned a Migrant Health Center designation.

- Six locations in central and south central Wisconsin and a Mobile Health Center to offer medical services to MSAWs.

- We serve more than 18,000 patients from 10 counties every year, and we provide healthcare services to every migrant farmworker in the state.
Wisconsin Farmworker Demographics

- Agricultural Workers
- Food Processing Workers
- Non-Workers
- H-2A Workers
Wisconsin Migrant and H-2A Population

- Agricultural Workers
- Food Processing Workers
- Non-Workers
- H-2A Workers

Source: Wisconsin Dept of Workforce Development Bureau of Job Services
Barriers to outreach and enrollment

❖ Migratory Lifestyle
❖ Lack of stable contact information i.e. Cell phone # or address
❖ Lack of familiarity of healthcare system
❖ Lack of awareness of resources and how they work
❖ Rural
❖ Digital Literacy
Case study

Patient info:

- 47 year old male
- Migrated to Wisconsin from Texas
- Monolingual Spanish speaker
- Was first examined by the FHLC mobile unit
- Found to be in active kidney failure
Migrant and Seasonal Agricultural Workers and Community

University of Wisconsin- Oshkosh

University of Wisconsin- Madison
- Nutritional Science Dept
- Residency Program

UMOS Migrant and Seasonal Head Start

Marshfield Mobile Mammogram Unit

MHP Salud

Farmworker Justice

Mobile Health Association

National Center for Farmworker Health, Inc. (NCFH)

Migrant Clinician Network (MCN)

National Association of Community Health Centers (NACHC)

Wisconsin Primary Health Care Association (WPHCA)
Strategies for Outreach

❖ Pre-Registration
❖ Pre-Season Employer Visits
❖ Collaborating with Patient Service Navigator
❖ Attending Employer Orientations
❖ Attending Community Events
❖ Social Media
Successes

❖ Working with patient service navigators and employers
❖ Enrolling farmworkers in Medicaid
❖ Renewed focus on health insurance education and outreach due to Community Catalyst grant
Thank you!
Questions/ Comments
● What challenges have your community navigators or enrollment assisters faced when enrolling farmworkers in your community?

● What partnerships have your organization made to improve outreach and enrollment in your community?
Strategies to support enrollment for farmworkers

- Conduct joint outreach with navigators/assisters
- Provide sustained on-site in-person assistance pre- and post-enrollment
- Make sure information/outreach materials are accessible
- Partner with other farmworker-serving organizations to link services
- Continue education to dispel misconceptions about health insurance coverage
Please complete the session 3 evaluation

Please click the link in the chat to fill out the evaluation survey:

https://www.surveymonkey.com/r/B2LXTDB
What's Next?

We don't know about Netflix, but we've been renewed for a Session 2.
Session 4: Outreach and enrollment
resources

- What resources is your organization using to conduct outreach and enroll farmworkers? What is missing?
Thank you!