Community Engagement and the CHAMACOS Study: Reaching out to all stakeholders

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March 6, 2012
Center for Health Assessment of Mothers And Children Of Salinas

A community-university partnership
CHAMACOS Study Area: Salinas Valley, California
Establishing a Community-University Partnership

• What are the principles of this partnership?
• Who represents the community?
• What is the role of the community in the partnership?
Establishing Principles and Guidelines

Our Commandments

To give back to the community more than we take.
To be culturally sensitive and appropriate.
To communicate clearly and honestly with community partners.
To share decision-making with community partners.

To integrate research and outreach with existing programs.
To employ and train community members.
To provide long-term and sustainable resources to the community.
To share study results with the community in a timely manner.
Establishing a Community-University Partnership

• What are the principles of this partnership?
• Who represents the community?
• What is the role of the community in the partnership?
Key Community Leaders

Jesus Lopez (right), a member of a social service collaborative serving farmworkers

Dr. Max Cuevas (right), Executive Director of the local clinics network

Jim Bogart (left), Executive Director of the Grower-Shipper Association
A Community-University Partnership

South County Outreach Effort

Berkeley
University of California

California Environmental Protection Agency

County of Monterey

Health Department

CDC
Department of Health and Human Services
Centers for Disease Control and Prevention

Battelle
Laboratories

CHAMACOS
Center for the Health Assessment of Mothers and Children of Salinas

CRLA
California Rural Legal Assistance

cerch
Center for Environmental Research & Children's Health

SVS
Salinas Valley Sieve
Establishing a Community-University Partnership

• What are the principles of this partnership?
• Who represents the community?
• What is the role of the community in the partnership?
Role of the community

• Decided mutually between community members and researchers
• Community wanted an advisory role
• Bidirectional learning
• “No surprises”
CHAMACOS
Advisory Structure

Scientific Advisory Board
Youth Community Council
Farmworker Council
Growers Council

Community Advisory Board
Current and on-going Community Outreach efforts:

Objectives

1. Sharing research findings with participants, community members and other stakeholders
2. Increasing awareness of children’s environmental health
3. Preparing the next generation of environmental health leaders: the CHAMACOS Youth Community Council
4. Educating policy makers
Objective 1: Sharing Research Findings with the Community

Recent study findings presented to participants
Focus on Children at Community Forums

• Slide on new efforts of engagement of children…
Sharing research findings:
CERCH website
Objective 2: Increasing Awareness of Children’s Environmental Health in the Community

Presentations on Preventing Pesticide Exposure

Festivals and Health Fairs
Trainings for Providers

Train the Trainers, preparing community health workers to talk about environmental health

CME’s for Health Professionals

Photo from the Virginia School of Medicine
Prenatal Environmental Health Kiosk for Pregnant Women
Prenatal Kiosk Brochures
Puppet Shows to Teach Environmental Health to Children
Objective 3: Preparing the next generation of Environmental Health Leaders

The CHAMACOS Youth Community Council
The CHAMACOS Youth Council

Educate youth on local environmental health challenges

Provide youth with the tools to create a healthier Salinas
Identifying Issues: The Photovoice Project
Photovoice Methodology: S.H.O.W.E.D.

S: What do you SEE here?

H: What is really HAPPENING?

O: How does this relate to OUR lives?

W: WHY does this situation, concern, or strength exist?

E: How could this image EDUCATE the community/policy-makers, etc?

D: What can we DO about it?
“Things are like this (limited access to fresh fruit) because there are so many fast food restaurants and it’s hard not to go... because the prices are low, it is amazingly good, and there is one (McDonalds) in every corner making it easy for us to get there.”

--CHAMACOS Youth Council Member
“There are no side walks where a lot of people can walk. Where they feel safe. There’s always a lot of cars passing by. People do not have access to safe places where people can walk.”

“People, the city, those that make the decision don’t want to invest in us.”

--CHAMACOS Youth Council Member
CHAMACOS Youth Council
Photovoice Project

Photovoice Pictures at an event to support Migrant Health at the Monterey County Dept. of Public Health
Objective 4. Educating Policy Makers

• Issues of interest:
  – Housing conditions in the Salinas Valley
  – Flame retardant exposures and flammability standards for the state of California

Monterey County Supervisor
Simon Salinas

Salinas City Councilmember
Sergio Sanchez

Salinas City Councilmember
Gloria de La Rosa
Reaching out to the Entire Community

- Youth
- Childcare Providers
- Clinicians
- Policy Makers
- Social Service Providers
- Parents and Families
- Pregnant Women
- Children

Community Outreach
Challenges

• 106 miles between the Salinas Field Office and UC Berkeley

• Maintaining continuous communication with community partners and agencies requires a concerted effort and dedicated personnel time
Successes

• We have educated over 17,000 community members in the Salinas Valley
• Founded a program for environmental health leadership for 15 adolescents from Salinas high schools
• Presented to and trained numerous community groups on children’s environmental health
• Developed a growing network of partners in Salinas who are more informed about environmental health through CHAMACOS outreach
Community Outreach Team

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Field Office Coordinator

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Thanks to our funders

Award #: P01-ES009605-13

Award #: RD-83451301

... and a special thanks to the children and families in Salinas.
Stay tuned...

For more information about the CHAMACOS Study visit us online at [www.cerch.org](http://www.cerch.org) and sign-up for our e-newsletter.
Preguntas?