Safe & Just cleaning study: Developing culturally appropriate communication

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Partners

Our partnership developed out of a shared commitment to make disaster preparedness training accessible to those workers who are frequently forgotten.

Source: S. Baron
Source: MRNY
50% of maids and housekeepers are Latinx
Gaps in research:
Which work practices are associated with exposures?

Work practices
[products used + cleaning practices + environmental conditions]

Exposure to cleaning chemicals

Self-reported respiratory & dermatological disorders
Safe and Just Cleaners

A 5-yr R01 research grant funded by the NIEHS Research to Action funding mechanism

Measure domestic cleaners exposures to toxic components of cleaning products and develop a campaign to reduce exposures

Project aims:

1. Survey of 400 Domestic cleaners
2. Quantitative exposure measurements
3. Develop a prevention campaign

Environmental exposure inequities

Unequal exposure risks

Inadequate access to prevention

www.freshgreenclean.com.au

Make the Road New York
What is culturally appropriate communication in CBPR?

Planning phase

Data collection phase

Culturally responsive

Action phase

Culturally appropriate communication

- Survey development
- Outreach for survey participation
Gaps in research: Which work practices are associated with exposures?

- **Work practices**
  - [Products used + cleaning practices + environmental conditions]

- **Exposure to cleaning chemicals**

- **Self-reported respiratory & dermatological disorders**
Key to success:
Understanding drivers of work practices

Knowledge & attitudes about cleaning practices

Work practices
[products used + cleaning practices + environmental conditions]

Exposure to cleaning chemicals

Self-reported respiratory & dermatological disorders
Survey development as culturally appropriate communication

7 Focus groups with domestic cleaners (N=52)
NYC metropolitan region
August - December 2018

- Products used
- How cleaners use them
- Reasons why they’re used
Bathroom:
- Toliet
- Tub or shower
  - Walls
  - Door
  - curtain
- Sink
- Floor
- Window
- Mirror

Kitchen:
- Range hood
- Refrigerator compartments
- Stove
- Oven
- Cabinets
- Floor
- Window

- Baño:
  - Tiles, Baldosas, Racholas, Cerámica
  - Bañera
  - Toriet, Servicio, la taza del baño, Inodoro
  - Lavamanos, lavandino, Sink
  - Piso
- Ventanas
- Espejos
- Rondija/Ventilador
- Gabinetes - Fuera/dentro
- Techo
- Llaves, Gritos
- Desagie
- Lamparas
- Puerta de ducha (vidrio) - Forma parte de la Bañera.
Most common products

- 60% of cleaners: Windex
- 60% of cleaners: Clorox
- 40-60% of cleaners: Ajax
- 40-60% of cleaners: Easy-Off
- 40-60% of cleaners: Heavy Duty
- 40-60% of cleaners: Palmolive
- 40-60% of cleaners: Mr. Clean
- 40-60% of cleaners: Soft Scrub
- 40-60% of cleaners: Lysol
- 20-40% of cleaners: Pine-Sol
- 20-40% of cleaners: Listerine
Key to success: Understanding drivers of work practices

Client-related factors constrain cleaners’ autonomy
- preferences or demands
- religious/ cultural background
- gender & age may play roles

Knowledge & attitudes about cleaning practices

Work practices

Exposure to cleaning chemicals

Respiratory & dermatological disorders

Cleaner-related factors
Key to success: Understanding drivers of work practices

Knowledge & attitudes about cleaning practices
- use “strong” products that negatively impact health
- time pressure
- mix cleaning products to increase effectiveness
- fragrance perceived to leave surfaces cleaner & minimize negative impact
- Use household products

Client-related factors

Work practices

Exposure to cleaning chemicals

Cleaner-related factors

Respiratory & dermatological disorders
Key to success:
Understanding drivers of work practices

Client-related factors

Knowledge & attitudes about cleaning practices

Work practices

Exposure to cleaning chemicals

Respiratory & dermatological disorders

Cleaner-related factors
- work experience
  - negotiate with employers
  - “hacer trampitas” ("trick employer")
- social support among cleaners
- job insecurity

Client-related factors

Knowledge & attitudes about cleaning practices

Work practices

Exposure to cleaning chemicals

Respiratory & dermatological disorders

Cleaner-related factors
- work experience
  - negotiate with employers
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- job insecurity
Culturally appropriate communication

- Survey development
- Outreach for survey participation
Make the Road New York
Outreach as culturally appropriate communication

We need to recruit 400 domestic cleaners - develop a flyer with consistent messaging and graphics that can be adapted to 3 outreach strategies:

- MRNY membership
- Community and institutional relationships (existing and new)
- Street outreach

How do we encourage them to participate?
Cleaners Meeting, Feb 1\textsuperscript{st} 2019
Domestic Cleaner Committee
Discussion themes

1. Should the imagery emphasize
   ➢ fear (skeleton) or
   ➢ health (green and happy)

2. Should the message emphasize
   ➢ compensation for participation
     or
   ➢ health benefits of participation
Monetary compensation will attract a busy person recruited on the street.
Others said focus on the project providing information to protect health.
Proper Interpretation

It is important to pay attention to how terms are translated/interpreted.

In response to using the translation of our project title: “Limpieza Sana y Justa”

“I don’t understand what ‘Justa’ means here”
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  - Workers!

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