

Safe & Just cleaning study: Developing culturally appropriate communication

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National Institute of Environmental Health Sciences webinar

February 15, 2019

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

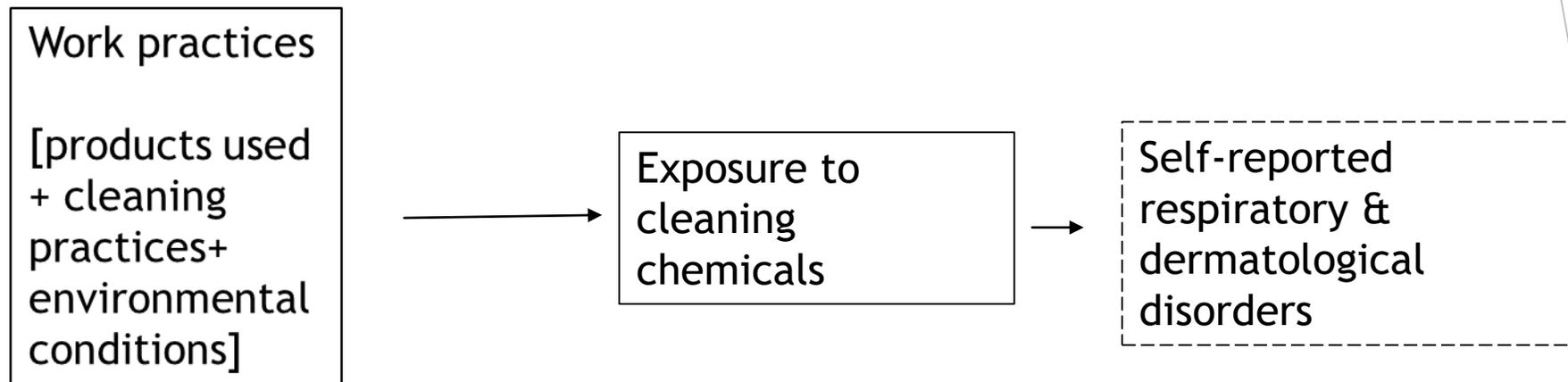


pixabay



Safe & Just Cleaners

Gaps in research: Which work practices are associated with exposures?



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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



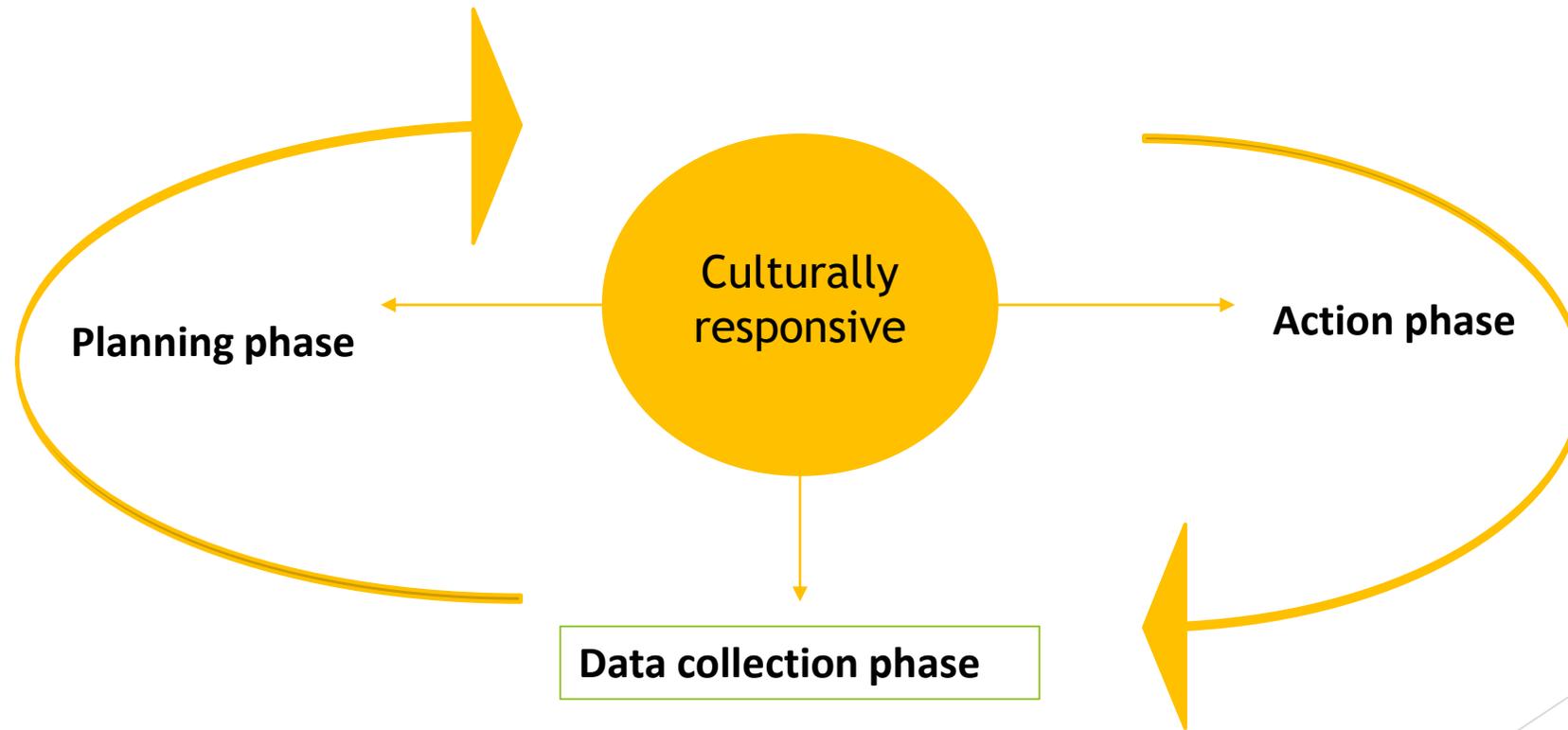
www.freshgreenclean.com.au

Inadequate access to prevention



Make the Road New York

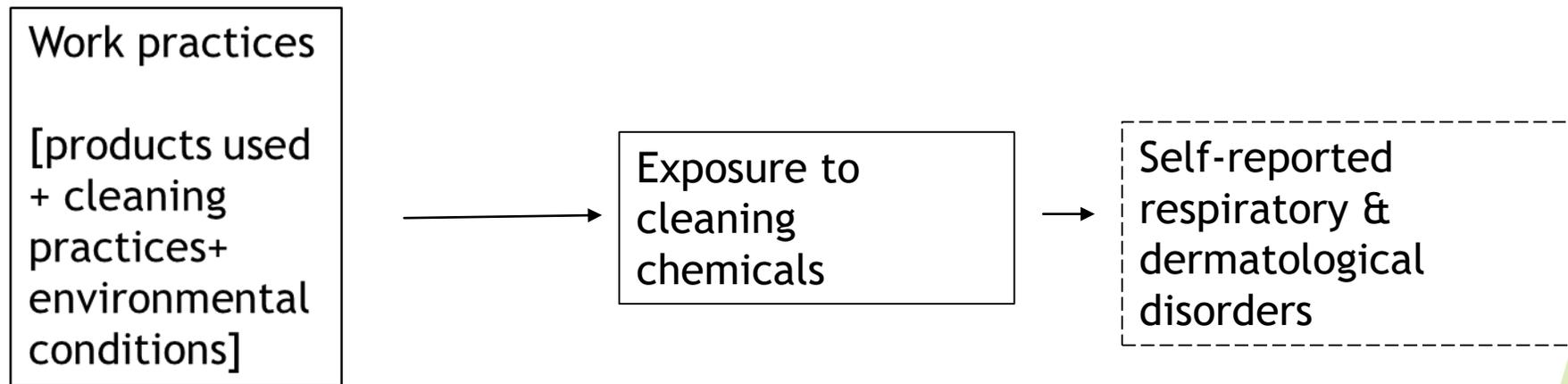
What is culturally appropriate communication in CBPR?



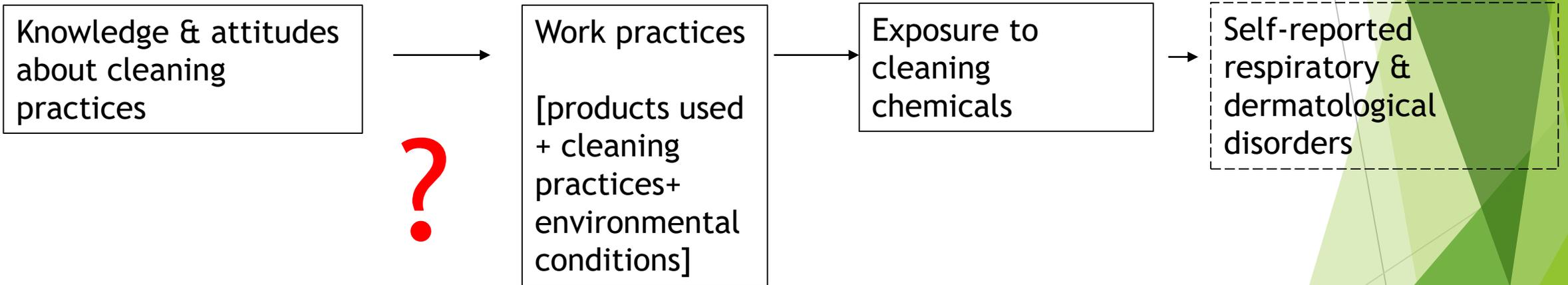
Culturally appropriate communication

- ▶ Survey development
- ▶ Outreach for survey participation

Gaps in research: Which work practices are associated with exposures?



Key to success: Understanding drivers of work practices



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



ANALI FLORES

1 2 BAÑO(S)

1 COCINA

CUARTO(S)

3 SALA / COMEDOR



Most common products



60+% of cleaners

40-60% of cleaners

20-40% of cleaners

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

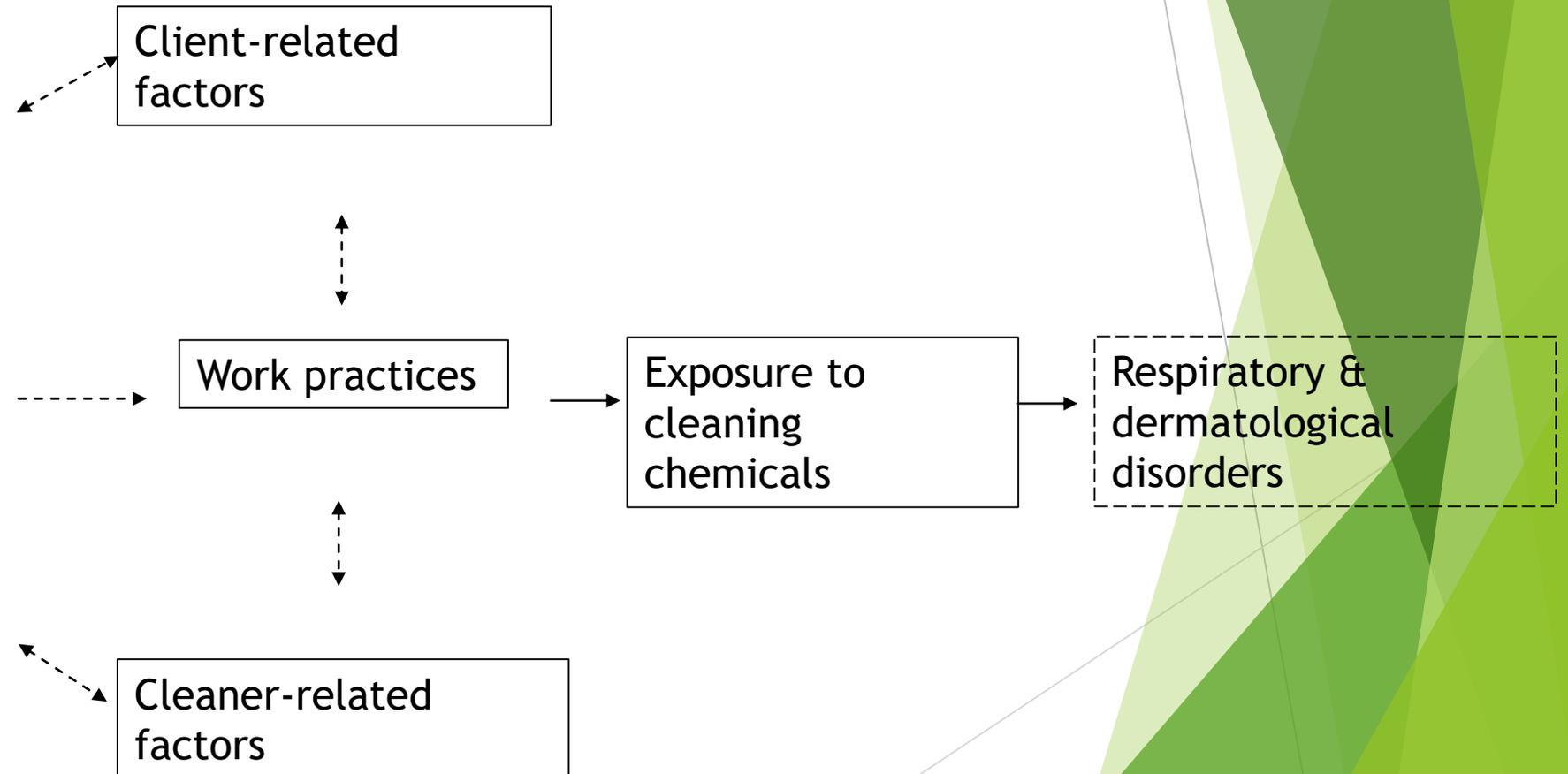
Respiratory &
dermatological
disorders

Cleaner-related
factors

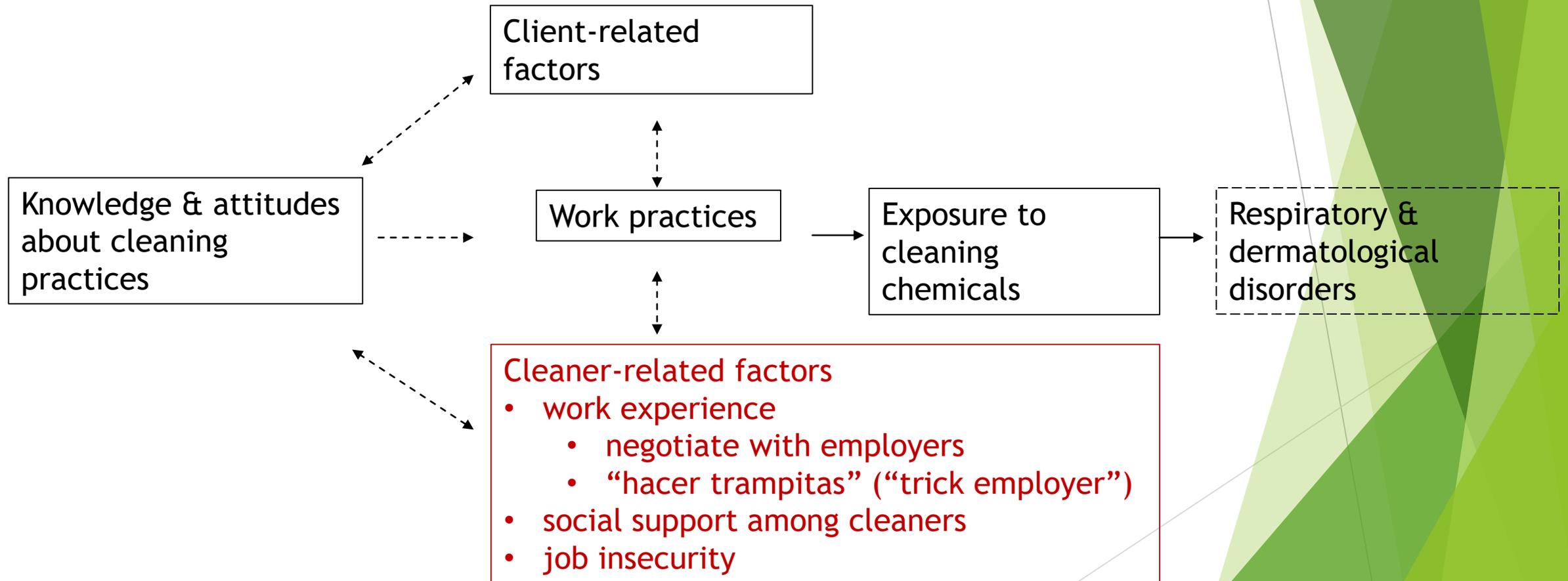
Key to success: Understanding drivers of work practices

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



Key to success: Understanding drivers of work practices



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 1st 2019



¿TRABAJA LIMPIANDO?

¡PARTICIPE EN UNA ENCUESTA!

COMPENSAMOS POR SU TIEMPO CON UNA
TARGETA DE REGALO DE \$20
SE OFRECE REFRIGERIO Y CUIDADO DE NIÑOS

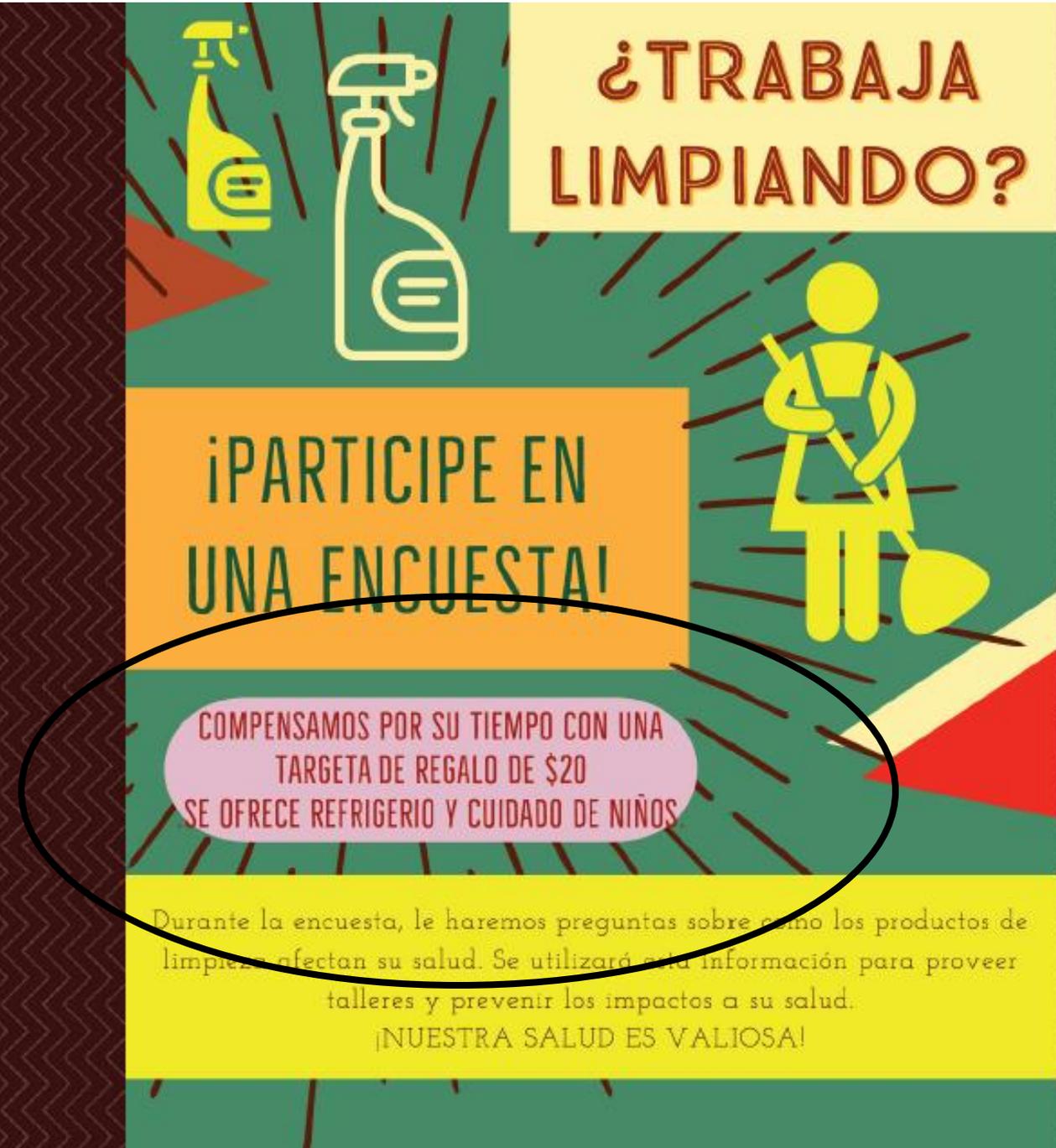
Durante la encuesta, le haremos preguntas sobre como los productos de limpieza afectan su salud. Se utilizará esta información para proveer talleres y prevenir los impactos a su salud.
¡NUESTRA SALUD ES VALIOSA!

¡LLAME HOY PARA PARTICIPAR!
ZULEIMA DOMINGUEZ
(516) 513-8976

Logos at the bottom: Queens College, Leahn School of Medicine at Mount Sinai.

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



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Monetary
compensation will
attract a busy
person recruited on
the street



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¡NUESTRA SALUD ES VALIOSA!

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”

Acknowledgements

- ▶ NIEHS grant 1R01ES027890-01A1
- ▶ Partners
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 - ▶ National Domestic Workers Alliance
 - ▶ Blue Green Alliance
 - ▶ Workers!

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