



DISCUSSION GUIDE

CULTIVATING CARE

Cultivating Care / Cultivando Salud: Film Discussion Guide

“Any population that is, for whatever reason, not accessing services, it's important to think about why. And it's important to think about how we can change that.” - Elizabeth Lambar, Program Director at NCFHP

“Cultivating Care” is a short documentary about the importance of outreach and enabling services (transportation, interpretation, case management, etc.) in reaching migrant and seasonal farmworkers with healthcare. The film, by [Vittles Films](#), spotlights one of NCFHP’s contract sites (NC Farmworkers Project) and the relationship they have built with a local health center (Benson Area Medical Center), illustrating how clinical staff collaborate with outreach workers to make sure farmworker patients are able to receive the quality care they need.

Farmworkers are a vital yet vulnerable community due to their unique health needs and barriers to care. Language barriers, lack of transportation as well as cost and long work hours make it difficult for them to access health care. Farmworkers work six days a week, from early morning until past sundown and the majority have no health insurance. Many live significantly below the federal poverty line and nearly five out of ten farmworker households in NC cannot afford enough food for their families. Farm labor is considered one of the most dangerous occupations in the country, with high rates of toxic chemical injuries, heat stress, and musculoskeletal injuries. Farmworkers face extreme conditions with exposure to hazards like pesticides, nicotine and repetitive movements, often living in substandard housing in isolated areas with little access to healthcare or a supportive community.

The North Carolina Farmworker Health Program (NCFHP) is a program within the North Carolina Office of Rural Health (part of NC DHHS) that works with local agencies to respond to gaps in healthcare for farmworkers. NCFHP’s mission is to improve the health of migrant and seasonal farmworkers and their families by providing funding, training, and technical assistance to a statewide network of outreach and health care providers. For more information, visit: www.ncfhp.org.

NCFHP works to ensure that farmworkers and their families have access to culturally competent, quality care, including primary care, behavioral health and dental services. They fund and support outreach workers that make sure that farmworkers can access that care - assessing health needs, offering health education and providing enabling services like transportation, interpretation and case management. Outreach workers are typically not licensed nurses or providers but are trained community health workers. They are often from the same communities as the patients and clients of the clinics or health centers where they work.

“Cultivating Care” follows outreach worker Janeth Tapia, her team, and family physician Dr. Eugene Maynard for an after-hours farmworker clinic held at Benson Area Medical Center. This clinic was created through funding and collaboration with NCFHP and the understanding that farmworkers needed quality after-hours care. It follows Ms. Tapia and Dr. Maynard and farmworkers who have come to the clinic for care, illustrating a partnership that has been built over the years to ensure farmworkers in Eastern North Carolina near Benson have access to care.



“I believe that using genuine trust as tool is not just used to win over the workers. It is very important to be able to do our job. We have a real interest in them – letting them know that we genuinely care about them, that they are truly important.”

- Janeth Tapia (Outreach Coordinator at NC Farmworkers Project)

Ms. Tapia is the Outreach Coordinator at the North Carolina Farmworkers Project, a nonprofit organization in Benson, NC that has been working to improve living and working conditions for farmworkers for over 25 years. Ms. Tapia, from Chihuahua state in Mexico, has been working with Farmworkers Project for over 16 years. A compassionate and collaborative leader, Ms. Tapia was inspired by her father’s missionary work in Mexico. Farmworkers Project has been receiving funding from NCFHP since 2004 to provide health education and enabling services for farmworkers in Eastern NC and currently serves approximately 3000 farmworkers per year.

Dr. Maynard is the Medical Director and a family physician at Benson Area Medical Center (BAMC), a community-owned, nonprofit primary health care center serving residents of Johnston, Harnett and Sampson Counties. Dr. Maynard graduated from the University of North Carolina School of Medicine and has been working at BAMC since 2001 – as medical director since 2003. Through his compassion and quiet resolve, he has become a champion for farmworkers and other vulnerable populations in the Benson area.

“The farmworkers want to keep working. We've had people come in here with fractures and they've been working for several days even though they have broken bones... Sometimes they're afraid that we're going to diagnose something that'll mean they can't work. If they're seen as unreliable, they might be sent back.”

“Taking care of people requires a lot more than just seeing them for a 15-minute visit. There’s a lot of other stuff that happens if people are going to do well.”

- Dr. Eugene Maynard, Medical Director at Benson Area Medical Center

How can use I this film?

- Training/orientation tool for outreach workers + clinic staff/providers
- Recruitment tool for outreach workers + clinic staff/providers/residents/med students
- Recruitment tool for students, interns, potential volunteers
- Educating potential partners about your program and the farmworker community
- Promoting integration between clinic staff and outreach staff through understanding
- Supporting presentations, lectures or trainings - help bring to life farmworker health issues, the importance of outreach, and what farmworker health programs are all about
- Educating patients about the existence and importance of a farmworker health program at their clinic: Show on screens in your clinic lobby or waiting room to spread awareness about farmworkers and farmworker health programs
- Share with your Board of Directors to promote awareness and understanding about the importance/benefit of your farmworker health program (or need for one)
- Share with growers to increase their awareness regarding the goal and importance of farmworker health programs

DISCUSSION QUESTIONS

For general audiences

- What most surprised you about the film?
- What do you know about farmworkers in your community?
- What barriers did you see farmworkers face in accessing healthcare services?
- How did the outreach workers help farmworkers access care?
- Is there a character you felt a connection with? Why?
- What do you know about outreach workers in your community?

For clinical audiences

- What about your clinic makes it accessible (or not) to farmworkers?
- How have outreach workers (or community health workers) been helpful to you or in the clinic where you work?
- What do you think the outreach workers bring to the medical team?
- How can outreach workers help address the social determinants of health?
- How can allowing an outreach worker to take blood pressure and provide health education benefit your patients?
- How can allowing an outreach worker access to your clinic's Electronic Health Records benefit your patients?
- What clinical performance measures could an outreach worker help your clinic to improve?
- How can outreach workers become an active part of your interprofessional clinical team?