



# **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

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**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*

*Nutrition - WIC  
Reproductive Health*

*Business Office (414) 622-4206  
Clinical Services (414) 622-4875*

*Farmworker Health Services  
In-Clinic & Mobile Unit*



**Family Health** | *La Clinica*  
Medical & Dental Center *de los Campesinos, Inc.*

# 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.



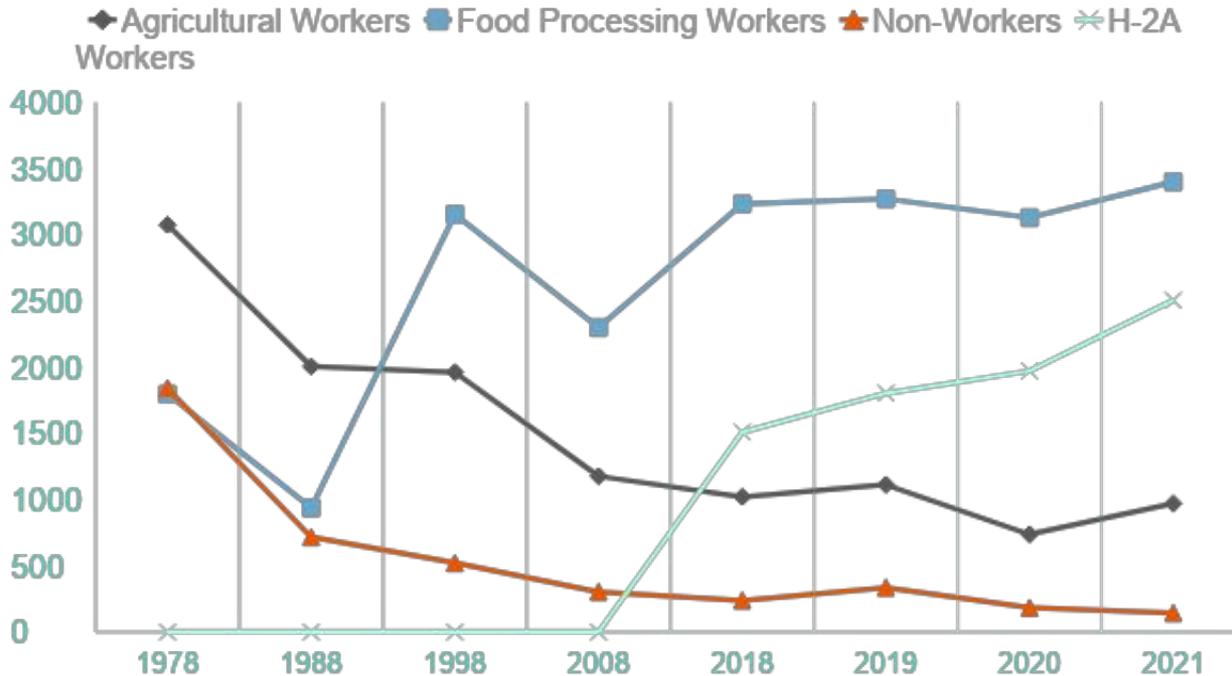


# Wisconsin Farmworker Demographics

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



# Wisconsin Migrant and H-2A Population



# 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



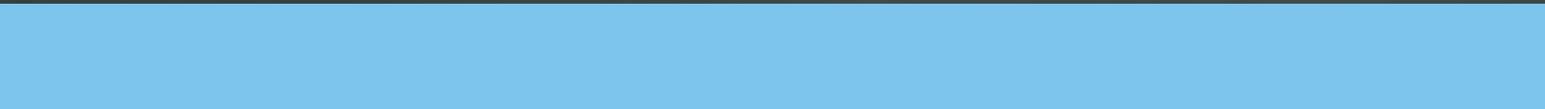
- ◆ Pre-Registration
- ◆ Pre-Season Employer Visits
- ◆ Collaborating with Patient Service Navigator
- ◆ Attending Employer Orientations
- ◆ Attending Community Events
- ◆ Social Media

# 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**



# Group Discussion

- 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?**

# Session 4: Outreach and enrollment resources

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

Thank you!

