

Pesticide Safety Radio Campaign Targeting Mixteco Farmworkers in Washington State

THE BILATERAL CONSORTIUM ON AGRICULTURAL WORKER RISK COMMUNICATION

EPA is part of a Bilateral Consortium on Agricultural Worker Risk Communication. The Consortium aims to protect the shared US-Mexico agricultural workforce through collaborative pesticide safety awareness campaigns.

The first work activity conducted by the Consortium has been the development of a radio outreach campaign targeting the large population of Mixteco farmworkers in Washington State's Yakima Valley during apple harvesting season. Mixtecos are indigenous peoples from Oaxaca, Mexico.

The Consortium is responding to the need for improved pesticide safety outreach among the rapidly growing indigenous farmworker population in the US. These workers may not understand the WPS-required pesticide safety training that is conducted either in English or Spanish. Indigenous languages are primarily oral so it is important to use nonconventional outreach strategies to reach these populations.

EPA contracted with Hispanic Communications Network (HCN) to record and produce Public Safety Announcements (PSAs) containing the pesticide safety messages which will broadcast in Mixteco alto and bajo.

Project Timeline

August 14: HCN recorded audio for announcements.

September 14 - October 5: Public Service Announcements will air during the peak apple harvesting season in the Washington State areas identified below.

Area Within Washington	Counties	Main Cities/Towns
Western	Snohomish, Skagit & Whatcom	Mt. Vernon, Bellingham
Central	Okanogan, Chelan, Douglas, Kittitas, Grant, Yakima and Benton	Brewster, Tonasket, Omak, Chelan, Wenatchee, Quincy, Moses Lake, Royal City, Mattawa, Othello, Ellensburg, Yakima, Sunnyside, Toppenish, Wapato, Granger, Grandview, and Prosser
Eastern	Franklin, Adams & Walla Walla	Pasco, Kennewick, Richland, Basin City, Burbank & Walla Walla



Pilot Pesticide Safety Radio Campaign Targeting Mixteco Farmworkers

PSA Script 1 - Precauciones en el trabajo

MUJER: Yo trabajo en una huerta de manzanas con otros Mixtecos; en este trabajo aprendimos que los pesticidas que le echan a la fruta pueden hacerte daño. Si tú también trabajas en el campo como nosotros, cuidate de los pesticidas.

I work in an apple orchard with other Mixtecos; at this job we learned that the pesticides they spray on the fruit trees can damage one's health. If you also work in the field like us, take precautions from pesticides.

HOMBRE 1: Nunca tomes el agua que usan para el riego, ni la uses para lavar tu ropa o bañarte porque puede tener pesticidas.

Never drink or bathe in the irrigation water, nor use it to wash your clothes because it can be contaminated with pesticides.

MUJER: No te comas la fruta o la verdura del campo porque puede tener pesticidas.

Do not eat fruit in the orchards, because there may be pesticides on them.

HOMBRE 2: Y todos los días, cuando termines de trabajar te bañas muy bien el cuerpo con mucha agua y jabón para quitarte los pesticidas. Lava tu ropa del trabajo separada del resto de la ropa de la familia.

After work each day, wash your whole body with soap and water to get rid of pesticides. Wash your work clothes separate from the rest of your family's clothes.

Pesticide Safety Messages

The pesticide safety messages below are basic self-protective concepts that compliment the requirements of the Environmental Protection Agency's Worker Protection Standard (40 CFR 170). These pesticide safety concepts have been reviewed and updated by a panel of adult educators and farmworker outreach specialists from Washington State, North Carolina, and Florida.

1. Wear work clothes that help protect you from pesticide residues, such as a hat, long sleeves, long pants, and sturdy shoes.
2. Stay out of areas where pesticides are being applied. If pesticides drift to where you are working, get out!
3. At work, if you begin to feel dizzy or sick to your stomach, or if your eyes, skin, or throat burn, go to a doctor right away. Be sure that your employer knows about this... he or she is required to help you.
4. Wash your hands before you eat, drink, smoke, or chew gum or tobacco. Also, wash your hands before and after using the toilet at work.
5. Irrigation water may contain hazardous levels of pesticides or other chemical residues. Do not use irrigation water to drink, bathe in, or wash your clothes.
6. Fruit or vegetables in fields may contain pesticide residues. Do not eat fruits or vegetables directly from the fields.
7. After work each day, wash your whole body with plenty of soap and water to eliminate any pesticide residues you may have on your body. Always wash work clothes separately from your family's laundry.



Silvia Recording the PSA

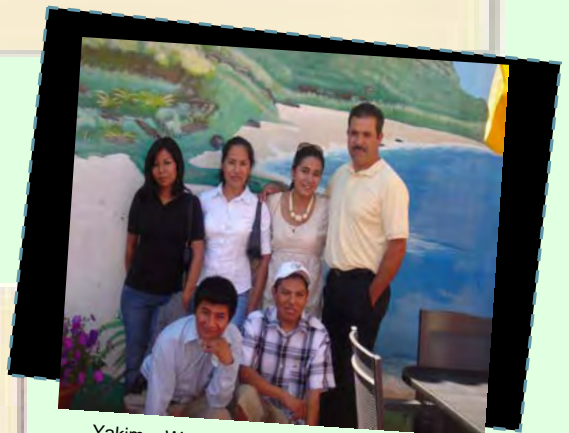
Project challenges

Recording the PSA was a challenge because the Mixteco speakers and the farmworkers in Washington State all spoke a slightly different version of Mixteco. Three of the participants who speak Mixteco bajo had difficulties understanding each other. Later they realized that one of the Mixteco bajo speakers used a dialect more similar to the Mixteco alto. As a result, one PSA was recorded in Mixteco bajo combining the recordings of the two men, and one PSA in Mixteco alto, combining the voices of the two women.

Next steps for project

The Consortium plans to learn from the challenges and successes of this pilot and expand the radio campaign to other regions where groups of Mixteco farmworkers are identified. The long-term project goal is to translate similar pesticide safety messages into other indigenous languages and provide this important information to more farmworker subpopulations within the United States.

For more information about this project, please contact Elizabeth Evans at evans.elizabeth@epa.gov.



Yakima, Washington, August 14, 2008 - Four Mixteco farmworkers, Alicia Cazares and Silvia Julio (top left), and Camilo Cortez and Fidencio Racine (bottom) translated the PSAs.

Also shown are Luisa Fernanda Montero, a reporter with Hispanic Communications Network, and Ofelio Borges, representative from Washington State Department of Agriculture.

Credits:

Thanks to the **Bilateral Consortium on Agricultural Worker Risk Communication** for their efforts in getting this project off the ground.

Consortium Participants And Their Affiliations

Organizations and participants on the Bilateral Consortium include: Adelaida Martinez Chapa, COFEPRIS Mexico; Ofelio Borges, Washington State Department of Agriculture; Elizabeth Evans, Kevin Keaney, Carol Parker, and Christine Fortuin, EPA; Julia F. Storm and Catherine LePrevost, North Carolina State University; Kay G. Harris and Sergio Morales, North Carolina Department of Ag Consumer Services; Sonia Cotto Febo, Florida Department of Agriculture and Consumer Services; Dick Herrett, National Association of State Departments of Agriculture; and Cesar Asuaje, University of Florida.