



# Exploring the Experience of Warehouse Worker Resource Center *Promotores de Salud*

## Evaluating COVID-19 Workplace Outreach Project Strategies

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March 14, 2021

## EDUCATION



Escuelita Program  
Know-Your-Rights Wednesdays  
Terminology Tuesdays  
COVID-19 Health Fair



## ADVOCACY

Free legal clinic  
Safety Net 4 All

## ACTION



Organizing workers at meetings  
SB Airport Community  
Amazon Rally in DTLA



# ABOUT US

WWRC is dedicated to  
**Education, Advocacy, & Action**

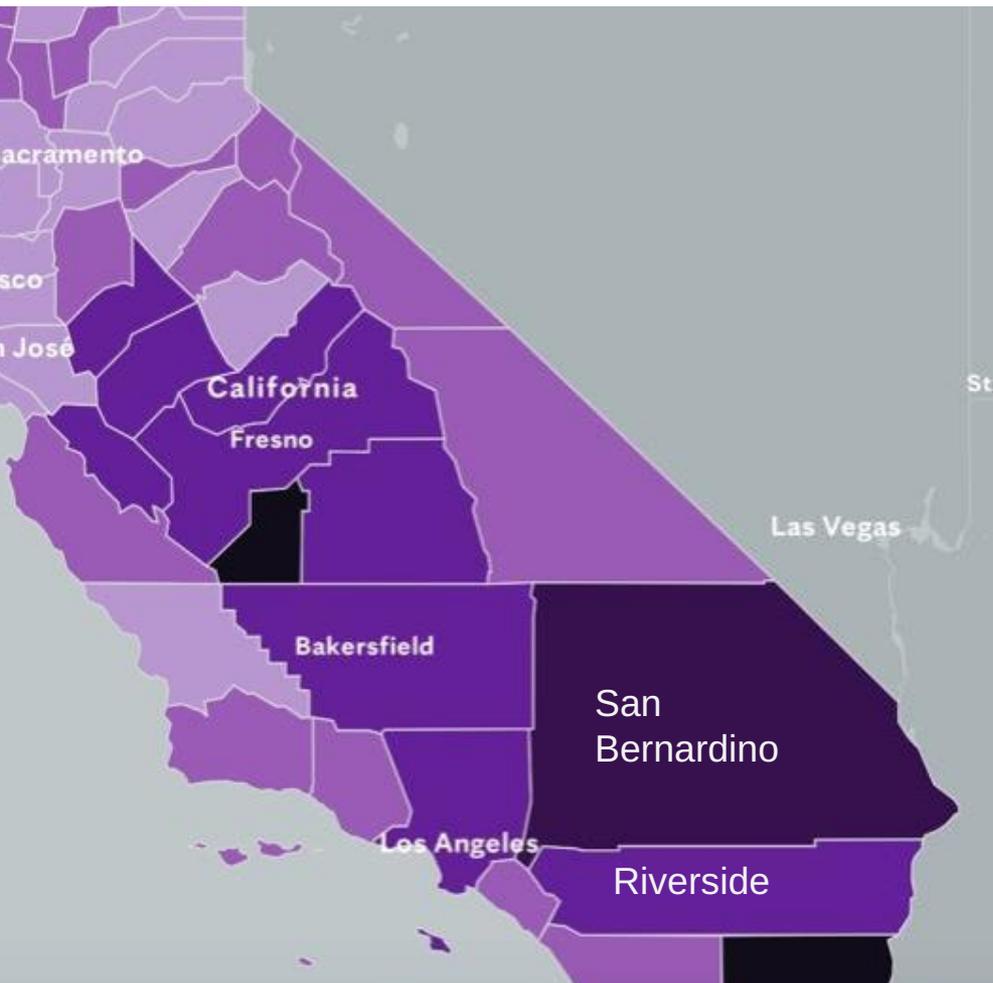
Total cases per 100,000 people

7,500

10,000

12,500

15,000



# CURRENT PROBLEM

The warehouse industry is a major employer in the Inland Empire, hiring about 142,700 warehouse workers in Riverside and San Bernardino counties in 2019. A majority are Latinx & Black.

Total Cases per 100,000 (May 12, 2021)

- San Bernardino 13,647
- Riverside County 12,074
- California 9,344
- Disproportionately Latinx



# WE ARE HIRING!

## COVID-19 OUTREACH PROMOTOR(A) POSITION

We have a chance to continue shaping the future of our communities together by informing workers on their rights and protections during the COVID-19 pandemic, and assist them in accessing justice and building power to achieve safe & healthy workplaces.



We are looking for promotores who share important information with the community and connects individuals with organizations, agencies, and other resources to address issues impacting the individual and/or the community.



INTERESTED APPLICANTS PLEASE EMAIL RESUME TO BRENDA SOTO AT BHUERTASOTO@WAREHOUSEWORKERS.ORG OR SEND A SHORT VIDEO ANSWERING THE FOLLOWING QUESTIONS:

- PLEASE TELL US ABOUT YOURSELF
- WHY ARE YOU INTERESTED IN APPLYING FOR THIS POSITION?
- DO YOU HAVE ANY PREVIOUS EXPERIENCE IN COMMUNITY OUTREACH?

### EMPLOYMENT REQUIREMENTS

- EMPLOYEE MUST BE 18 YEARS OR OLDER
- ABLE TO TRAVEL TO JOB SITES
- IF EMPLOYEE TRAVELS IN THEIR OWN CAR MUST HAVE RELIABLE INSURANCE AND DRIVER'S LICENSE

\*WAREHOUSE WORKER RESOURCE CENTER IS AN EQUAL OPPORTUNITY EMPLOYER. WWRC CONSIDERS ALL APPLICANTS ON THE BASIS OF MERIT WITHOUT REGARD TO RACE, SEX, COLOR, NATIONAL ORIGIN, RELIGION, SEXUAL ORIENTATION, AGE, MARITAL STATUS, VETERAN STATUS OR DISABILITY.\*



CWOP: A public education campaign to inform workers and employers about ways to decrease the spread of COVID-19 in the workplace.

## California COVID-19 Workplace Outreach Project (CWOP)

### Resource Guide



# **What are the experiences of *Promotores de Salud* as the conduct outreach?**

What motivated *promotores* to take on their role?

What are their outreach strategies?

What do they gain from their role?

What challenges are they facing?

How can outreach efforts be improved?

# METHODS/METHODOLOGY

- Community-Based Participatory Action Research (CBPAR)

## INTERVIEWS

**Participants:** (n=3) 2 Female; 1 male

**Materials:** Bilingual semi-structured interview guide

- What challenges have you encountered during outreach?
- Why were you interested in working with WWRC?

## FIELDNOTES

Guided by Emerson et al. (2020)

- Weekly staff meetings, Intern Check-ins, Escuelita Meetings, COVID-19 Health Fair, In-person Outreach

## Escuelita Meeting 3/6/21

The meeting began @ 10:01 with Daisy welcoming people & saying good morning

Community members share good morning & Dec asks Vero to play music. She plays ~~the~~ Spanish music. She shares her favorite song (in Spanish) It's a Spanish rap song about liberation & equality

-Daisy officially starts @ 10:08 after song ends. She's translating for herself in Spanish / English

She starts introducing ~~the~~ <sup>the</sup> Zoom guidelines & how to use interpretation services. She encouraged people to turn off mic when not speaking & turn on cameras to get to know each other.

She also goes through how to do it on iphones

In chat: sharing name, where they live, what brought them here

Agenda is presented: Principals, Get to know group, Labor Legislation 40min, Comm. Updates, When I organize  
Vero: WWRC mission, intro to nonprofit. Goal is to improve lives of WTW, It's a resource center. They try not to turn anyone away. Hotel workers, restaurant workers.

→ She asks what is a concern ppl had in 2020, I responded COVID & Vero explained how COVID-19 is related to the workplace

→ Then she goes into Community guidelines:

→ Not alot of response Vero "If you gonna stay quiet, well da"

Juliana: character personal de justicia

→ Vero: We are learning from each other, emphasizes how we have to cultivate a safe space, she reads responses from the chat. We want to pay attention, respect, walk with love, empathy, listen to each other, opportunity to express others & allow others to speak

Next Comm meeting March 18th @ Capm

Health Fair March 20th or April 17th @ Ocom

Video or resume

Eddie introduces "Why I organize activity" gives an example of quincianera

advano, we can send e-flyers <sup>1</sup>/<sub>4</sub> hour  
she was talking to a coworker about how Latinos can organize to others

How do we organize & how do you organize?

Who are you going to invite?

Vero: Any time injustice exists for another person, injustice exists for me.

Wahwa Justice exists only as much as the weakest link

Question why people don't organize

Emphasizes team work because ~~we have to~~  
"vamos a largo plazo"

They say By until everyone leaves

Ended @ 1:11pm

= Reflection

Vero: "That was great, that was fucking great"  
With every meeting, there's progress.

~~\_\_\_\_\_~~ & ~~\_\_\_\_\_~~ are veterans of escuela. Pair outgoing people with new ones  
• Break them up in breakout rooms

1 1/2 - 2  
3-6pm

Adam "felt like a conversation with real flow"  
Ashley. They were able to make adjustments on time  
Deo: Have a conversation sidekick, have it be more interactive when people are presenting

Albert suggest: Have people assigning others to rooms

# THEMES

## MOTIVATION

INTEREST  
DOUBLE MILITANCY

## STRATEGIES

## POSITIVE OUTCOMES

## CHALLENGES

TECHNOLOGY  
APPROACHING WORKERS  
OUTREACH MATERIALS

## SUGGESTIONS

# MOTIVATION



## INTEREST

I'm passionate about is **helping people inform themselves, educate themselves so they can feel empowered to make the best decisions for themselves...I really like being a resource to people** as much as I can.

**Sarahi, Interview 4/6/21**

## Marisol, Interview 5/4/21

"That's where my interest stems from, from the community, the most unprotected and marginalized. **That's why I was interested in working with WWRC, because they dedicate themselves to helping warehouse workers and workers generally.**"



## DOUBLE MILITANCY

# POSITIVE OUTCOMES



It's giving me a much-needed experience right now, I'm only 19, I need as much experience as I can get for any future opportunities...

**Jared, Interview, 5/4/21**



**I have learned and I am learning**, from the reunions that including today we had. **I really like learning about how we can help workers submit a complaint.** I learned that not only can the worker make the complaint themselves, but I can help them make it. So it sounded really important to me and I liked it.

**Marisol, Interview, 5/5/21**

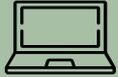
# STRATEGIES

When I approached them, I don't get to the nitty gritty, I get to that later. **I start to break the ice...I try to start the conversation with something that stands out to me visually....it's gotten me great results.** (Marisol, Interview, 5/5/21)

Most of the people I approached our Spanish-speaking. **If I try to talk to them in English, they would just be afraid so what I try to do is talk in Spanish first.** Try to make them feel comfortable like that. (Jared, Interview, 5/4/21)

If it's in Spanish, I'll be like "Buenas tardes Disculpa por la molestia cama no le voy a quitar mucho de su tiempo" **I kind of do like a brief warning because people are like "who are you and why are you approaching me"** So I say that really quick to try to invite them in and then I introduce myself and say the organization's name, and the same thing in English (Sarahi, Interview, 4/6/21)

# CHALLENGES



My iPhone often stops working and sometimes I get kicked out of Zoom meetings or sometimes I can't hear the meeting for 10 or 15 minutes, everything's mute. And the computer will, it's a lot worse. (Jared, 5/4/21)

## TECHNOLOGY

## APPROACHING WORKERS

...you know with the facemask it's hard to read body language and stuff... (Sarahi, Interview, 4/6/21)



The only thing that we were missing I think, because it was the first day in the field a lot of the information went really quick so we definitely needed more Spanish materials (Sarahi, Interview, 4/6/21)

## OUTREACH MATERIALS

# SUGGESTIONS

...reiterating the trainings that we've already been through, **it's always good to have a refresher**. And they **can keep giving us the same confidence** that they've been giving us, because that's the same confidence that we're giving to the workers, to the population, to the people who are working. (Marisol, Interview, 5/5/21)

It would have **saved us a lot of time to [organize materials] beforehand**, and do it somewhere where it's not very chaotic. We had someone to put the stuff, we had stuff on the floor and stuff like that...**we could have passed out information quicker** (Sarahi, Interview, 4/6/21)

# Conclusions

Next Steps:

- Implement Suggestions
- Continue to investigate challenges to address them
- Showcase positive *promotores* stories to increase (financial) support for their role

Utilizing the **assets of the community** (e.g. *promotores' local knowledge & skills*) to address community challenges creates a sustainable solutions for maintaining community well-being (Kretzmann & McKnight, 1993)

# THANK YOU!

- WWRC Staff: Vero & Brenda
- *Promotores*
- CASA Flock: Erich, Barbara, Jessica, Tessa my peers, CASA alumni & contributors



# Fonts & colors used

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#xxxxxx

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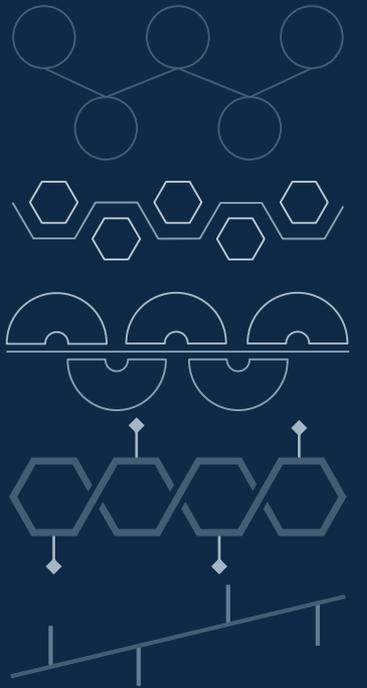
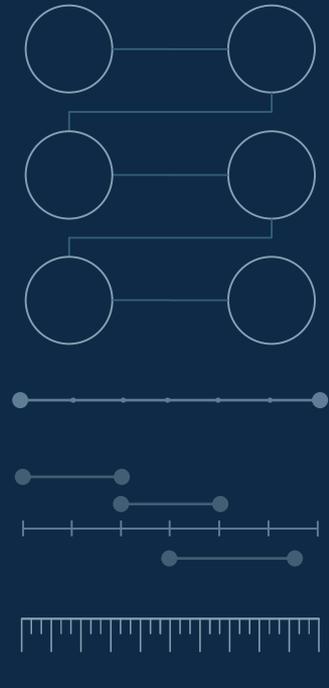
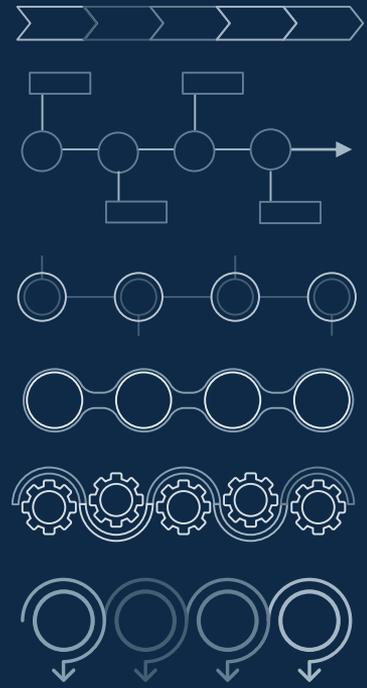
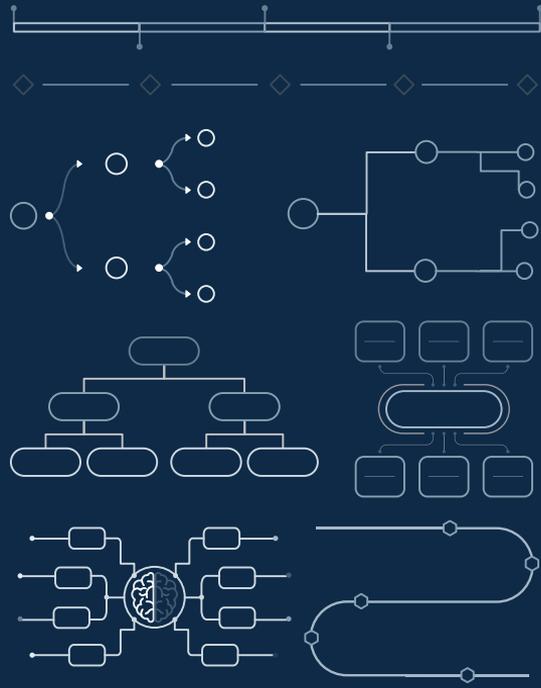
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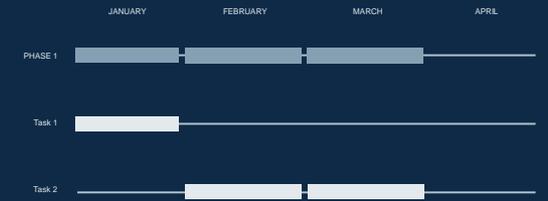
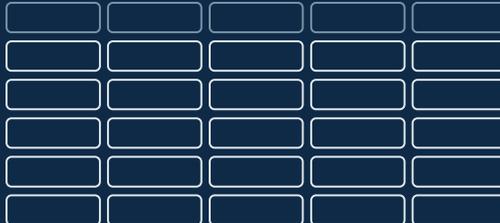
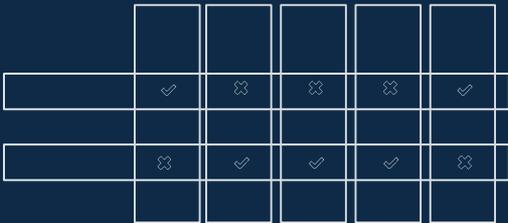
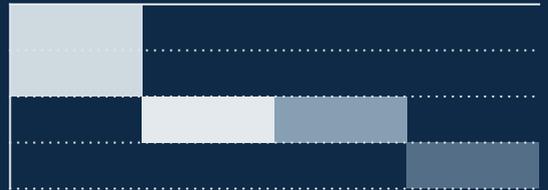
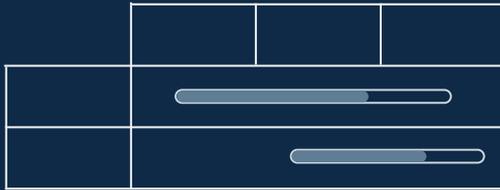
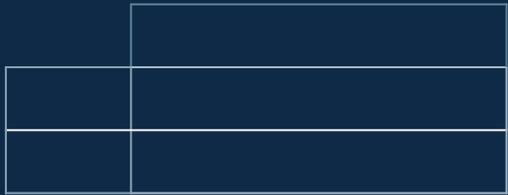
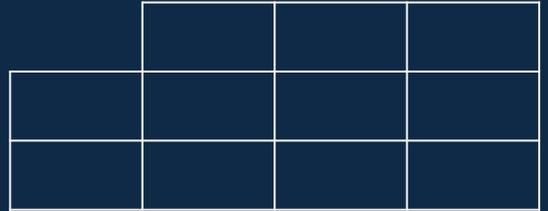
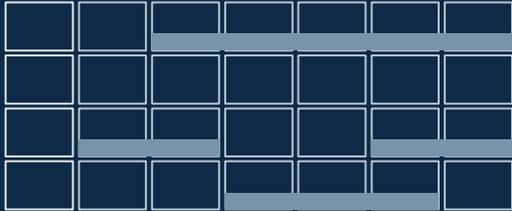
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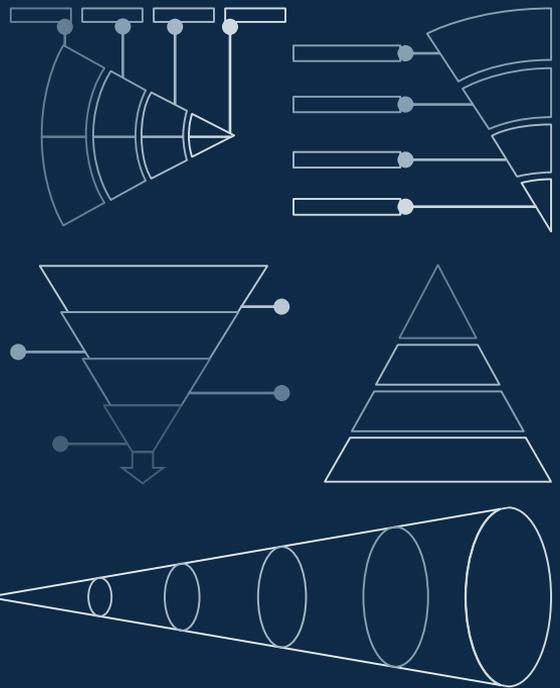
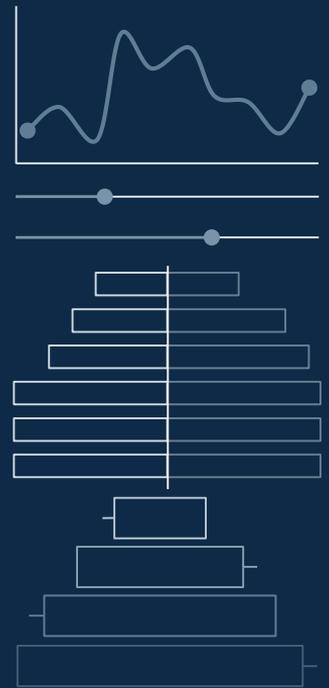
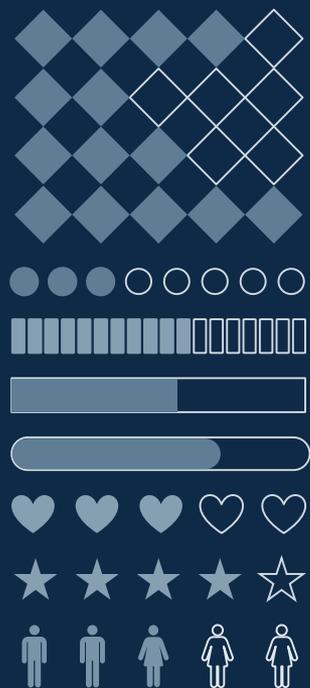
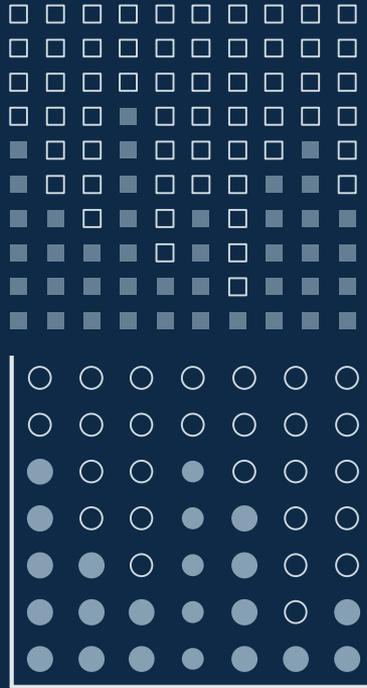
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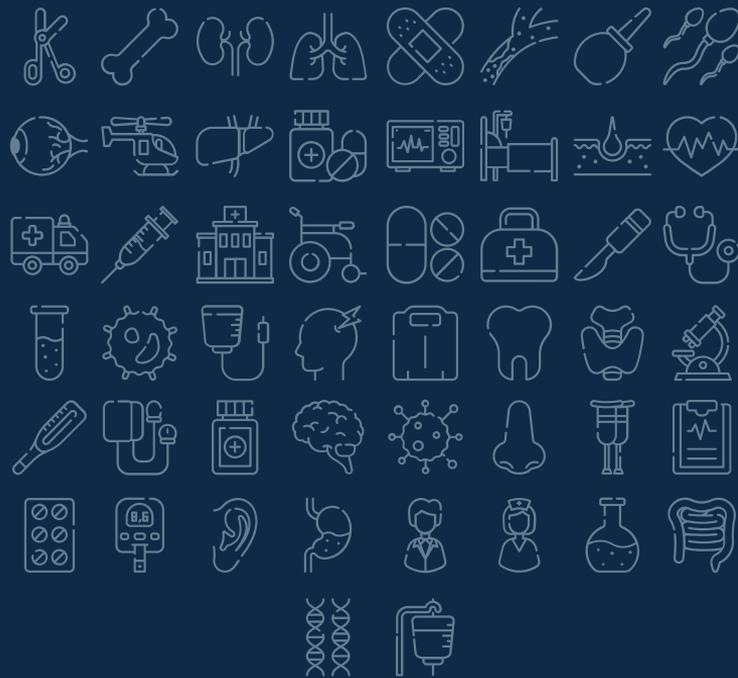
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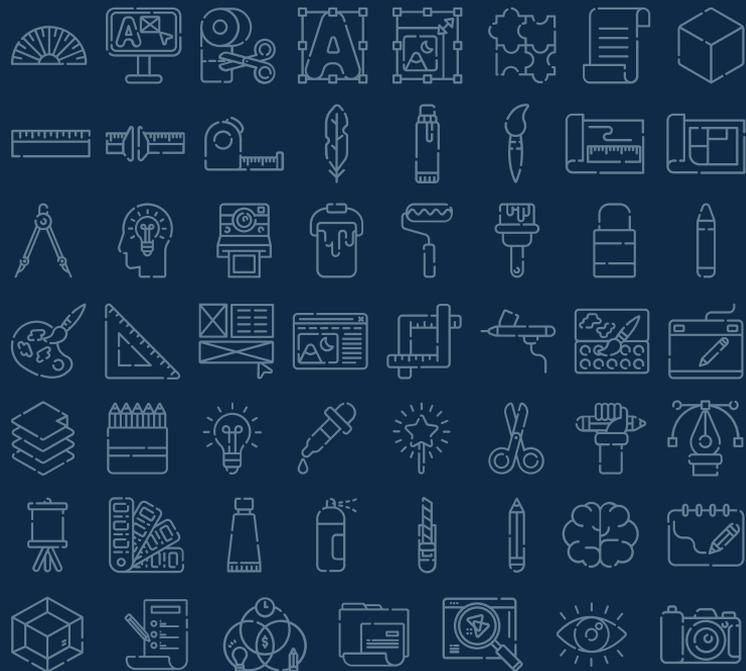
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