

Leveraging Local Resources to Build Disaster Resilience



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Presentation Overview

- Background of Manos Unidas
- Reflections from Hurricane Florence
- Disaster Resilience Plan
- Understand how to identify stakeholders
- Empowering and engaging the community you serve
- Influence systematic change



Hurricane Florence approaching the southeastern Atlantic coast.
Photo credit: NPR.org

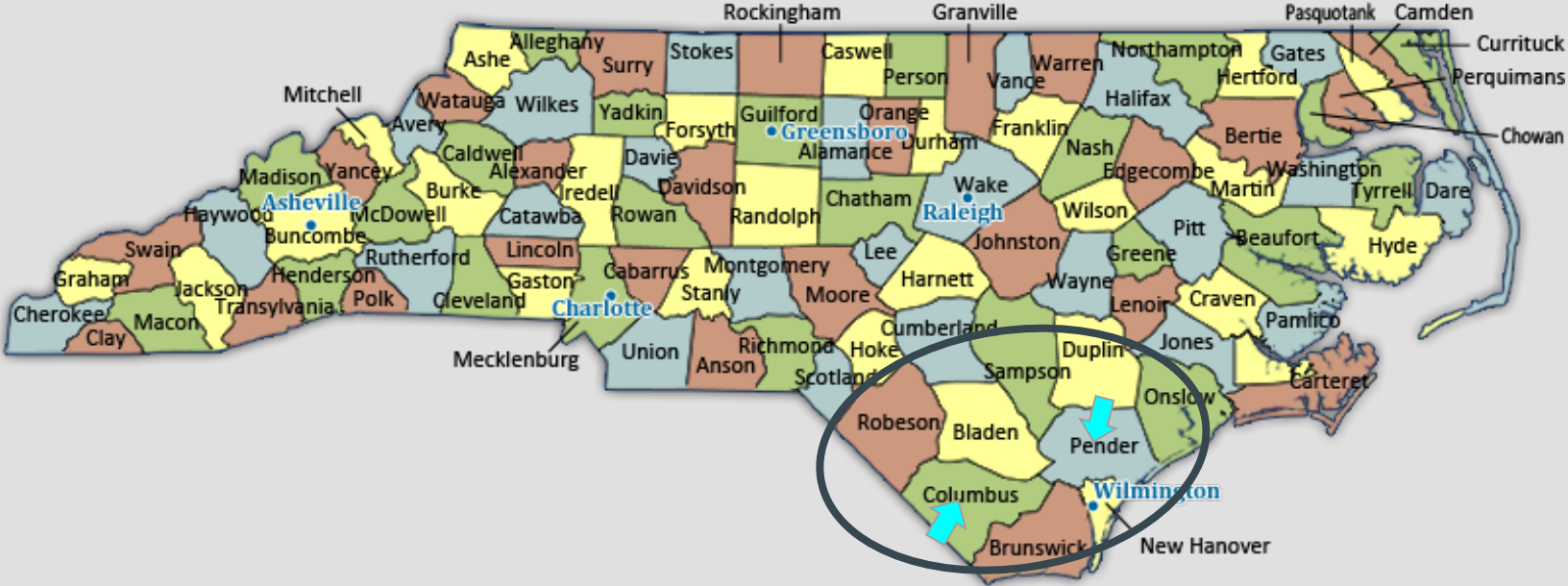


Manos Unidas

Mejorando la salud de trabajadores agrícolas y sus familias.

Improving the health of farmworkers and their families.

Service Area



Our Services

- Health outreach and education
- Resource development
- Provide enabling services to bridge access
- Community events



Our Services

Health Outreach and Education

- Health Assessments
- Blood Pressure checks



Our Services

Health Outreach and Education

- Mobile Clinic
- Chronic Disease Individual Education
- Diabetes Management Classes



Our Services

Resource Development

- Identify low cost services and resources
- Subsidize dental and speciality care
- Create accessible networks of care
- Advocate for accessible networks of care



Our Services



Enabling services to bridge access
to care

- Transportation
- Interpretation
- Care Coordination
- Medication Delivery

Our Services



Community Events

- Presenting, participating, or tabling at local events
- National Farmworker Awareness Week
- Resource Fair
- Post-Hurricane Health & Resource Fair

Hurricane Florence

- Made landfall on September 14, 2018
- Downgraded to Category 1
- Cape Fear River flooded 18 feet higher than normal flood stage
- Weeks later Tropical Storm Michael prolonged the flooding
- Area was still recovering from Hurricane Matthew

Aerial view of flooding on US 421 N & S at the New Hanover/Pender County line.
Photo Credit: hurricanetrack

Hurricane Florence

Manos Unidas Response

- Did not have an disaster preparedness protocol
- All staff evacuate in prior to hurricane
- A call list with over 600 farmworkers was created
- A script with resource list was created



Hurricane Florence

Manos Unidas Response

- Outreach staff called farmworkers pre and post hurricane
- Partnered with local organization to pick up and deliver food to farmworker camps and families
- Planned a post disaster resource event



Hurricane Florence

Reflections

- Limited capacity to provide disaster relief
- Safety concerns
- Difficult to respond to the high need
- Challenging to coordinate with stakeholders
- Lack of knowledge of disaster preparedness



Community Resilience

“Community Resilience”- a term use by disaster relief agencies to describe a community’s ability to prepare, endure, and bounce back from a disaster

Improve resilience by

- Increasing local capacity
- Improving community networks and relationships
- Allocating adequate social support
- Building efficient resources
- Training reliable leaders
- Investing in disaster preparedness



Source: Chandra et al, 2011, RAND

Disaster Vulnerability

Factors contributing to disaster vulnerability for farmworkers

- Unfamiliarity with local area
- Substandard housing
- Isolation
- Language barriers
- Immigration status
- Health Status
- Unstable income



Farmworkers in Kinston, North Carolina, evacuating their camp post Hurricane Florence. Provided by BuzzFeed News

Reduce Vulnerabilities and Improve Resilience

Research Question: Are there current community disaster resilience programs specific to vulnerable populations and in particular, farmworkers?

Common themes in literature review:

- All initiatives started as a result of a natural disaster
- Collaboration between target population and community based organizations
- Leadership and training opportunities for target populations
- Involvement and communication with local Disaster Emergency Management

Implementing a Disaster Resilience Plan

- Applied for disaster preparedness funding
- Hired Emergency Preparedness Coordinator
- Set goals and objectives
- Community mapping
- Currently in assessment stage
- Some interventions
- Looking for opportunities to advocate

Manos Unidas Disaster Resilience Plan

To increase disaster resilience among Spanish-speaking farmworkers residing in three southeastern NC counties (Pender, Sampson, Bladen). These counties were identified by cross-referencing our service area with Emergency Management's flood mapping system. The overall goal will be achieved through allocating resources, increasing our collaborations, and identifying and engaging all stakeholders from start to finish..

Goal 1: Strengthen existing collaborations and form new collaborations within the community, identifying stakeholders that will serve as key resources in the event of a disaster

Goal 2: Engage farmworkers throughout the entire process of the disaster resiliency plan, giving them a chance to voice their perspective and also to respond to their specific needs

Define: Stakeholder

Those who are directly or indirectly affected by your project or those who could have a positive or negative impact on your project

- Primary stakeholders: people or groups that are directly affected, either positively or negatively by your project
 - Example: Target population (farmworkers)
- Secondary stakeholders: people or groups that are involved with or responsible for the target population
 - Example: Grower or crew leader
- Key stakeholders: typically governmental agencies or policy makers
 - Example: Emergency Management

How to Engage Stakeholders

For an effective program that will be sustainable in the long-term, think about the following before you begin:

- How will you include the community you serve throughout the entire process (planning → implementation → evaluation)
- How will you get in touch with your stakeholders? What methods of communication will you use to maintain communication? How frequently will you communicate?



How to Engage Stakeholders

Some examples of engagement strategies we incorporated are:

1. Focus Groups with migrant farmworkers who remain during peak hurricane season
2. In-person meetings with Emergency Management and Red Cross
3. Monthly emails with grant funders
4. Bi-weekly phone calls or emails with additional stakeholders (nonprofits, coalitions, community health clinics)



How To Engage Stakeholders



Some considerations when implementing disaster preparedness efforts among farmworkers:

- Accommodate to their schedules
- Establish trust
- Offer incentives
- Keep in touch and follow-up
- Always be a friendly and familiar face in the community
- Provide full disclosure and obtain consent from participants



Reflections

Challenges

- Timing of funding
- Staff turn over
- Language barrier still exists
- Becoming familiarized with a new field
- Scheduling conflicts
- Number of participants
- Difficult to evaluate small sample
- Demographics

Successes

- Received requested funding
- Immediate support from Emergency Management
- Advocating for mass texting in Spanish
- Quality of the conversations in focus groups
- Initial identification of needs
- Increased knowledge of disaster preparedness
- Establishment of trust

Stakeholder Analysis Activity

Imagine your table is a small team, working together in order to create a disaster resilience plan for the community you serve, enabling them to become better equipped for future natural disasters. Who is going to support your project? Who is going to be directly impacted by it? Identify these individuals.

Purpose of this activity:

- Think about how these stakeholders will be impacted by your project
 - What is their level of interest?
- Think about the control these stakeholders have over your project
 - What is their level of power?

Stakeholder Analysis Activity

You have Post-it Notes on your table. Please take a couple minutes to brainstorm potential stakeholders. Write one stakeholder/Post-it Note.

- To identify stakeholders, consider the following questions:
 - i. Who will have the most power/influence over your project?
 - ii. Who will be the most impacted by it?
 - iii. Who could veto your project?
 - iv. Who will be responsible for overseeing it?
 - v. Who will support your goal?
 - vi. Who might already be involved in this field of disaster preparedness?
 - vii. Who else cares about disaster preparedness?

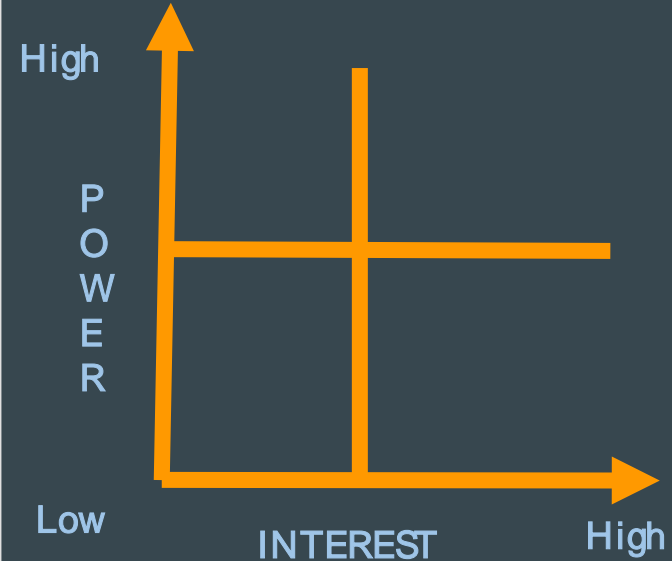
Stakeholder Analysis Activity

Now we are going to create an interest and power matrix!

- Draw this diagram on a large sheet of paper. Place “Power” on the y-axis and “Interest” on the x-axis. Place “High” and the end points of each axis and “Low” at the intersection.
- Determine where each stakeholder lies corresponding with interest and power

Interest - How much does this project impact the stakeholder?
Who is the most affected by this plan?

Power - How much influence do they have over the project?
How will their contribution affect the plan? Do they have the power to hinder your efforts?



Stakeholder Analysis: Find a Balance!

Determine your balance of stakeholders according the type of relationship with your target population

- Formal relationships are considered the major institutions.
 - Example: Government, Educational Facilities, Large Nonprofits, Healthcare facilities, Faith-based organizations
- Informal relationships are those who are the most connected with the community.
 - Example: church groups, community groups, small non-profits directly working with the community, social workers, sport teams, parent groups
- Take a moment to discuss who is missing
- Are your stakeholders balanced between formal and informal relationship?
- Do you need to add more?

Stakeholder Analysis Activity

As a group choose one stakeholder from your matrix.

- On your paper, create a table with the following headers - Stakeholder Name, Contact Person, Impact, Influence, Background, Contribution, Risk, and Engagement

Stakeholder Name	Contact Person <i>Phone, Email, Website, Address</i>	Interest <i>How much does the project impact them? (Low, Medium, High)</i>	Power <i>How much influence do they have over the project? (Low, Medium, High)</i>	Background <i>What is important to them?</i>	Contribution <i>How could the stakeholder contribute to the project?</i>	Risk <i>How could the stakeholder block the project?</i>	Engagement <i>Strategy for engaging the stakeholder</i>
St. Joseph's	Soñia Catholic Charities	Medium	Medium	The Latinx community they serve in Pender	Provide a trusted space	Scheduling conflicts	In-person meetings

Empower & Engage the Community

How to involve farmworkers in the Disaster Resilience Plan

- Focus Groups
- Surveys
- Advisory Boards
- Identify & train community leaders
- Lay Health Worker Programs
- Encourage the community to attend community meetings/forums
- Board members who represent the whole community

'Empowerment' refers to the process by which people gain control over the factors and decisions that shape their lives.

- WHO

Empower & Engage the Community

Considerations for engaging the community

- Seek opportunities build trust
- Accommodate the community
- Provide incentives
- Prioritize participation
- Share governance and decision making
- Look for mini grants

Influence Systematic Change



Questions?



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