

This product was developed by
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Campesinos Sin Fronteras Diabetes Management Program (CDMP)

**Building Community Support for Diabetes Care
in Migrant and Seasonal Farmworker Communities
in Yuma County, Arizona**

A Model for Partnership Building

Sunset Community Health Center, UofA College of Public Health, UofA Coop. Ext. Special Action Group (SAG), Yuma Regional Medical Center, Yuma County Health Dept. and Campesinos Sin Fronteras

***RWJF Building Community Support For Diabetes Care Capstone
Meeting***

Tucson, Arizona

October 18, 2006

Campesinos Sin Fronteras
A Community Based, 501c3 Non-Profit Organization
Serving the Border Communities of Yuma County, AZ



Target Population and Geographic Area



- 10 miles from the US/Mexico border
- Farmworker Population
- Agriculture is the major industry



Key Partner - Sunset Community Health Center



- Designated as a Federally Qualified Health Center (FQHC) receiving section 329 330 federal funding
- Overseen by a local 15-member Board of Directors
- Provider of medical & dental services to low-income, uninsured/underserved population for over 25 years
- Provider of diabetic education
- 20,000 active users
- Services provided to over 4,000 Migrant/Seasonal Workers
- 80,000 patients encounters per year
- 5 clinic sites located in Yuma County

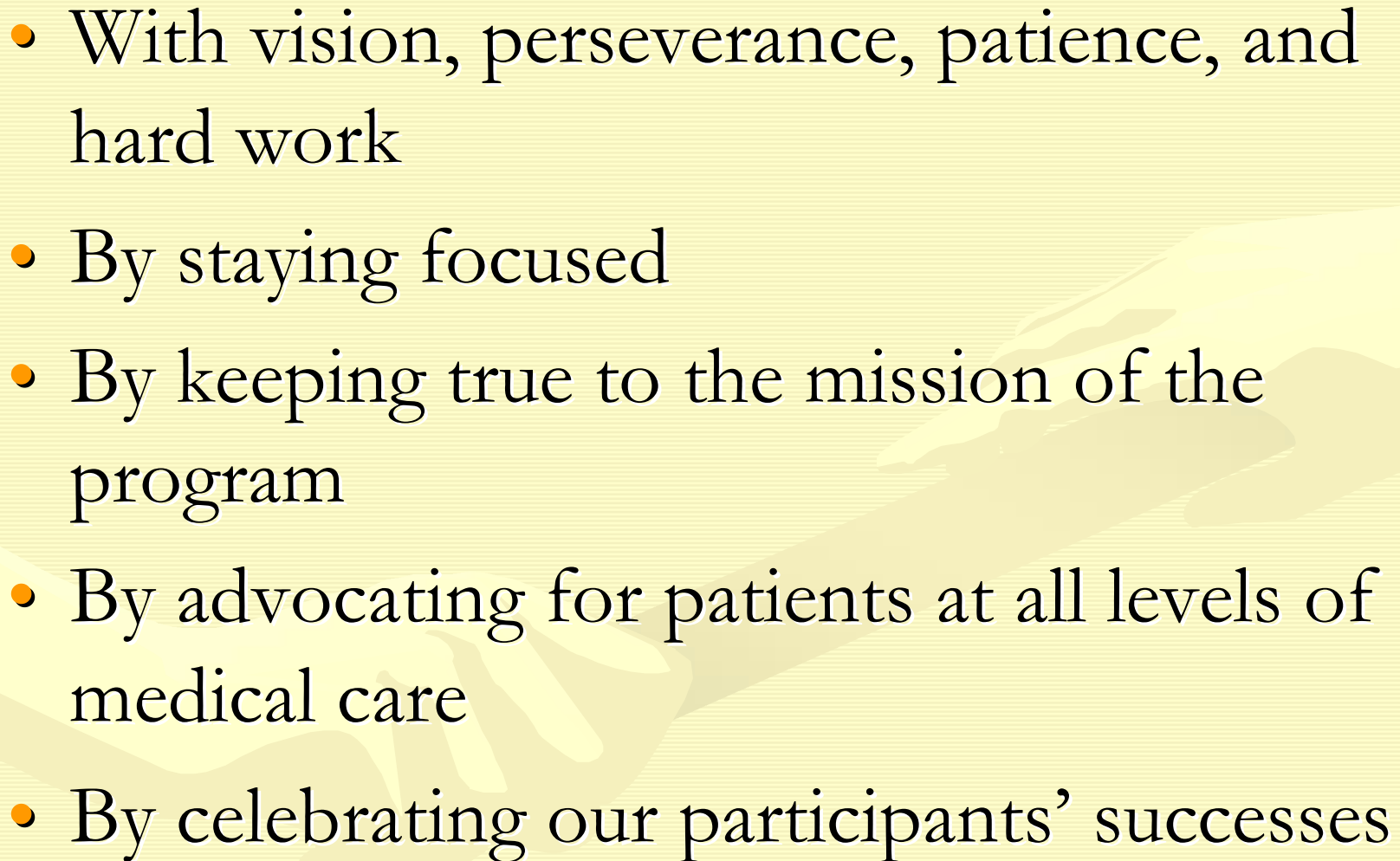
Key Objectives for Building Partnerships

- To build community support for diabetes care
- To improve the level of quality care for migrant and seasonal farmworkers
- To provide comprehensive personalized diabetes care and support to the target group
- To truly meet the specific cultural and linguistic needs of the population

Key Strategies

- Clearly defined goals, objectives, and roles among collaborators
- Using a culturally sensitive approach/Spirituality
- Using the evidence based Promotora model as the main strategy to reach and serve the population
- Opening doors to any group or individual that wanted to support the program. i.e. animadora/es, family members, other local providers, etc.
- Meeting regularly with the local community advisory group
- Holding monthly meetings with Sunset's Medical Director, Executive Director, Promotoras and other collaborators
- Media Coverage (development and distribution of diabetes education newspaper insert)

How Barriers Were Overcome

- With vision, perseverance, patience, and hard work
 - By staying focused
 - By keeping true to the mission of the program
 - By advocating for patients at all levels of medical care
 - By celebrating our participants' successes
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Most Important Elements for Building a Successful Partnership

- Respect
- Trust
- Appreciation
- Recognition of everyone's contributions
- Honesty
- Sharing monetary and human resources
- Sharing space
- Celebrating together



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Most Important Accomplishments

- Establishment of Diabetes Care Community Infrastructure
- On-going guidance and support of the Community Advisory Group
- Obtained Obesity Prevention Synergy Grant
- Establishment of a Free Family Diabetes Institute
- Establishment of on-going support groups as a social network for the participants focusing on healthy coping skills, negative emotions and depression
- Program sustainability through other new and current partnerships (Sunset and the Area Agency on Aging)
- Sunset Executive Director and Medical Director's direct involvement in partnership and Promotora meetings

Most Important Outcomes of the Partnership

- Farmworkers' access to diabetes prevention and treatment
- Improvement of health indicators among participants
- Sunset hiring a Promotora to be part of CDMP
- Sharing monetary resources for community outreach and education
- Strong “friendship” relationship between Sunset and Campesinos Sin Fronteras staff

Today's Successful Partnership

- Serving more than 300 participants
- Holding 6 weekly support groups
- Sharing space with Sunset for the Diabetes Family Institute
- Working toward Sustainability
- Development of a Promotora Manual
- Dissemination of CDMP as a model program (articles, websites, news stories)
- High recognition and appreciation from local officials and other community organizations

