

YEAR TWO



IMPACT REPORT



PROTEIN PROCESSING WORKER PROJECT



**Health
Within
Our Reach**

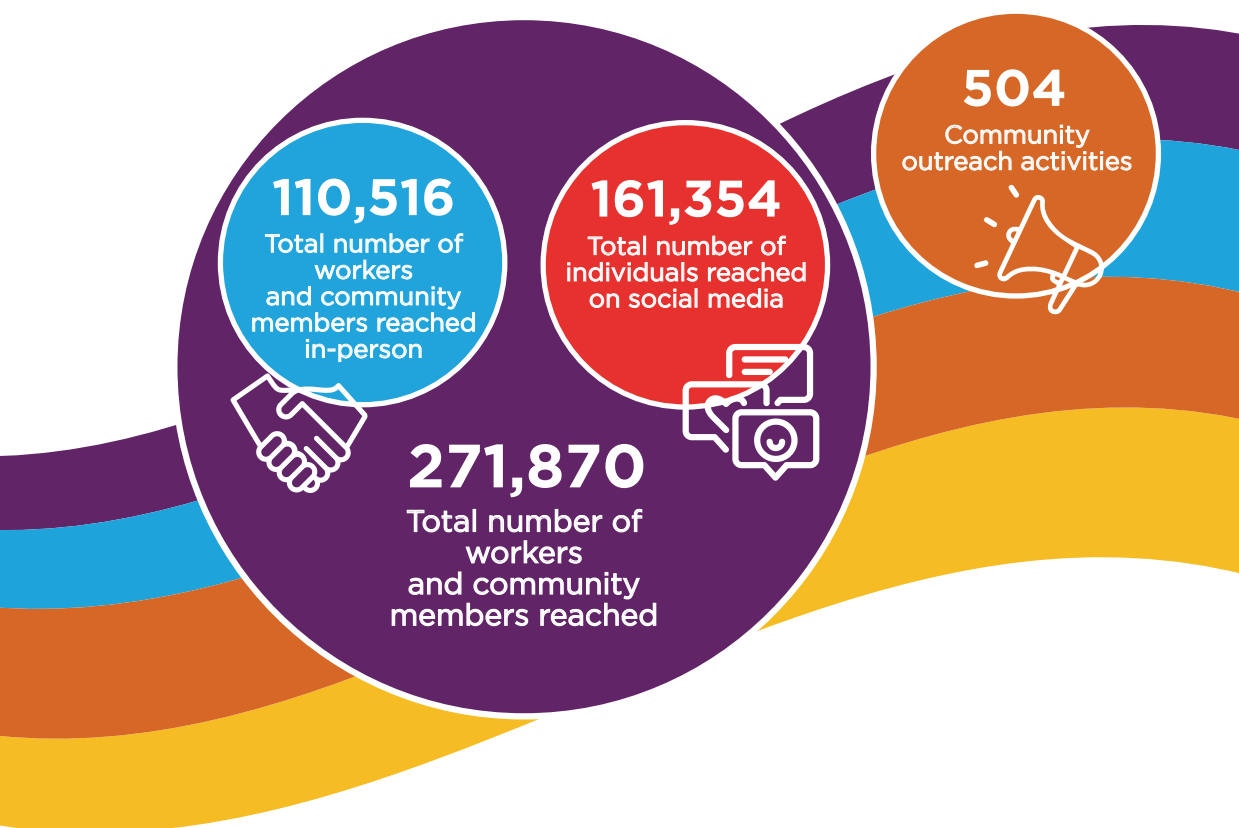


EXECUTIVE SUMMARY

Between October 2021 and September 2022, Centro de los Derechos del Migrante, Inc. (CDM) led a coalition of thirteen partner organizations in more than doubling the reach of its Protein Processing Worker Project, a comprehensive outreach and communications campaign to combat the disproportionate impact of COVID-19 on immigrant, migrant, and limited English proficient protein processing workers and their communities in Delaware, Maryland, Virginia, South Carolina, North Carolina, and Georgia. Funded through a cooperative agreement with the Centers for Disease Control and Prevention (CDC), the project aims to:

- » Control the spread of infectious diseases among frontline immigrant, migrant, and limited English proficient protein processing workers
- » Increase protein processing worker communities' confidence in, and access to, COVID-19 vaccines
- » Support workers in defending their rights to protect themselves at work
- » Through feedback and data analysis, share learnings to inform CDC guidance, best practices, and project adaptation

Working in partnership with local and state health departments, worker leaders, and a diverse array of community-based organization networks, **the Protein Processing Worker Project succeeded in reaching a combined total of 271,870 individual workers and community members through in-person and digital outreach.** Significant results include:



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INTRODUCTION

Since September 2020, CDM has partnered with the CDC through a cooperative agreement to design and implement the Protein Processing Worker Project to control the spread of infectious disease among frontline protein processing workers and their communities, especially immigrant, migrant, and limited English proficient community members. With an initial budget of \$1.7 million, the project's demonstration phase from October 2020 to September 2021 allowed CDM to build a regional coalition that reached over 20,000 workers and community members through in-person outreach on Delaware, Maryland, and Virginia's Delmarva peninsula, and tens of thousands more through digital and online multimedia campaigns.¹

Following this preliminary success, the CDC invited CDM to expand the Protein Processing Worker Project between October 2021 and September 2022 through a multilingual outreach and communications campaign in North Carolina, South Carolina, and Georgia. Like Delmarva, these three states are home to diverse immigrant and migrant worker communities who comprise the majority of the region's significant meat, poultry, and seafood processing workforce. Georgia and North Carolina, for example, rank in the top five meat and poultry packing employers in the country by number of workers.² Unsurprisingly, processing plants in all three states were sites of documented COVID-19 outbreaks and fatalities early on in the pandemic, as packing workers were compelled to maintain production standards despite inadequate protections.³ Like their counterparts in processing industries nationwide, immigrant and migrant workers and communities of color who are employed in North Carolina, South Carolina, and Georgia's packing houses have faced disproportionate barriers to access to information and life-saving resources, including primary healthcare services and medications like Paxlovid, as a result of longstanding structural health and social inequities. Among other factors, especially low rates of unionization⁴ and location in rural areas⁵ that have characterized meatpacking industries in the U.S. South in recent decades present additional challenges to workers' access to healthcare and other support services. For these

¹ For background and results on the project's first year, visit the Protein Processing Worker Project Impact Report 2020-2021: <https://cdmigrante.org/wp-content/uploads/2021/12/PPP-Impact-Report-20-21-FINAL.pdf>

² <https://www.epi.org/blog/meat-and-poultry-worker-demographics/>

³ <https://thefern.org/2020/04/mapping-covid-19-in-meat-and-food-processing-plants/>

⁴ <https://www.facingsouth.org/2021/06/history-groundbreaking-reporting-souths-poultry-industry>

⁵ <https://www.everycrsreport.com/reports/RL33002.html>



reasons, immigrant and migrant meatpacking workers are often characterized as “hard-to-reach” by state agencies responsible for their wellbeing.¹ Thankfully, however, community-based organizations have long been hard at work accompanying immigrant and migrant processing workers in overcoming these barriers through a multifaceted approach that includes the provision of health services, community outreach and organizing efforts, legal support, and more.

In its second year, the Protein Processing Worker Project successfully leveraged and scaled its model to more than double the project’s reach, supporting tens of thousands more workers in understanding their rights and accessing resources. CDM accomplished this through an expanded network of community-based partners and an increased budget of \$4,921,954, including \$1 million in dedicated funding to advance COVID-19 vaccine confidence among frontline worker communities. Through this effort, CDM and 13 project partners reached a combined total of 271,870 individual workers and community members in Delaware, Maryland, Virginia, North Carolina, South Carolina, and Georgia through in-person outreach and digital multimedia campaigns. This report describes the major accomplishments and lessons learned between October 2021 and September 2022.



Outreach in Chapulhuacán, Mexico at International Migrants’ Day Fair.



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⁶ <https://civileats.com/2021/09/09/usda-offers-farmworkers-and-meatpacking-workers-600-in-covid-relief/>

LETTER FROM THE EXECUTIVE DIRECTOR

Dear friends,

While the COVID-19 pandemic's third year has in many ways ushered in a more hopeful future, it has also spotlighted the contradictions in which immigrant and migrant workers employed in meatpacking and other essential industries remain trapped. On the one hand, key advancements promised to halt viral spread and improve health equity for all: COVID-19 testing improved, life-saving antiviral therapy became available at no cost, and governments worldwide implemented the largest vaccination campaign in history, mobilizing greater resources than ever before to deliver universally free immunization at an unprecedented scale.¹ And yet, immigrant and migrant workers employed in protein processing plants in the U.S. and high-income nations worldwide continued to experience worse outcomes from COVID-19 than their native-born counterparts,² setting in stark relief the entrenched racial, ethnic, and income disparities faced by these workers. In this context, the work of community-based organizations and worker-led movements is more critical than ever.



This contradictory moment has also spurred significant action. Across the country, low-wage workers compelled to work in unsafe conditions in “essential” industries throughout the pandemic have mobilized to demand better protections and benefits - and won.³ For the first time in years, U.S. federal agencies have turned their attention toward immigrant and migrant workers’ concerns through listening sessions, community outreach, and stronger whistleblower protections.⁴ At CDM, we have redoubled our efforts to support immigrant and migrant worker communities during the ongoing pandemic through the Protein Processing Worker Project’s expansion to six states, a heightened focus on vaccine outreach, and a more robust partner network with deep community relationships and diversified skills.

7 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8141326/>

8 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8856748/>

9 <https://www.cnn.com/2022/05/07/why-is-there-a-union-boom.html>

10 <https://www.dol.gov/newsroom/releases/sol/sol20220706>



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In this new year, we are moving forward with renewed energy, inspired by workers' wins and with the memory of those we have lost during the pandemic in our hearts. We are so grateful to be working alongside an incredible coalition of partners, collaborators, and community members to fight for more equitable outcomes for immigrant and migrant workers. In particular, we would like to thank the CDC's National Institute for Occupational Safety and Health Occupational Health Equity Program for supporting the Protein Processing Worker Project and especially Michael Flynn for his guidance as the project's Technical Monitor. We also extend our heartfelt gratitude to our coalition of partner organizations: Comité de Apoyo a los Trabajadores Agrícolas, The Hispanic Liaison of Chatham County ("El Vínculo Hispano"), Episcopal Farm Worker Ministry, Legal Aid Justice Center, Love & Hope Rescue Mission, Migrant Clinicians Network, North Carolina Justice Center, Rebirth, Inc., Student Action with Farmworkers, Sur Legal Collaborative, Tri Community Mediation, United Food and Commercial Workers Local 27, and Western North Carolina Workers' Center. Finally, we would like to thank our key advisors, including the members of the Worker Advisory Committee, members of the Migrant Defense Committee, state and local health partners, Intergovernmental Personnel Act (IPA) Mobility Program participants, and CDM staff and volunteers.

In solidarity,



Rachel Micah-Jones



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Protein Processing Worker Project Implementing Partners: Year Two



Centro de los Derechos del Migrante (CDM) supports Mexico-based migrant workers to defend and protect their rights as they move between their home communities in Mexico and their workplaces in the United States.



Comité de Apoyo a los Trabajadores Agrícolas (CATA): Founded in 1979, CATA is non-profit organization focused on organizing and empowering the immigrant community as they fight for justice for themselves, their families and their communities.



EPISCOPAL FARMWORKER MINISTRY

EFWM is a joint project of the Episcopal Diocese of East Carolina and the Episcopal Diocese of North Carolina, based in Dunn, NC. They work with agricultural workers (farmworkers, meat processing plant workers, and workers from nurseries, packing houses and poultry, swine, or livestock farms) and immigrant families in Eastern rural NC. Episcopal Farmworker Ministry responds to the physical, emotional, and spiritual needs of farmworkers and actively supports opportunities for them to become self-directive.



The Hispanic Liaison's mission is to foster intercultural understanding and to empower Latinxs to overcome the challenges they face and make their voices heard in the community.



The Legal Aid Justice Center partners with communities and clients to achieve justice by dismantling systems that create and perpetuate poverty. Justice means racial justice, social justice, and economic justice.



Love & Hope Rescue Mission established in 2014 by Founder and Executive Director Rose Simon, as a non-profit organization based in the state of Delaware to serve and uplift our communities through various outreach programs with the aim of reducing poverty and promoting wellness in the area.



Migrant Clinicians Network (MCN) is a national 501(c)3 nonprofit organization that provides support, technical assistance, and professional development to clinicians in community health centers, health departments, and other health care delivery sites.



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The North Carolina Justice Center is one of the state's preeminent voices for economic and social justice. As a leading progressive research and advocacy organization, their mission is to eliminate poverty in North Carolina by ensuring that every household in the state has access to the resources, services, and fair treatment it needs to achieve economic security.



Rebirth, Inc. is a local 501 (c)(3) nonprofit organization based in Salisbury, MD., created to empower immigrants, low-income workers and enrich local communities in the U.S. They also support a community school in Lagonave, Haiti.



Student Action with Farmworkers is a 501(c)3 non-profit organization whose mission is to bring students and farmworkers together to learn about each other's lives, share resources and skills, improve conditions for farmworkers, and build diverse coalitions working for social change.



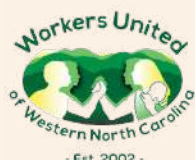
Sur Legal seeks to democratize legal knowledge so that immigrant and working-class communities are empowered with the resources necessary to advocate for their rights and continue to lead us in the struggle for a more just society.



Tri Community Mediation is a nonprofit organization that offers mediation and conflict resolution services in Wicomico, Worcester, and Somerset Counties. In order to make mediation accessible to everyone, we provide mediation at no cost to participants. We are a program of the community, by the community, and for the community. It is our mission to create a more just and peaceful Lower Eastern Shore.



United Food and Commercial Workers Union (UFCW) Local 27: Representing over 22,000 members in Maryland, Delaware, Pennsylvania, Virginia and West Virginia, UFCW Local 27's mission is to secure a living wage, good benefits and a positive work environment for our members and to represent them so that all workers have the opportunity to reach the American Dream. We provide a voice for working men and women.



Western North Carolina Workers' Center builds power among workers of color through organizing, education, and direct action, from an intersectional standpoint, to promote worker justice.



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OUTREACH

The COVID-19 pandemic changed the landscape of seasonal work in the U.S. Thousands of seasonal workers who planned to come to the U.S. were disrupted by new restrictions, administrative and logistical changes to consular visa processing, and uncertainty. Misinformation about how, when and where prospective workers from Mexico and Central America could obtain H-2 visas abounded, and unscrupulous actors took advantage of this opportunity to mislead workers for their own benefit. Well-established migration patterns became fractured and unpredictable, destabilizing plans for both migrant worker communities and community-serving organizations like CDM.

The Protein Processing Worker Project partners have responded to this reality by adapting flexible and multifaceted outreach strategies that include robust digital and multimedia communications initiatives, in-person events and individualized outreach in the U.S., and travel to reach seasonal migrant workers in their home communities in Mexico during the off-season.



Love and Hope Rescue Mission handing out information and COVID-19 rapid tests at the coalition stand during the Georgetown Hispanic Festival 2022.

DIGITAL OUTREACH

While the number of workers participating in seasonal work programs has not only rebounded, but exceeded pre-pandemic levels, workers' migration timelines and patterns have changed, becoming less predictable, both temporally and geographically. Meanwhile, seasonal workers, immigrant, refugee, and undocumented workers alike have increasingly expressed their preference to access and share information via social media tools that have audiovisual capabilities, such as Facebook, WhatsApp, and TikTok. Protein Processing Worker Project partners analyzed digital outreach campaigns through learning exchanges, which strengthened our collective skill sets and enabled us to reach workers safely and effectively with up-to-date information — a must in a situation where conditions and guidance change quickly.



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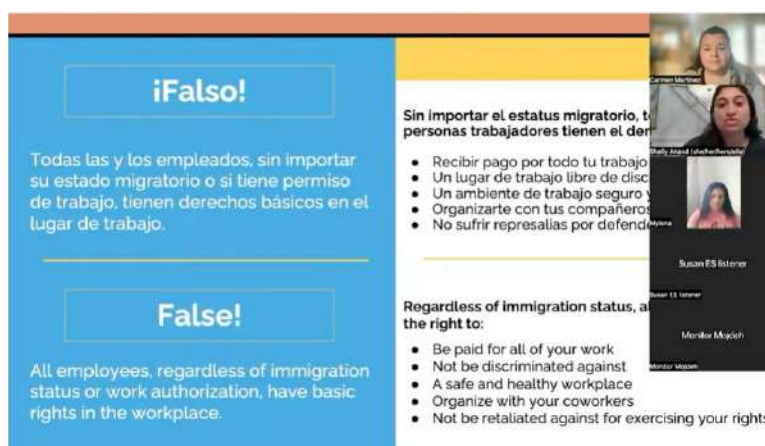


Video about the vaccines approved to enter the U.S. posted on Contratados' Facebook page.

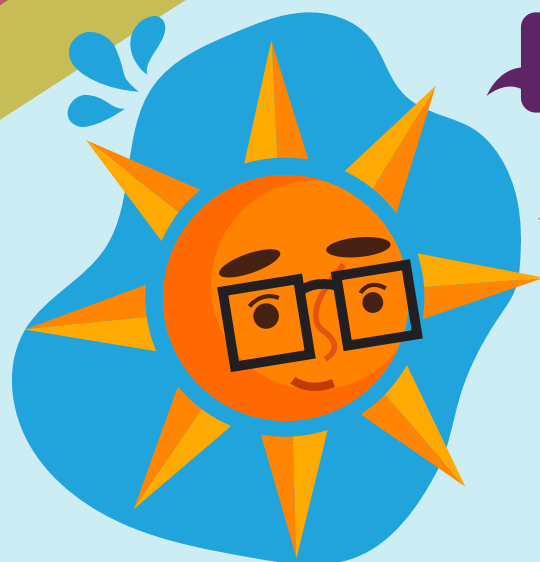
During its second year, the Protein Processing Worker Project **reached a combined total of 161,354 unique users on Facebook through 480 posts and activities including Facebook Live events, infographics, and informational videos in 4 languages.**



Some of our most-viewed digital content included CDM's ongoing series #MartesDeFactCheck (Fact Check Tuesdays) and the interactive Know Your Rights training sessions, co-facilitated by North Carolina Justice Center and Sur Legal Collaborative, both of which provide critical information on workplace health and safety issues identified as high priority by workers and advocates.



Know Your Rights Virtual Sessions



Hi, I'm Sol!

Between
October 2021 and
September 2022,
I received over
2,800 interactions
and had an average
clickthrough rate of
60%

In late 2021, Centro de los Derechos del Migrante officially launched Sol: an interactive bot that can both disseminate verified health and workers' rights guidance and gather preliminary information from workers so that CDM's legal team can evaluate their claims, provide them with legal advice, and connect them with advocates and services. Sol was developed in partnership with Research Action Design and migrant worker leaders, who provided vital guidance on Sol's content, navigability and character design.

Between October 2021 and September 2022, Sol received over 2,800 interactions and had an average clickthrough rate of 60% - above and beyond the industry standard for similar tools - demonstrating its value as a much-needed resource for workers.

GEORGIA, NORTH CAROLINA & SOUTH CAROLINA

The project's expansion into North Carolina, South Carolina, and Georgia allowed community organizations to provide updated COVID-19 information to workers in various industries, from seafood processing workers on North Carolina's coast to poultry workers in central Georgia. Partner organizations' staff visited homes, organized workshops, hosted events, and found other creative ways to promote COVID-19 vaccination and respond to workers' questions and concerns in the changing context of the pandemic. Through these collaborations, Protein Processing Worker Project partners were better able to reach workers in ways that were meaningful and culturally appropriate.



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El Vínculo Hispano and Episcopal Farm Worker Ministry each leveraged community health worker models, known as promotores, to train local community members to become trusted health promoters in their own communities. The promotores conducted outreach within protein processing communities, providing them with reliable information on COVID-19 and vaccines, as well as other resources such as personal protective equipment and food assistance.



Health promoters of the EFWM at a flea market in Smithfield, NC.

Using information gathered through rapid surveys, El Vínculo Hispano focused their outreach efforts on neighborhoods that reported low or no vaccine uptake, reaching **676 community members** and providing individualized follow-up to answer their questions about the vaccine and help them to access vaccine appointments at clinics or health departments.



El Vinculo Hispano outreach activity.

In August 2022, North Carolina Justice Center and CDM visited workers employed with H-2B visas at four different seafood companies in the rural North Carolina coast and disseminated up-to-date information on COVID-19 vaccines, workplace rights, and resources available to over 70 workers.

DELMARVA

The Protein Processing Worker Project coalition continued the momentum of its outreach efforts into the project's second year, reaching thousands more workers with critical information about their health and rights in Delaware, Maryland, and on Virginia's Delmarva peninsula. With the added capacity of new partners like Tri Community Mediation and Love & Hope Rescue Mission, the Protein Processing Worker Project supported more vaccination events than ever, allowing workers to access a breadth of resources to support their health and wellbeing. Through **more than 504 events**, partners on Delmarva leveraged wide-reaching relationships within community groups, universities, businesses, houses of worship, health clinics, and state and local government offices and others to distribute COVID-19 information, personal protective equipment, fresh food, and information about workers' rights to a safe and healthy workplace.

LOVE & HOPE RESCUE MISSION AWARDED DELAWARE'S MOST INFLUENTIAL FOR SUPPORTING UNDERSERVED COMMUNITIES

One of the Protein Processing Worker Project's newest partners, Love & Hope Rescue Mission, mobilized an extensive network of support to bring health and safety resources to Delaware's most underserved immigrant and migrant communities when they need them most. Building off of more than a decade of community work, Love & Hope drew on their connections to Haitian and Latinx health resource providers, local businesses, interpreters, and local and state government to bring COVID-19 vaccines, test kits, materials, and screening services to workers' doorsteps through family-friendly community festivals, after-church health screenings, door-to-door vaccinations, and late-night visits to poultry plant workers who were on the midnight shift. In recognition of her outstanding efforts to make COVID-19 vaccination and other resources accessible to Delaware's Haitian, Hispanic and homeless communities in the shadow of the pandemic, Love & Hope Rescue Mission's Founder and Executive Director Rose



Simon was named among Delaware's Most Influential People of 2022 by the USA Today network's Sunday News Journal in April 2022.



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Worker getting vaccinated in Hurlock, Maryland at Worker Memorial Day event.

29,749



Facemasks
distributed

22,538



COVID-19
home tests
distributed

19,850



Hand
sanitizers
distributed

UFCW27 TRAINS OVER 2,300 MEMBERS THROUGH WEEKLY ORIENTATIONS

Several times per week, UFCW Local 27 staff hold orientation sessions for new employees in the poultry industry in Maryland. These sessions are held on-site at poultry facilities, and participants are compensated for their time. Since joining the Protein Processing Worker Project, UFCW Local 27 has used these sessions to onboard workers with up-to-date information on precautionary measures to prevent COVID-19 infections in the workplace, as well as sharing COVID-19 vaccine updates and opportunities for vaccination. Workers receive printed materials with the latest guidance in English, Spanish, and Haitian Creole. Over 2300 members participated in UFCW Local 27 orientations in the past year.



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COLLABORATING WITH CRAB WORKERS ON THE EASTERN SHORE TO PREVENT INFECTIONS AND HELP WORKERS ACCESS CARE

CDM recognizes the importance of providing up-to-date COVID-19 information and resources on both sides of the U.S.-Mexico border. Our team engaged with H-2B crab workers throughout their migration process, answering questions about



Isidra receiving her COVID-19 booster in Dorchester, Maryland.

vaccination beginning in Mexico, before workers migrated, and later following up with regular visits once workers arrived on Maryland's Eastern Shore. In summer 2022, CDM worked with the Dorchester County Health Department to distribute COVID-19 rapid tests to workers, along with videos on how to use them.

When some workers became ill in fall 2022, they used the tests to identify positive COVID-19 cases. CDM helped facilitate contact with the health department to evaluate workers who had tested positive for COVID-19 and recommend appropriate treatment.

MEXICO

CDM's binational model continues to prove invaluable for informing workers about their rights to health and safety. Reaching seasonal workers in their home communities in Mexico, where they feel safe, allows the organization to forge and maintain relationships with workers and highly influential community leaders. Outreach and trust-building with seasonal workers has allowed the project to strengthen relationships with critical communities of processing workers, including workers employed in H-2B seafood processing industries, who often face unique health and safety challenges and barriers to accessing information and services.

Seasonal workers in CDM's networks relay critical information about their experiences both to CDM and to their friends and peers during community events, one-on-one visits, and through informal interactions and social media.



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Outreach in Chapulhuacán, Mexico at International Migrants' Day Fair.

More formally, seasonal workers continue to contribute their unique perspectives on health and safety in the context of COVID-19 to the project's Worker Advisory Committee, a group of protein processing workers from diverse backgrounds and industries that has been contracted to relay expert advice and feedback that guide the Protein Processing Worker Project's activities.

CDM visited workers in Mexico before they migrated to their places of employment in the U.S. and distributed trustworthy information and resources relating to health and safety in the workplace, vaccines, and workers' rights issues. In the project's second year, CDM reached more than 2,500 workers and community members in the Mexican states of Hidalgo, Tabasco, San Luis Potosí, Nuevo Leon, Nayarit and Guanajuato. This allowed outreach workers to dispel persistent vaccine myths and assess general attitudes towards COVID-19 prevention measures and vaccination.

CDM continued to map communities of origin in Mexico to better understand shifting migration patterns and inform future outreach plans and targeted digital campaigns.



Outreach in Nayarit, Mexico.



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CULTURALLY AND LINGUISTICALLY-ADAPTED COMMUNICATION

Protein processing worker communities are among the most culturally and linguistically diverse in the United States. Protein Processing Worker Project's partners have developed flexible and adaptable outreach and communication approaches, messages and materials that are capable of catering to a wide array of linguistic and cultural contexts; these include celebratory cultural fairs, music and radio.



Love and Hope Rescue Mission handing out fliers at Georgetown Hispanic Festival 2022.



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In the project's second year, partners offered materials in additional languages, including indigenous languages preferred by some Mexican and Central American workers, in order to reach traditionally underserved populations.



El Vínculo Hispano's "Hispanic Heritage Fiesta".

Western North Carolina Workers' Center and CDM collaborated with local radio outlet JProTV to create videos and infographics promoting vaccine confidence in Maya Mam and K'iche, adapted for rural western North Carolina's indigenous Guatemalan protein processing worker communities. Rebirth, Inc. collaborated with CDM and Delmarva community leader Dr. Cynthia Calixte to produce a video interview in Haitian Creole highlighting Dr. Calixte's endorsement of and first-hand experience with COVID-19 vaccination during pregnancy. These and other linguistically diverse materials were disseminated widely via social media and made available via the project's microsite at www.SaludANuestroAlcance.org. Furthermore, community organizations outside the project have volunteered to participate in the translation of the materials to other indigenous languages in order to disseminate them in their communities.

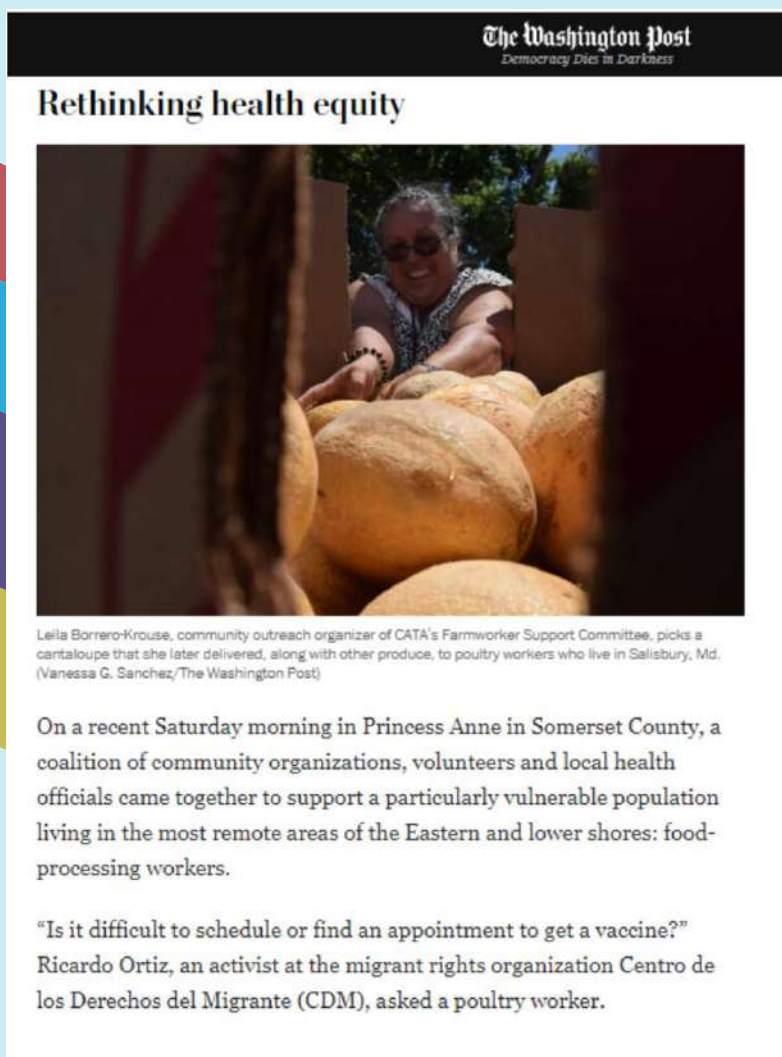


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PROTEIN PROCESSING WORKER PROJECT IN THE MEDIA

From state public television in Mexico to Telemundo Delmarva, Protein Processing Worker Project partners' efforts were frequently featured in local, state and national media spotlights. On August 18, 2022, The Washington Post published "Health, economic disparities continue to affect coronavirus hot spots", an article highlighting the ongoing effects of COVID-19 on Delmarva's immigrant and migrant communities in the pandemic's third year.

The article featured Protein Processing Worker Project partners Tri Community Mediation, CDM and CATA's collaboration to connect community members to resources and services through the "One Stop Shops" organized by the Lower Shore Vulnerable Populations Task Force (LSVPTF), a task force chaired by project partner, Tri Community Mediation.



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COLLABORATIONS WITH HEALTH DEPARTMENTS

CDM convened the Protein Processing Worker Project Public Health Officials Workgroup, which includes 22 public health officials from 16 jurisdictions or organizations representing four of the six states covered by the Protein Processing Worker Project (Maryland, Virginia, North Carolina, and Georgia). The Public Health Officials Workgroup met bimonthly during the project's second year. Participants exchanged knowledge on language access, learned new approaches to data-informed outreach, and shared best practices to increase distribution of information about workers' rights and workplace safety.

All of the project's organizational partners were active members in the Public Health Officials Workgroup, which provided an opportunity to develop closer working relationships with local health departments in areas with high concentrations of protein processing workers.



Dorchester County Health Department providing COVID-19 boosters to crab workers.

DATA-INFORMED APPROACH

CDM and project partners have continued to leverage a variety of quantitative and qualitative data tools to inform both project adaptation and the responses of government agencies to workers' needs in the ongoing COVID-19 pandemic. Beginning in January 2022, CDM launched a bilingual Weekly Update digital newsletter to provide project partners and subscribers with up-to-date information on COVID-19 trends, health and safety guidance, and CDC-derived data visualizations describing COVID-19 contagion and vaccination rates at state and county levels.

In Maryland, the Lower Shore Vulnerable Populations Task Force incorporated these data into its weekly meetings, where coalition members review COVID-19 cases and vaccination rates trending in the state's Dorchester, Somerset, and Wicomico, and Worcester counties. And in North Carolina, Protein Processing Worker Project partner El Vínculo Hispano coordinated their COVID-19 vaccine confidence outreach activities to target under-vaccinated neighborhoods and households.

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COVID-19 DATA IN ACTION: VOICES FROM THE FIELD

After the completion of the project's second year, CDM surveyed community-based organizations to understand how COVID-19 data presentations have shaped their work. Overall, we found that organizations frequently used these presentations in two ways: to strategize around community-facing activities and events, and also to inform personal and organizational safety. Some examples include:

I use it to gauge my distribution of masks, free tests, sanitizer on home visits and I utilize updated information to provide messaging regarding [vaccination] and spread to . . . families [with LEP].

It helps me inform others regarding risk and community transmission and helps center in on the importance of remaining up-to-date on vaccines.

I share with staff to inform them of [COVID-19 community] levels so they are informed and can take steps to protect themselves. It also helps us keep our workplace as safe as possible.

It lets me know where I should still probably mask up or even avoid in-person group presentations when scheduling outreach and recruitment.

Creating working awareness in real time to encourage [vaccination], inform our judgment calls about in person services, masking, and securing additional mobile vax opportunities.

It informs my safety and operational decisions regarding infectious disease transmission and disinfecting efforts.

CDM and project partners also shared findings from our pioneering report, [Unpacking the Facts: A rapid assessment of protein processing workers' experiences during the COVID-19 pandemic in Delaware, Maryland, and Virginia](#), with hundreds of key stakeholders at state and local health departments, academic institutions, civil society institutions, and U.S. federal government agencies through meetings, and public presentations, and the submission of public comment to the COVID-19 Vaccination and Testing Emergency Temporary Standard Rulemaking, Docket No. OSHA-2021-0007. CDM and project partners continue to use this data to inform outreach and communication strategies and to raise awareness about the disproportionate impact that COVID-19 continues to have on immigrant and migrant workers employed in protein processing industries, especially limited English proficient, non-unionized, and women workers.



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Between July and September 2022, the Protein Processing Worker Project also completed data collection for two survey initiatives that were developed to better understand workers' attitudes toward COVID-19 vaccines, as well as the impact of vaccine confidence outreach and messaging efforts. Forthcoming results from both efforts will guide the Protein Processing Worker Project partners' and local government agencies' outreach to promote COVID-19 vaccination and boosters.

INFORMING PUBLIC GUIDANCE

As public officials turned their attention to addressing structural causes of health disparities in the wake of the COVID-19 pandemic, CDM and project partners played key roles in facilitating feedback to U.S. local, state, and federal agencies on the structural and emergent barriers to health and safety facing immigrant and migrant workers and their communities. Protein Processing Worker Project partners were often instrumental in facilitating limited English proficient workers' participation in these forums by advocating for or providing live interpretation.

In June 2022, the U.S. Department of Labor's Community of Practice for Outreach Professionals group, which convenes hundreds of the agency's dedicated outreach staff nationwide, invited CDM to be a featured speaker for a discussion entitled *Reaching Historically Underserved Workers*. Through a presentation titled *Reaching Poultry/Meatpacking Workers*, CDM shared information and answered questions about our experience implementing the Protein Processing Worker Project, as well as data and learnings from our communications and outreach campaigns. We also invited agency staff to collaborate in future outreach activities.

CDM joined Protein Processing Worker Project partners Sur Legal Collaborative, the North Carolina Justice Center, and other collaborators during July 2022 in meeting with the Occupational Safety and Health Administration's top leadership, including Assistant Secretary of Labor for Occupational Safety and Health Doug Parker. In their comments, the partners addressed the disproportionate health and safety risks to which meat and poultry processing workers are exposed in the context of the COVID-19 pandemic and beyond, including the challenges that immigration status, language barriers, and subcontracting present to workers' ability to protect themselves.

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ADAPTING AND IMPROVING

As the COVID-19 pandemic evolves, the Protein Processing Worker Project partners have worked to continuously adapt our approach in response to emerging variants, immunization updates, evolving guidance, trending misinformation, and shifting public attention, among other changes. Project partners are combating pandemic fatigue, for example, by producing more interactive tools and focusing on more empathetic and engaging media that our target audiences prefer, including infographics, live videos, and our chatbot Sol. Partners are also leveraging popular education techniques and games to improve learning and build upon community members' existing knowledge base.



Health and rights Jenga at Salisbury Fall Festival, Salisbury, Maryland.

To further this effort, the Protein Processing Worker Project also continues to engage the Worker Advisory Committee, which included 25 members from five of the project states this year. The committee provided valuable feedback about project materials, contributed to key content decisions, and furthered partners' overall understanding by sharing their members' own experiences with workplace health and safety. Especially useful was the committee's feedback on COVID-19 rapid test instructional videos, and guidance in selecting themes for a video series on health and safety.

All of these contributions helped CDM and project partners better understand workers' changing priorities and views in this stage of the pandemic. Workers reflected that the Committee's conversations allowed them to feel less afraid of speaking up when encountering problems at work, and helped them learn more about their right to a safe and healthy workplace and ways to inform their colleagues about the latest public health guidance.



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Members of the Protein Processing Worker Project's Worker Advisory Committee. Cambridge, Maryland.

LOOKING TO THE FUTURE

Recognizing the success and impact of the project's second year, the Protein Processing Worker Project partners will continue to support workers, government agencies, and other key stakeholders in controlling the spread of COVID-19 and other communicable diseases, with an emphasis on promoting vaccination and underlining the importance of booster shots for all eligible age groups. In addition, the project will offer targeted information on flu and tetanus, diphtheria, and pertussis (TDAP) vaccines and immunization opportunities.

In its next phase, the project will seek to maintain its partner network and geographic reach in Maryland, Virginia, Delaware, North Carolina, South Carolina, and Georgia and will continue to adapt its core strategies in response to emergent opportunities in challenges in the evolving COVID-19 pandemic.



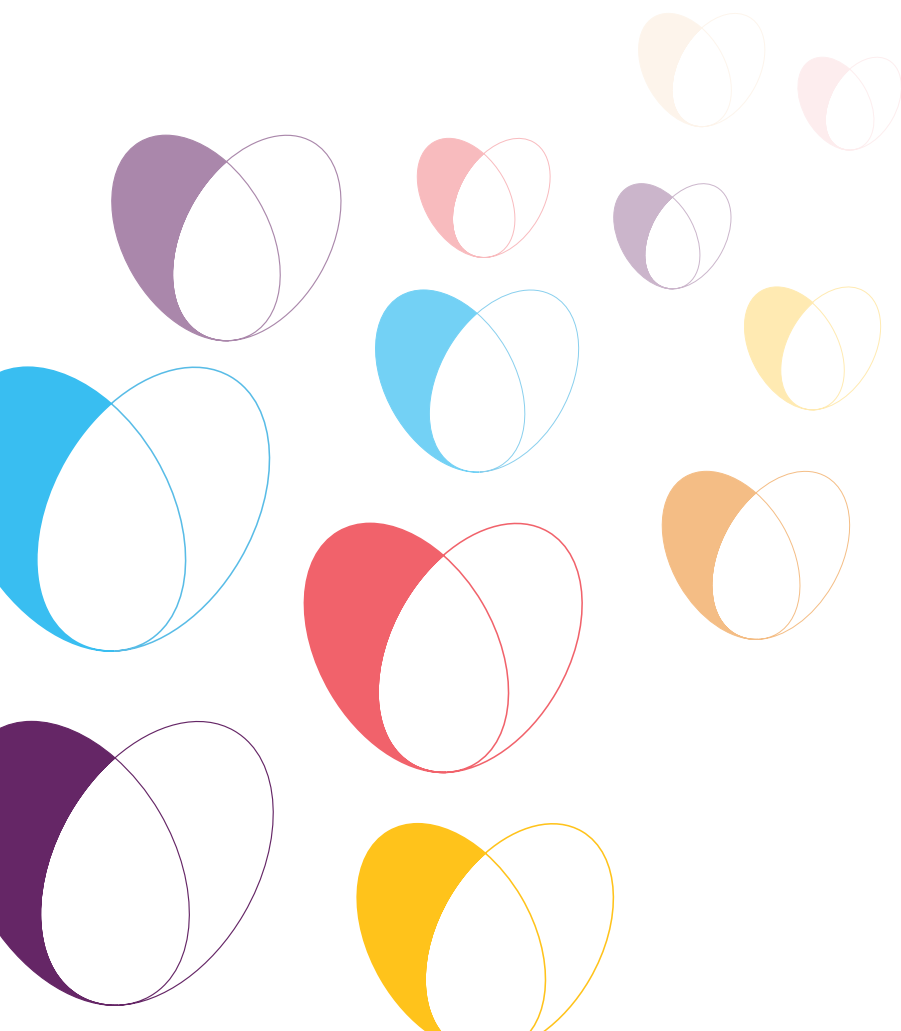
Daria receives her COVID-19 booster at Salisbury Fall Festival, Salisbury, Maryland.



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ABOUT THE AUTHOR

CENTRO DE LOS DERECHOS DEL MIGRANTE, INC. (CDM) envisions a world where workers' rights are respected, and laws and policies reflect their voices and experience. With offices in Baltimore, Mexico City and Oaxaca, CDM partners with migrant workers to build worker power, advocate for fairer labor migration policies, and ensure that borders are not a barrier to justice. Since 2020, CDM has partnered with the Centers for Disease Control and Prevention (CDC) to develop and coordinate the Protein Processing Worker Project, a campaign to control the spread of infectious disease like COVID-19 among migrant workers in protein processing facilities in Delaware, Maryland, Virginia and - as of this year - Georgia, North Carolina, and South Carolina through linguistically and culturally appropriate materials and outreach strategies.



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