



**Sustainable solutions for tailoring needs assessments among diverse populations, focusing on Santa Maria residents and Santa Barbara County farmworkers.**

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*Santa Barbara County Public Health Department*



# Get ready to be surveyed!

Please join the Menti using the QR-code or  
code on the top of the screen



# Agenda



1. Background

2. Santa Maria Needs Assessment (SMNA)

3. Farmworker Needs Assessment (FNA)

4. Lessons Learned

5. Breakout

6. Discussion



# What have you done in Santa Barbara County?

0%

Visit the Zoo

0%

Hiking in the Mountains

0%

Visit the coastal beaches

0%

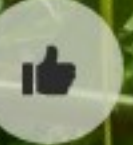
Wine taste in the Valley

0%

Drove thru on the 101

0%

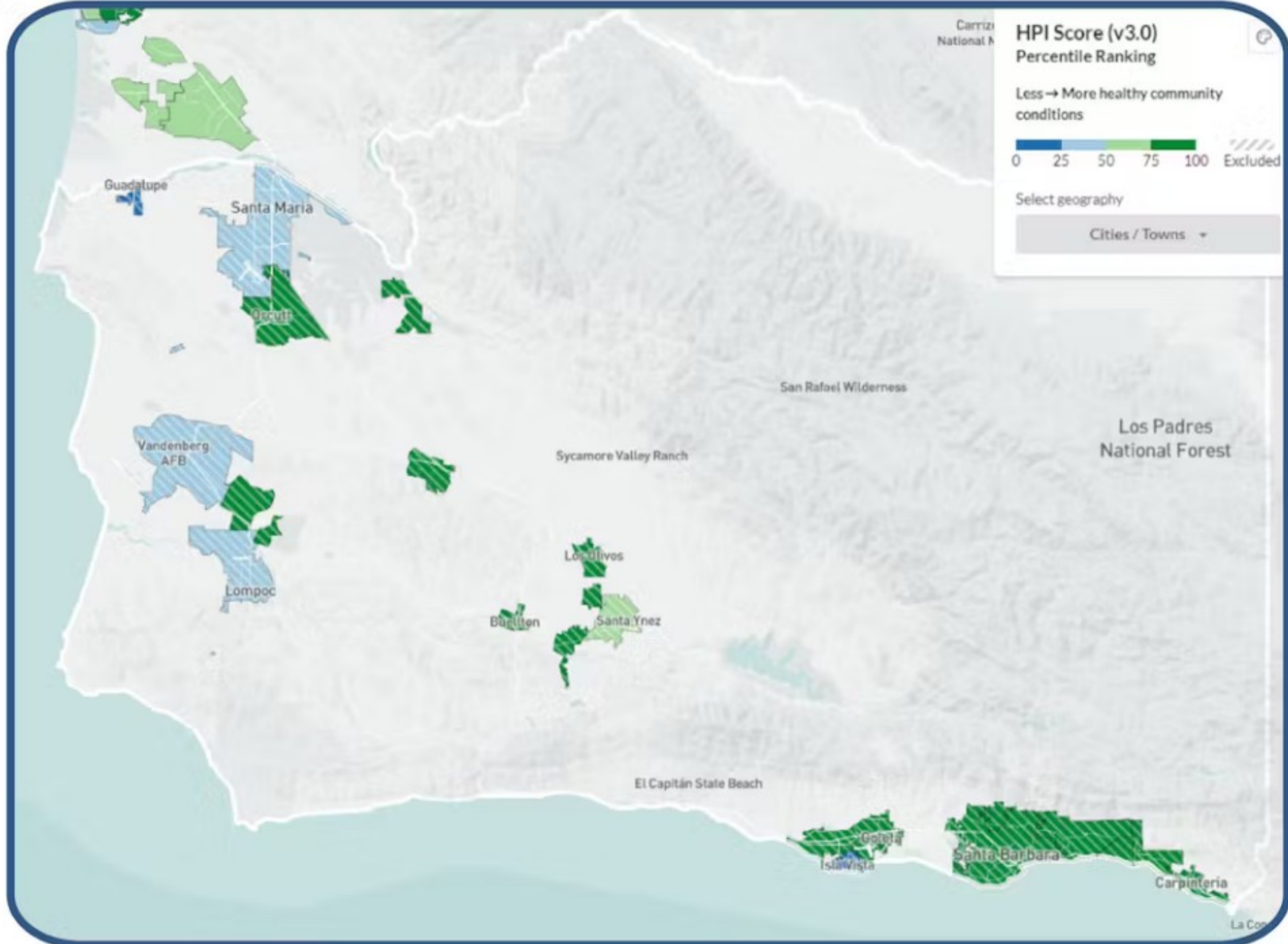
Never been but want to



# About Santa Barbara County (SBC)

- Population: 448,229
  - 47.2% Hispanic/Latinx
- SBC Healthy Places Index (HPI) Score: 64.3

Region	Most Populated City	HPI Score
North	Santa Maria	25.6
Central	Lompoc	37.6
South	Santa Barbara	78.7



Note: HPI Percentile rankings compared to California  
 \* HPI map: <https://www.healthypacesindex.org/>



**If your organization were to do a needs assessment today, what specific sub-populations would you want to get data on?**

0 responses



# About the Surveyed Populations

## Santa Maria Needs Assessment

- Has unique needs compared to the averages of SBC
  - 77% of population identifies as Latino/a
  - 60% are non-English speakers
  - 39% of adults have less than a high school diploma
- Majority spend over 30% of income on rent
- Disproportionately affected by COVID-19

## Farmworker Needs Assessment

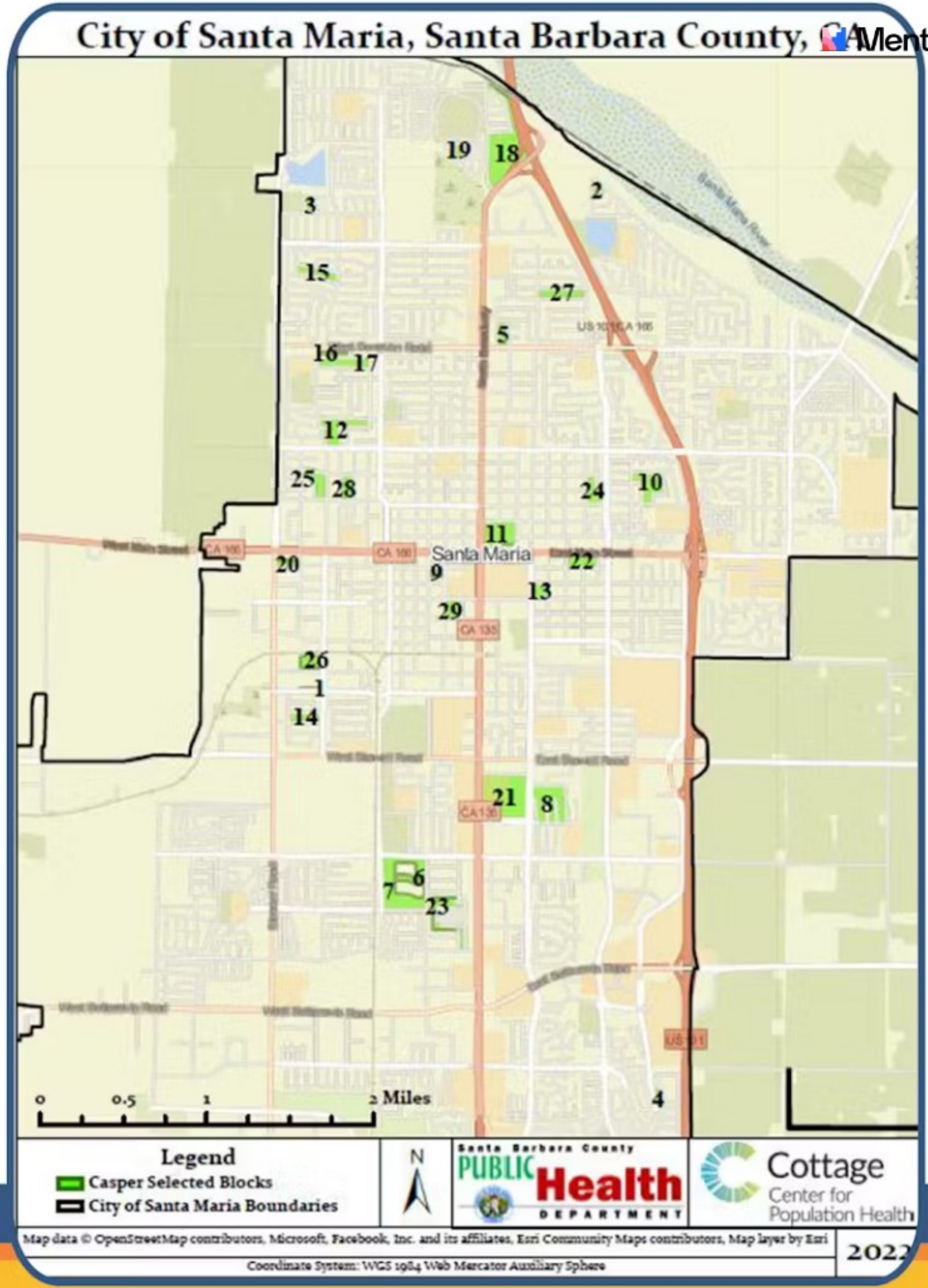
- Agriculture industry is the 5th leading employer
  - Employing ~8% of population aged 16+
- In 2017, 32,000 migratory and seasonal ag workers





# Santa Maria Needs Assessment (SMNA)

- Randomized survey of Santa Maria households
  - Conducted in 3 days; Oct 2022
  - Assessed health needs and COVID-19 impacts on Santa Maria
- Community Assessment for Public Health Emergency Response (CASPER)
  - Evidence-based rapid needs assessment methodology developed by CDC
  - CDPH assistance



**Legend**  
■ Casper Selected Blocks  
■ City of Santa Maria Boundaries

Santa Barbara County PUBLIC Health DEPARTMENT

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Coordinate System: WGS 1984 Web Mercator Auxiliary Sphere

2022

# SMNA - Methods

- Two stage sampling
- Door-to-door survey of household residents
  - 14 bilingual teams
- About 25 minutes to complete
- In English and Spanish
- Questions:
  - Demographic information
  - Emotional and economic concerns
  - Impacts of COVID-19

## Questionnaire Response

**Completion: 91.4% (192/210)**

**Cooperation: 67.6% (192/284)**

**Contact: 52.6% (192/365)**

## Household Level Data

**N = 192 (unweighted)**

**N = 29,976 (weighted)**

Completion: Percent of surveys completed in relation to the goal of 210


Cooperation: Percent of contacted households that were eligible and willing to participate in the survey

Contact: Percent of randomly selected households that completed an interview




# SMNA - Survey Findings

## Financial Needs




**43%** worried that food would run out before they got money to buy more

Hispanic households were **6X's** more likely to have an income below 100% of the poverty threshold



## Housing




**28%** worried that they would not have stable housing in the next 2 months

## COVID-19



Hispanic households were **~4X's** more likely to report being impacted by COVID-19 than non-Hispanic households

## Greatest Need (open-ended)



Financial burdens: cost of housing, utility bills (electricity and water), gas, medications, and medical care



# SMNA - Next Steps

## Dissemination of Data

- Incorporated into the 2022 Santa Barbara County Community Health Needs Assessment
- Standalone SMNA Report on PHD website
- Findings shared with community stakeholders

## Public Health Department Accreditation

- SMNA and FNA supports SBCPHD Accreditation process

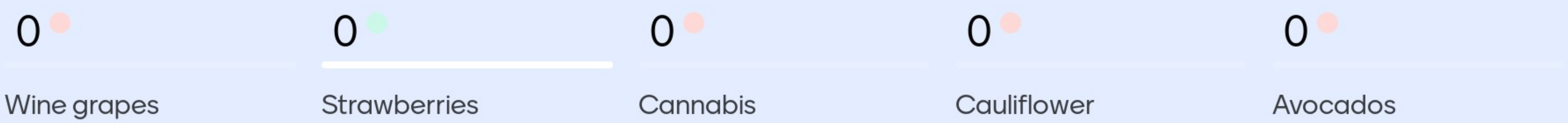
**Utilize lessons learned for next needs assessments**



# Farmworker Needs Assessment (FNA)



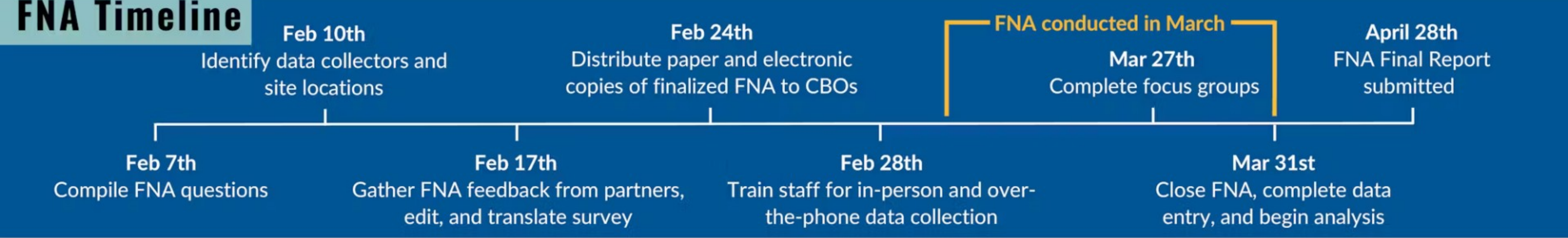
# What was the top valued crop in SBC in 2022?





# Farmworker Needs Assessment (FNA)

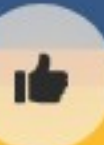
- Awarded State Farmworker Resource Center (FRC) Grant in January 2023
- Conducted assessment in March 2023 by SBC's Public Health Department & Department of Social Services
- Inform the implementation of new Farmworker Resource Center (FRC)

## FNA Timeline



# FNA - Methods

 <p><b>Direct Assessment</b></p>	<p>1. Survey</p>	<p>Administered to farmworkers working in agriculture within 12 months, and their family members (age 18+)</p>
 <p><b>Listening Tour</b></p>	<p>2. Focus Groups</p>	<p>Engaged 37 participants in 5 focus groups: Health (2), Education (1), Legal &amp; Labor (1), Growers (1)</p>
	<p>3. Key Informant Interviews</p>	<p>Interviewed 3 leaders of organizations trusted by farmworkers</p>



# FNA - Methods


- Adapted CASPER tools: forms, training, and logistical organization
- Survey was ~10min and conducted in Spanish, English, and Mixteco
- A convenience sample - not generalizable findings
- **2,106 surveys collected** in-person (70%) or over the phone (30%)
- Collected in Qualtrics and analyzed with SAS
- Survey questions:
  - Resource center locations and hours of operation
  - Demographics
  - Top needs:
    - *Legal Advice Access*
    - *Housing Support*
    - *Health Related Needs*
    - *Childcare Support*
    - *Financial Assistance*
    - *Training and Education*





# FNA - Survey Findings

## Healthcare

 **1 in 2** lacked health insurance coverage



**3 in 10** didn't have health insurance because it was too expensive

## Literacy & Digital Literacy

**4 in 5 participants...**

- needed help reading written materials sometimes, often, or always
- held a middle school education or less



**16%** did not use the internet  
**33%** would find it hard to use the internet

## FRC Access



**3 in 5** preferred the mobile FRC to be open on weekends & afternoons



**7 in 10** preferred in-person communication and the FRC to be closed to home

# FNA - Interviews & Focus Group Findings



Lack of accessibility to basic needs



Obstacles while seeking services



Difficulty navigating community resources



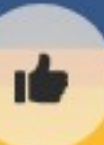
Employers want to be involved and support the FRC

Extremely important to build **trust** between referral organizations and clients



# Farmworker Resource Center

- Mobile van coordinating delivery of services
- Services available in English, Spanish, and Mixteco by 3 staff
- Calendar online - County-wide events affiliated with hospitals, schools, and growers
- Services being tracked



# FNA - Implementation

- Operational: 1+ year & secured additional 18 months of funding
- Core team: 1 Project Coordinator & 2 Career Employment Specialists
  - Recently added temporary staff to meet demand
- Key partners: SBPCPHD, DSS, Mexican Consulate, and local growers
  - Developed relationships with 50+ agencies for referrals
  - Collaborated with local city officials, schools, and County departments: Behavioral Wellness, Probation, Housing & Community Development, Agricultural Commissioner



# FNA - Implementation

- Between July 2023 - September 2024
  - Engaged ~24,000 farmworkers
  - Registered ~8,500 to learn more about the FRC
  - Completed ~7,300 referrals to services
- Most common requests:
  - Health & human services: completing forms, accessing DSS, medical/health services
  - Emergency supportive services: Mexican Consulate assistance, food, clothing, & household goods



# Lessons Learned

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**As a leader in your organization, how can you strengthen a Needs Assessment?**



# Role of Executive Leadership in SBC



Secure funding



Make connections  
across County  
departments

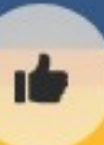


Present to the  
Board of  
Supervisors



Be a champion of  
the project

Identify the manager to lead the Needs Assessment and check-in



# Rank in order of importance for funding (1 being most important).

- 1st Food for staff
- 2nd Staff time
- 3rd Analysis software
- 4th Translation services
- 5th Incentives
- 6th Tablets & phones

# Lessons Learned - Funding

- Consider using the assessment as an emergency preparedness exercise (PHEP grant funding potential)
- Utilize cross-departmental collaboration when applicable
- Leverage funds across programs to fill in funding gaps
- Engage other organizations to partner in the efforts
- Explore In-kind support
- Budget for incentives - may need updated policies



# Lessons Learned - Making Connections

- Invite staff leads that know the community best:
  - Build on existing connections with community partners
  - Identify the best partners to engage
  - Know the work that has already being done
- Bring community partners into early planning:
  - Know the “*do’s and don’ts*” of working with target population
  - Know best ways to communicate with target audience
  - Possible data collectors or facilitators in listening tour



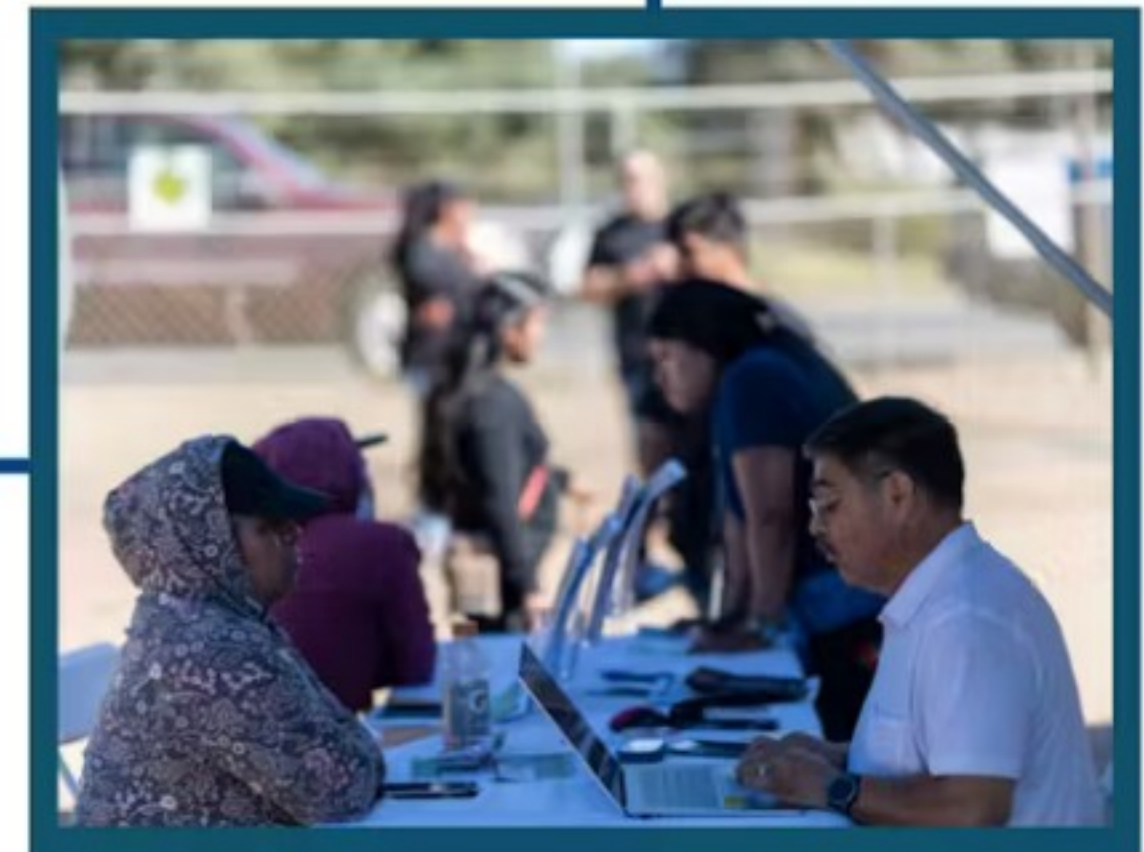
# Lessons Learned - Public Presentations & Promotion

- Before the launch, get the word out
  - Advertise in meetings
  - Engage the Press Information Officer
- Communication by the data collectors...
  - Use FEMA's incident command structure
  - Assign bilingual teams and access to a language line
  - Wear identifiable vests and badges



# Lessons Learned - Data Collection

- Conduct interviews when/where targeted audience is available:
  - Weekdays and weekends
  - High trafficked areas
- Train data collectors thoroughly
- Incentivize data collectors - daily counts
- Monitor data collection early
- Identify efficient project management and data sharing tools
  - Consider using the following tools: OneDrive, Smartsheet



# Breakout Time

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Needs Assessment Planning - 10 minutes



# Breakout

- Break out into 2 groups to plan a needs assessment focusing on sexual transmitted infection education/perceptions
  - **Population 1:** Health Needs Assessment targeting a population that does not speak a primary language (non-English, non-Spanish); estimated 11,000 population
  - **Population 2:** Health Needs Assessment targeting college age population; estimated 40,000 population



# Breakout

1. Who would you appoint in your organization to lead the effort?
2. How many staff would be needed to assist?
3. What funding sources are available?
4. How would you leverage funding?
5. Who would be partners in this needs assessment?
6. How would you promote the needs assessment to partners?



# Breakout

1. How many surveys would be collected?
2. What time of year and day would the survey be administered?
3. How long would the survey be open?
4. What training would be necessary to administer the survey?
5. How would the survey be administered?
6. How would the survey be advertised to participants?
7. What incentives would be given out?



# Breakout Discussion

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## Needs Assessment Planning



# Acknowledgements

- Wendy Enrriquez-Villalva, Epidemiologist
- Susan Liles, Director of Nutrition Services
- Cottage Health
- Santa Barbara County Department of Social Services
- Rebecca Jindra, CSTE Fellow
- Respondents to the surveys





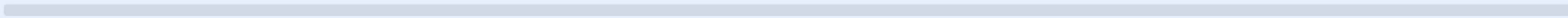
# Questions?

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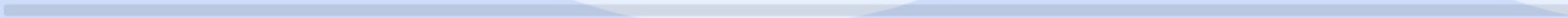


# How would you rate today's meeting?

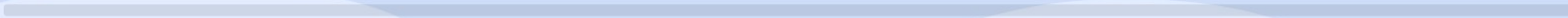
The discussion was relevant to me and my work



Time was well managed



The topics were interesting



It was pleasant and enjoyable



Strongly disagree

Strongly agree

