

3136.0 - ¡basta!: Co-developing a culturally tailored sexual harassment prevention video and training toolkit for the agricultural sector with Latina farmworkers

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 Monday, October 26, 2020

 10:30 AM - 10:45 AM

Program: [Public Health Education and Health Promotion](#)

Session: [Phehp Materials Contest](#)

Abstract

Workplace Sexual Harassment (WSH) in agriculture is a pressing national problem and is a source of excess morbidity among farmworkers. Though WSH is reported to be higher within the agricultural workforce than other sectors (some reports indicating 80% of female farmworkers have experienced some form of WSH), the issue remains understudied, especially as a public health and workplace safety issue. Despite WSH prevention efforts in other industries, including the military and health care, there is a lack of WSH prevention training and tailored educational resources within agriculture.

The primary goal of this presentation is to demonstrate how principles of community engagement and participatory research were used to guide the development and implementation of *¡Basta! Preventing Sexual Harassment in Agriculture* (a.k.a. *¡Basta!*). *¡Basta!* is the first Spanish/English video, curriculum, and toolkit for WSH prevention in agriculture developed with and for farmworkers as well as other agricultural stakeholders in Washington State. The video, toolkit, and training are based on farmworkers' and growers' experiences. The toolkit and train-the-trainer events are available to the public through the Pacific Northwest Agriculture Safety and Health Center associated with the University of Washington. Presenters will provide an overview of WSH in agriculture, explain why it is a worksite safety issue, and share lessons learned from *¡Basta!*'s development and implementation. Additionally, participants will gain a richer understanding of how eliminating WSH requires an ongoing and comprehensive strategy that utilizes a social-ecological framework and

engages diverse stakeholders and sectors at multiple levels of influence, from the individual to policymakers.

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Learning Areas

Keyword(s)

Violence & Injury Prevention, Workplace

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