

2025 Hurricane Recovery and Resiliency Needs Assessment Results: Sampson County

In the fall of 2024, NC Farmworker Health Program (NCFHP) administered a needs assessment with farmworkers in Sampson County, NC. The needs assessment was designed in partnership by the NC Environmental Public Health Tracking (NCEPHT) Program, NC Farmworker Health Program, NC DPH Public Health Preparedness and Response Branch, and NC State Cooperative Extension and aimed to gain an understanding of how farmworkers receive information regarding hurricane preparedness and recovery. NCFHP conducted interviewer-administered surveys with 98 farmworkers. Most of those who were interviewed (n = 87) had experienced a hurricane in the last 8 years. Questions included demographics, farmworkers' knowledge of hurricanes, awareness of hurricane preparedness, response, and recovery resources, and communication and training preferences.

The results from the needs assessment were then analyzed and summarized by the NCEPHT Program. Highlighted results of the needs assessment include:

- 93.8% of farmworkers surveyed indicated their preferred language was Spanish.
- Among farmworkers who knew ahead of time the hurricane was going to hit, the top ways they received information about the hurricane included: emergency text alerts (82.9%), employer (77.6%), and Facebook (75.0%).
- About one third of farmworkers were aware of resources and assistance before the hurricane (34.9%).
- Fewer than half of farmworkers were aware of resources available to them after the hurricane (43.3%).
- Effective ways to receive information before, during, and after a hurricane included: social media (74.5%), meetings at the camp site led by crew leader or employer (49.0%), and radio (43.9%).
- A common theme with open ended responses included farmworkers expressing a need for resources and information about hurricanes.

NCEPHT's grantee, the National Center for Farmworker Health (NCFH), will use the results of this needs assessment to create, implement, and evaluate hurricane recovery and resiliency trainings and supporting materials for farm owners and farmworkers. In 2025, NCFH will pilot the training with at least 10 farmworkers and 3 farm owners in Sampson County.

Needs Assessment Analysis Tables Overall

Table 1. Demographics

Characteristic	N (%)
Age (n=96)	
18-24 years	8 (8.3)
25-34 years	33 (34.4)
35-44 years	27 (28.1)
45-64 years	25 (26.0)
65-84 years	3 (3.1)
Lives in NC (n=97)	
Part of year	71 (73.2)
All year	26 (26.8)
Type of Farmworker Program (n=96)	
H-2A	66 (68.8)
Migrant	10 (10.4)
Seasonal	20 (20.8)
Duration of being a farmworker in NC (n=97)	
<1 year	19 (19.6)
1-5 years	28 (28.9)
6-10 years	24 (24.7)
11-15 years	11 (11.3)
15-20 years	7 (7.2)
>20 years	8 (8.2)
Preferred language (n=97)	
Spanish	91 (93.8)
English	1 (1.0)
Other ¹	5 (5.2)
Ability to read and write in preferred language (n=97)	
Yes	93 (95.9)
No	4 (4.1)
Experienced a hurricane in NC in the past 8 years ² (n=98)	
Yes	87 (88.8)
No	11 (11.2)
County of residence during the hurricane (n=87)	
Duplin	3 (3.5)
Henderson	1 (1.2)
Johnston	1 (1.2)
Sampson	81 (93.1)
Unknown	1 (1.2)

¹Other languages included Chiapas (n = 1), Creole (n = 1), Haitian Creole (n = 1), Tarasco (n = 1), Tsotsil (n = 1)

² Names of hurricanes: Andrew (n = 2), Debby (n = 9), Emily (n = 4), Florence (n = 12), Floyd (n = 4), Helene (n = 28), Irma (n = 2), Matthew (n = 7), Milton (n = 1). Respondents who could not name the specific hurricane indicated they experienced one between 2016 and 2024.

Table 2. Farmworkers’ knowledge about hurricanes and hurricane preparedness

Type of knowledge	N (%)
Knowledge of what a hurricane is (n=97)	
Yes	67 (69.1)
No	3 (3.1)
I kind of know	27 (27.8)
Knowledge of the dangers of a hurricane (n=96)	
Yes ³	82 (85.4)
No ⁴	14 (14.6)
Knowledge of how to prepare for a hurricane (n=98) ⁵	
Stay tuned in to local news for updates	62 (63.3)
Know evacuation route	53 (54.1)
Portable charger for cellphone	51 (52.0)
Secure your home	49 (50.0)
Obtain radio	43 (43.9)
Secure important documents	43 (43.9)
Know the farm’s emergency plan	41 (41.8)
Prepare an emergency supply kit	40 (40.8)
Fill necessary prescriptions	34 (34.7)
Prepare a first aid kit	30 (30.6)
Other ⁶	18 (18.4)
Knowledge of how to stay safe during a hurricane (n=98) ⁷	
Stay inside away from windows	77 (78.6)
Be prepared to evacuate if needed (Ex: have a to go bag ready)	75 (76.5)
Stay informed	70 (71.4)
Other ⁸	16 (16.3)

³Dangers of hurricanes cited by farm workers included wind (n=35), flooding (n=32), and rain (n=27).

⁴A common theme for farm workers who indicated no knowledge of the dangers of hurricane included having not received information about hurricanes before (n=11).

⁵Respondents could select multiple options so responses do not sum to 100%.

⁶Other preparation activities included buying supplies like food and water (n=6) and sheltering in place or at home (n=5), and do not know (n=4).

⁷ Respondents could select multiple options so responses do not sum to 100%.

⁸Other responses included sheltering in place or at home (n=10).

Table 3. Farmworker knowledge and communication received before the hurricane

Characteristic	N (%)
Knowledge of what an Emergency Action Plan (EAP) is (n=96)	54 (55.6)
Educated on the farm's EAP by an employer before the hurricane (n=51)	42 (82.4)
Knew ahead of time the hurricane was going to hit (n=87)	76 (87.4)
<i>Among farmworkers who knew ahead of time the hurricane was going to hit:</i> How information was received about the hurricane (n=76) ⁹	
Emergency alert text messages	63 (82.9)
Employer	59 (77.6)
Facebook	57 (75.0)
Crew leader	48 (63.2)
TV	38 (50.0)
Radio	35 (46.1)
TikTok	14 (18.4)
Instagram	8 (10.5)
Flyers and posters	6 (7.9)
Newspaper	6 (7.9)
Aware of resources and assistance before the hurricane (n=86)	
Yes	30 (34.9)
No	56 (65.1)
<i>Among farmworkers who were aware of resources before the hurricane:</i> Useful resources to have access to before a hurricane (n=30) ¹⁰	
Shelter locations	26 (86.7)
Local emergency services and resources	14 (46.7)
Safety education	12 (40.0)
Legal rights	5 (16.7)
Other ¹¹	3 (10.0)
<i>Among farmworkers who were not aware of resources before the hurricane:</i> Why do you think you did not receive this information? (n=56) ¹²	
Employer did not provide	31 (55.4)
Received alerts but were not in the language you speak	30 (53.6)
No radio or TV at camp site	23 (41.1)
Unable to navigate social media applications	12 (21.4)
Other ¹³	12 (21.4)
No internet access	11 (19.6)
Outreach worker did not provide	11 (19.6)

Recently arrived to the area	9 (16.1)
No cellphone	2 (3.6)

⁹Respondents could select multiple options so responses do not sum to 100%. Other responses included: Episcopal Farmworker Ministry (n=3), East Coast Migrant Head Start (n=2), AMERICAN (n=1), El Centro Hispano (n=2), El Proyecto (n=4), Other (n=4).

¹⁰Respondents could select multiple options.

¹¹Farmworkers who indicated “other” for useful resources included go to the store (n=1), water (n=1), and emergency first aid kit (n=1).

¹² Respondents could select multiple options so responses do not sum to 100%.

¹³Farmworkers who indicated “other” as to why they were not aware of available resources before the hurricane included, they were not provided resources or did not know where to look for said information/resources (n=8).

Table 4. Communication received by farmworkers after a hurricane

Characteristic	N (%)
Aware of available resources and assistance after the hurricane (n=97)	
Yes	42 (43.3)
No	45 (46.4)
<i>Among farmworkers who <u>were</u> aware of resources after the hurricane:</i>	
Useful resources to have access to after the hurricane (n=42) ¹⁴	
Local emergency services and resources	24 (57.1)
Shelter locations	29 (69.1)
Financial resources	14 (33.3)
Safety education	14 (33.3)
Legal rights	11 (26.2)
Other ¹⁵	5 (11.9)
<i>Among farmworkers who <u>were not</u> aware of resources after the hurricane:</i>	
Why do you think you did not receive this information? (n=45) ¹⁶	
Employer did not provide	28 (62.2)
Received alerts but were not in the language you speak	19 (42.2)
No radio or TV at the camp site	15 (33.3)
Other ¹⁷	14 (31.1)
No internet access	11 (24.4)
Outreach worker did not provide	7 (15.6)
Recently arrived to the area	6 (13.3)
Unable to navigate social media applications	6 (13.3)
No cellphone	0 (0.0)

¹⁴ Respondents could select multiple options so responses do not sum to 100%.

¹⁵ Other responses included food assistance as a useful resource (n=3).

¹⁶ Respondents could select multiple options so responses do not sum to 100%.

¹⁷ Other responses indicated that they did not know about or receive resources and did not know where to look for information/resources (n=12).

Table 5. Communication and training preferences of farmworkers

Characteristic	N (%)
Preferred language for communication and training materials (n=87)	
Spanish	79 (90.8)
English	4 (4.6)
Other ¹⁸	4 (4.6)
Effective ways to receive information before, during, and after a hurricane (n=98) ¹⁹	
Social Media	73 (74.5)
Meetings at the camp site led by crew leader or employer	48 (49.0)
Radio	43 (43.9)
Informational workshops at camp site	36 (36.7)
TV	27 (27.6)
Flyers and posters	22 (22.5)
YouTube	16 (16.3)
Other ²⁰	15 (15.3)
Preferred method of training (n=98) ²¹	
Self-paced videos	54 (55.1)
Classroom-style training	53 (54.1)
In-person interactive workshop	49 (50.0)
Webinar	27 (27.6)
Other	1 (1.0)

¹⁸Other languages included Haitian Creole or French (n=1) and Tseltal (n=1).

¹⁹ Respondents could select multiple options so responses do not sum to 100%.

²⁰ Respondents could select multiple options so responses do not sum to 100%. Other responses included text messaging (n=11) and WhatsApp (n=3).

²¹ Respondents could select multiple options so responses do not sum to 100%.

*Note: An additional question was asked that is not included in the above tables. Farmworkers were asked to mention any other training types from an employer or local emergency preparedness coordinator that they were needing outside of what had already been asked earlier in the survey. A common theme from farmworkers was they needed to be given or communicated to them about resources/information regarding hurricanes (n=37).

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