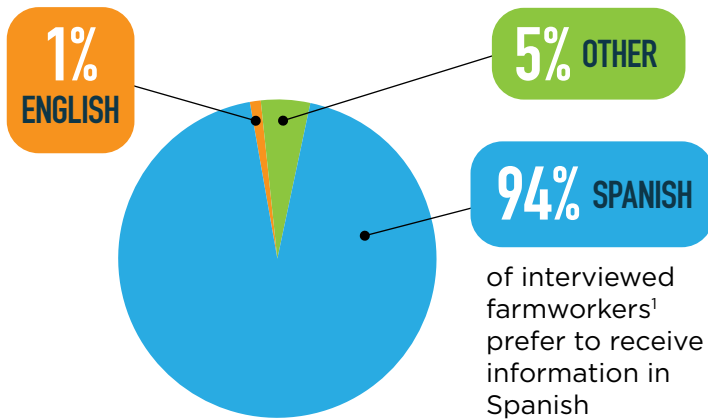


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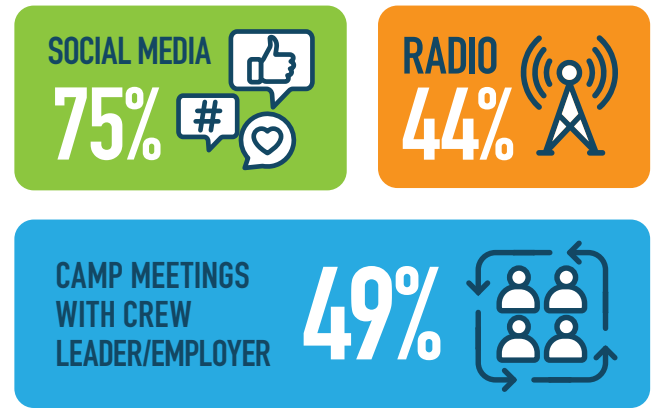
Farmworker Hurricane Preparedness Communication Needs

NCDHHS conducted a needs assessment to understand how farmworkers receive information regarding hurricane preparedness and recovery. The assessment was conducted in Sampson County, NC during September–November 2024.

Preferred Language for Communication

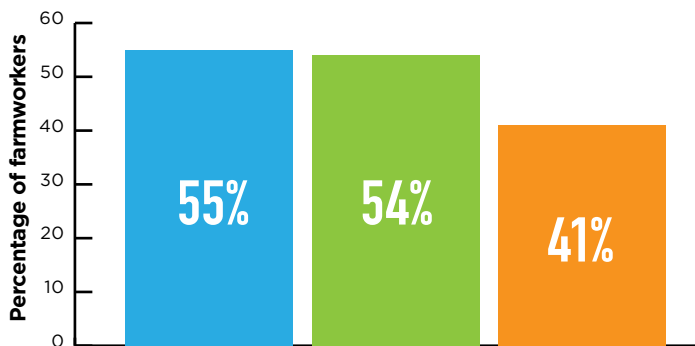


Preferred Method of Communication²



Why Farmworkers Did Not Receive Information on Hurricane Resources³

- Employer did not provide
- Received alerts but not in their preferred language
- No radio or TV at campsite



Footnotes:

¹Among farmworkers who indicated their preferred language (n=97)

²Among farmworkers who indicated their communication preferences (n=98)

³Among farmworkers who indicated they were not aware of resources before the hurricane (n=56)

Recommendations

- Translate information and resources into farmworkers' preferred language.
- Share information with farmworkers in their preferred language and across multiple methods of communication (social media, word of mouth, and radio).
- Provide hurricane resources (shelter locations, local emergency services, and safety education) to farmworkers before a hurricane makes landfall.

These recommendations can be implemented by emergency management, farmworker-serving organizations, migrant health clinics, farm owners or crew leaders, and public health agencies.



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