

Assisting migrant workers and undocumented residents in shelter operations begins in the planning phase. Many of these individuals may be hesitant to enter a government run or opened shelter they are unfamiliar with or may be unwilling to leave the farms they are working for fear of losing their jobs. Below are some recommendations and guidance for developing a strategy for reaching and assisting these populations.

Outreach

A coordinated outreach strategy that includes emergency management and a variety of traditional and non-traditional partners has proven to be effective in reaching and engaging migrant workers and undocumented residents. Through these suggestions, these populations will find more encouragement to go to a local shelter when necessary. This outreach should serve to mitigate some of the “pop-up” shelters that are common when migrant workers and undocumented residents need somewhere to evacuate but do not feel comfortable with government-sponsored shelters.

Some places to start in developing this strategy:

- Identify and engage local organizations, including religious organizations, that work specifically with the migrant and undocumented residents in your county.
- Determine with these organizational representatives what messages should be communicated and by whom. Consider making these into templates for easy and quick dissemination. Some topics to consider including in the templates are:
 - What happened?
 - What do I do?
 - Where do I go?
 - Who is the authority pushing this message?
- In some cases and with some organizations, it may be appropriate for the organization to be the lead in pushing emergency information to these populations. If this is determined to be the case, discuss timeframes and expectations for pushing information.
- Flood mapping of your County can also be compared to Department of Labor data on the location of migrant camps to determine where to focus any outreach strategies you develop.
- Organizations that work with migrant workers and undocumented residents regularly have indicated that Facebook seems to be the most effective social media method for reaching these populations.

Organizations for Identifying and Reaching Migrant and Undocumented Populations

Migrant and undocumented populations pose some special challenges in most jurisdictions, as they can be difficult to locate and demographic information may not be readily available. The following resources and organizations may offer insight into these populations residing in your county:

- Department of Social Services
- School system
- Department of Agriculture
- Faith-based organizations (e.g. Catholic Charities, Episcopal Farmworkers Ministries)
- US Census
- 911/PSAPs/Communications Centers
- Red Cross caseworkers

- Local Bilingual News Media
- Department of Labor
- Immigrations Lawyers
- Farm Worker Health Program
- Foreign Consulates

Resources Available

- The **Department of Agriculture** and local **Cooperative Extensions** should be able to point large farms in the County or farm associations. The farmers that hire undocumented residents may be able to assist in disseminating information.
- The **Department of Labor** is responsible for inspecting all migrant camps and is a good resource for reaching out to farmworkers, as they are in regular contact with the growers. This department will also be able to assist with identifying migrant camps in your County.
- Restaurant, landscaping, and construction industry representatives may also be able and willing to distribute information.
- Fire departments and law enforcement agencies that engage in regular outreach may be willing to distribute information. These organizations are also likely to be able to tell you where pockets of undocumented residents are located.
- The **North Carolina Farmworker Health Program** has outreach workers that do health education visits in migrant camps throughout the State. Coordinating with the local program representative may allow for more outreach opportunities and could also serve as a way to push information to a large number of people in these populations.
- The **American Red Cross** is currently developing a national initiative that would develop Latino Engagement Teams. These teams would be deployed to emergencies in order to engage Latino residents that may need additional resources, may be uncomfortable going to shelters, etc., and assist in disseminating information, perform unmet needs assessments, etc. Once the program is live, these teams will be requested and coordinated through the local Red Cross offices. The local Red Cross may also be utilized in the outreach strategy, as many of them are already engaged in outreach through their Pillowcase projects and other initiatives.
- The **Farmworker Advocacy Network** has created a toolkit that contains outreach materials, checklists, and extensive lists of resources and organizations and is available on their website. The agency also hosts a Spanish Facebook page, which is utilized to push storm information. A mobile app (Conectate Carolina) was also created to push information to farm workers.
- **Consulates** of the nations represented by migrant and undocumented populations often visit affected areas and provide economic aid to those affected by an event. Representatives encourage going to a shelter, provide information for other organizations, and often set up near shelters or in local community centers to address needs. Local emergency managers can request consular assistance or information through the State EOC.

Interpretation Services

Many local Social Services and Public Health Departments employ or contract with local interpreters. Planning may allow these to be utilized in shelter situations. These individuals may also be able to assist in directing where their services are most utilized throughout the jurisdiction in order to help find organizations and pockets of non-English speaking populations.