CHALLENGE: How to effectively understand and deliver worker health and safety education to young workers.

POSSIBLE APPROACH: Make it more relevant. Understand the context, culture, identity.

The interdisciplinary nature of the film will be encapsulated in the storytelling method. By focusing on the identities and cultural contexts of work, the project hoped to obtain insights on potentially recurring or unique factors that can improve educational strategies for worker health and safety of young underrepresented rural workers.
Why farm work?

Different worker health and safety issues within rural communities:

- Geographical Isolation
- Economic Development
- People (2.4 Million working farms and livestock; 70%+ Latinx immigrants; nearly 20% are 14-24)
- Sacred Land & Natural Resources

Premise of the project:
There is a culture of work which shapes the identity of farm workers. How does this impact the effectiveness communicating safety and health.
Lead-up to PTOP - RAD Lab
(Rural American Digital Digital Lab)
# 2018 RAD Lab *Pilot* Project

## PROJECT BASICS
- 22 students enrolled
- 19 working days
- 16 social justice lecturers
- 3 expert media mentors
- 6 design team partners
- 3 partner organizations

## CHALLENGES
- Minimal resources
- Focus solely on storytelling
- 275 mile span of locations
- Demographic Differences
**Seed.Root.Work. Approach**

<table>
<thead>
<tr>
<th>Holistic and Cultural Contexts Can Lead to Better Understanding, More Informed Strategies for Worker Health &amp; Safety Education</th>
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<tbody>
<tr>
<td>Understand the socio-cultural context</td>
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This project explores concepts such as workplace hazards, labor laws, worker rights, and other workplace safety concepts in context to a young worker’s life in rural Washington

**Scope** -> Students in Yakima Valley

**Interview Questions** -> Identity, Pressures, Pragmatics, and Pride

**Medium: Film, Up Close and Personal**

Humanize the worker as someone who grows up as identifying as a people.
The Implementing Team: RADLab Producer, Students, Film Instructor

**Six Months Producing**
- Identify students as Production Assistants
- Storyboard 3 x
- Questions
- Site visits
- Location Scouting
- Technical aspects, releases

**Editing**
- Retakes
- B-roll
- Layering additional information
- Screening
Selected Storytelling

- Identity
- Conditions of Work
- Future of Work
Film
Edit and Organize
What’s Possible? Empathetic, experiential occupational health and safety – integrate into WA Environmental Health Disparities Map.
Questions?