

Trauma-Informed and Community-Centered Responses to Immigration-Related Stress

Best Practices for Community-Based Participatory Campaigns

Three-Part Series

Thursday, July 23, 2026

12 pm PT/ 1 pm MT/ 2 pm CT/ 3 pm ET & AT



The series at a glance



SESSION 1

**Trauma-Informed
Care in Health Care
Settings: A Panel
Discussion**



SESSION 2 – YOU ARE HERE

**Best Practices for
Community-Based
Participatory
Campaigns**



SESSION 3

**Witnessing:
Understanding the
Effects of
Overexposure to
Stories of Suffering
and Trauma**

Presenter



Alma Galvan, MHC

Director of Community Engagement and Worker Training



Best Practices for Community-Based Participatory Campaigns

Alma R. Galván, MHC
Migrant Clinicians Network

July 23, 2026



During the session ...



- We'll go over key concepts about the trauma-informed approach to services
- We will identify best practices for developing community-based participatory campaigns.
- We will describe strategies for identifying community priorities and developing trustworthy messages that use simple and accessible language, including language justice practices.
- We will recognize approaches to create campaigns that share clear, accurate information and reflect the strengths and lived experiences of immigrant and migrant communities.

Trauma-Informed Focus

System - Culture

Principles

- Security
- Trust and transparency
- Support
- Collaboration
- Empowerment and choice
- Recognition and Addressing Historical Factors
- Cultural competence



Health Equity Framework

Key Elements (4R)

- Realize (Recognize) the impact of trauma.
- Recognize signs and symptoms in people.
- Respond by integrating this knowledge into all practices and policies.
- Avoid (Resist) retraumatization during interactions, from reception, to the point of making the next appointment.

Trauma-Informed Focus

- Being in a safe place
- Privacy
- Ask permission (ask)
- Respect
- Using appropriate language
- Listen
- Be flexible
- Avoid retraumatizing, accusing, or judging
- Seek collaboration in solutions
- Follow up or continue



System - Culture
Equity Framework

Adverse Childhood Experiences (ACEs)

Adverse experiences lived before the age of 18

- Abuse: physical, emotional, and sexual
- Negligence: Physical and Emotional
- Challenges at home
- Imprisonment
- Mental illness
- Substance dependence
- Separation/divorce
- Intimate Partner Violence

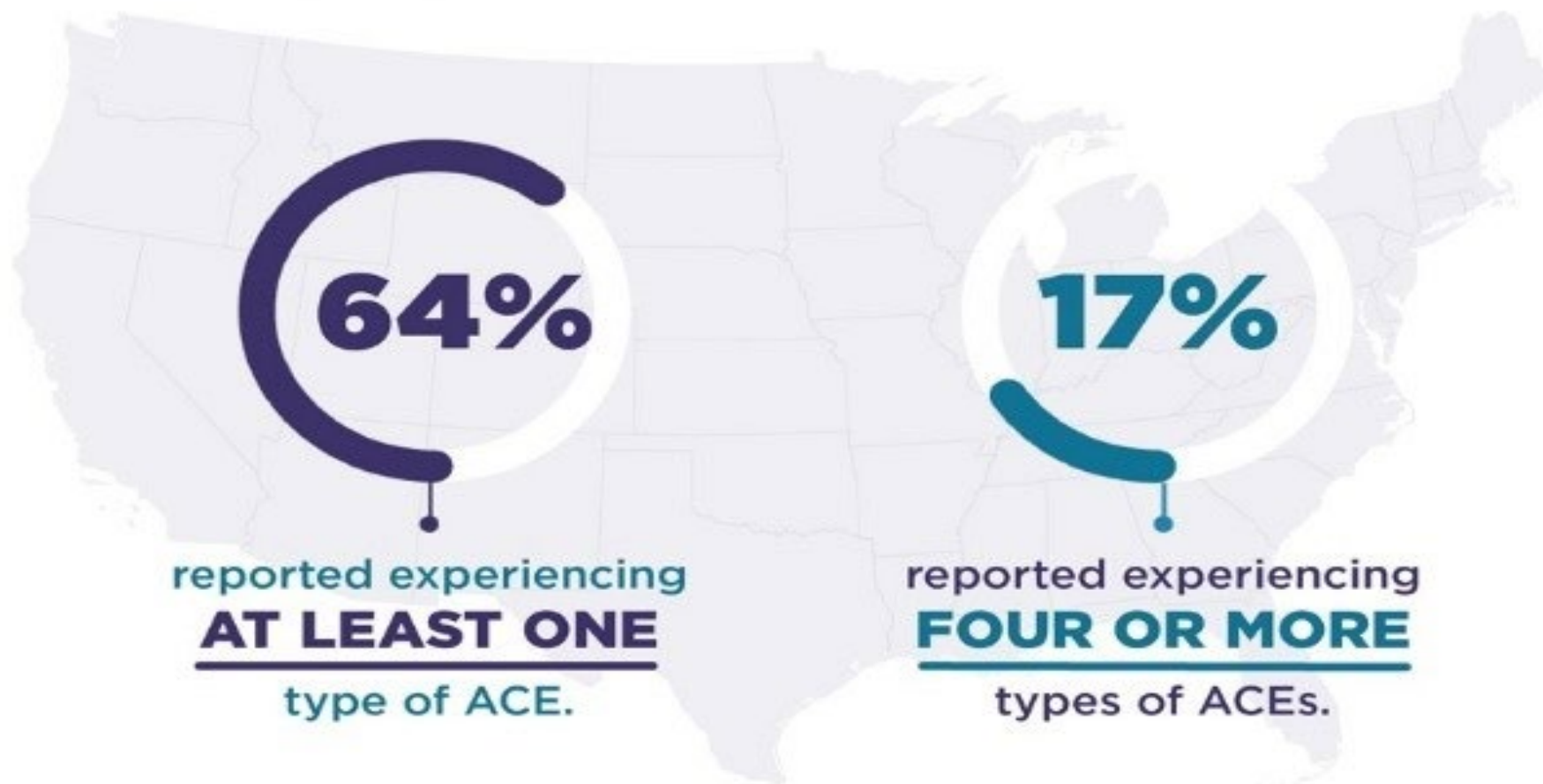


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Many People Report ACEs

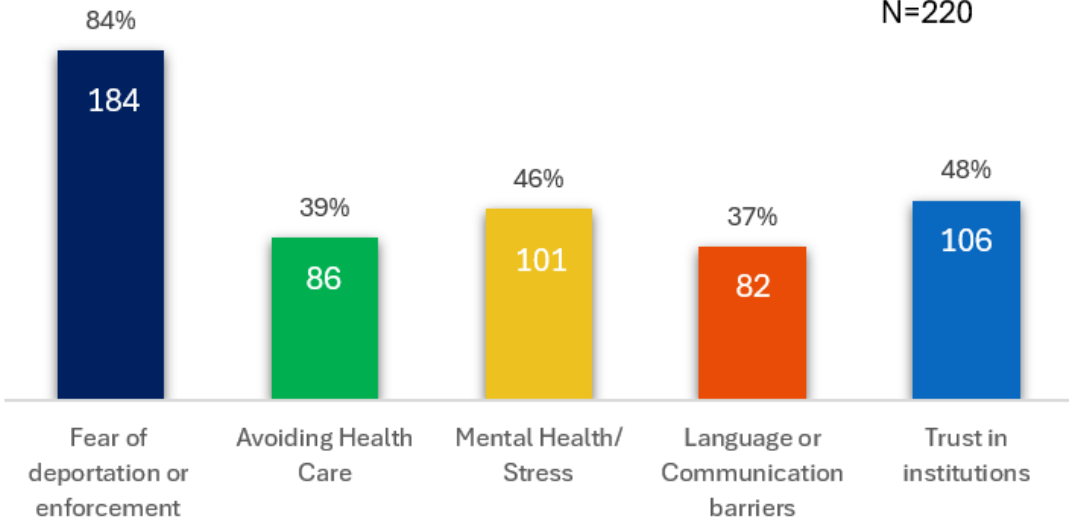
According to data collected from **adults across all 50 states and the District of Columbia** between 2011 and 2020:



Session 1 – Participants' responses

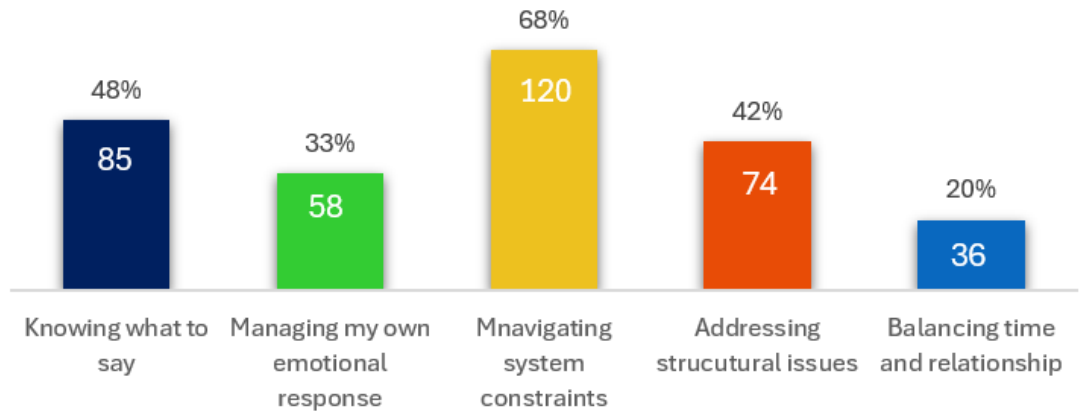
Most common concerns among patients

N=220



The most difficult aspect of interacting with patients stress about immigration

N=220



Risk Factors and Challenges for Immigrant and Refugee Communities

Immigrant and refugee communities face many barriers such as:

- 1 Language barriers
- 2 Toxic stress due to:

Fear of immigration status and deportation

Lack of stable housing, healthcare, and other rights denied to the immigrant community

Fear of ICE raids in the workplace and/or at home

- 3 Lack of trust in law enforcement when reporting DV or other crimes

Overall Trauma-Informed Practices for Working with Special Populations

Allow for Self Identification

Be Respectful of Confidentiality and Privacy

Create Inclusive Spaces

Develop Inclusive Language Habits

Educate Yourself Continually

Promote patient education and improved communication

Embedding screening and related services at central access points

Utilize peer navigator programs

Public health strategies

- Health promotion
- Language Justice
- Health Equity
- Popular education
- Community Engagement
- Impact reduction of emergencies on health



Effective Practices for Developing Community-Based Participatory Campaigns Using a Trauma-Informed Approach

Community Inclusion in Strategy Development

**Community Leaders
(CHW, Organizers, etc.)**

Language Justice

**Culturally Appropriate
Educational Materials**

Hyperlocal campaigns



Community Inclusion in Strategy Development



Shared decision-making



Develop strategies in the language of the community



Identifying and Using Community Resources



To ask, to observe, to avoid assuming, to accompany and test

- Rapid needs assessment
- Key informants
- Focus groups
- Group interviews
- Community Forums
- Semi-structured interviews
- Stories and emotions as data



Community Leaders

(Promoters, organizers, etc.)

- Trusted messengers
- Interpreters, facilitators, mediators of knowledge and management
- Knowledgeable about practices, attitudes, and language
- Appropriate dissemination channels



Language Justice

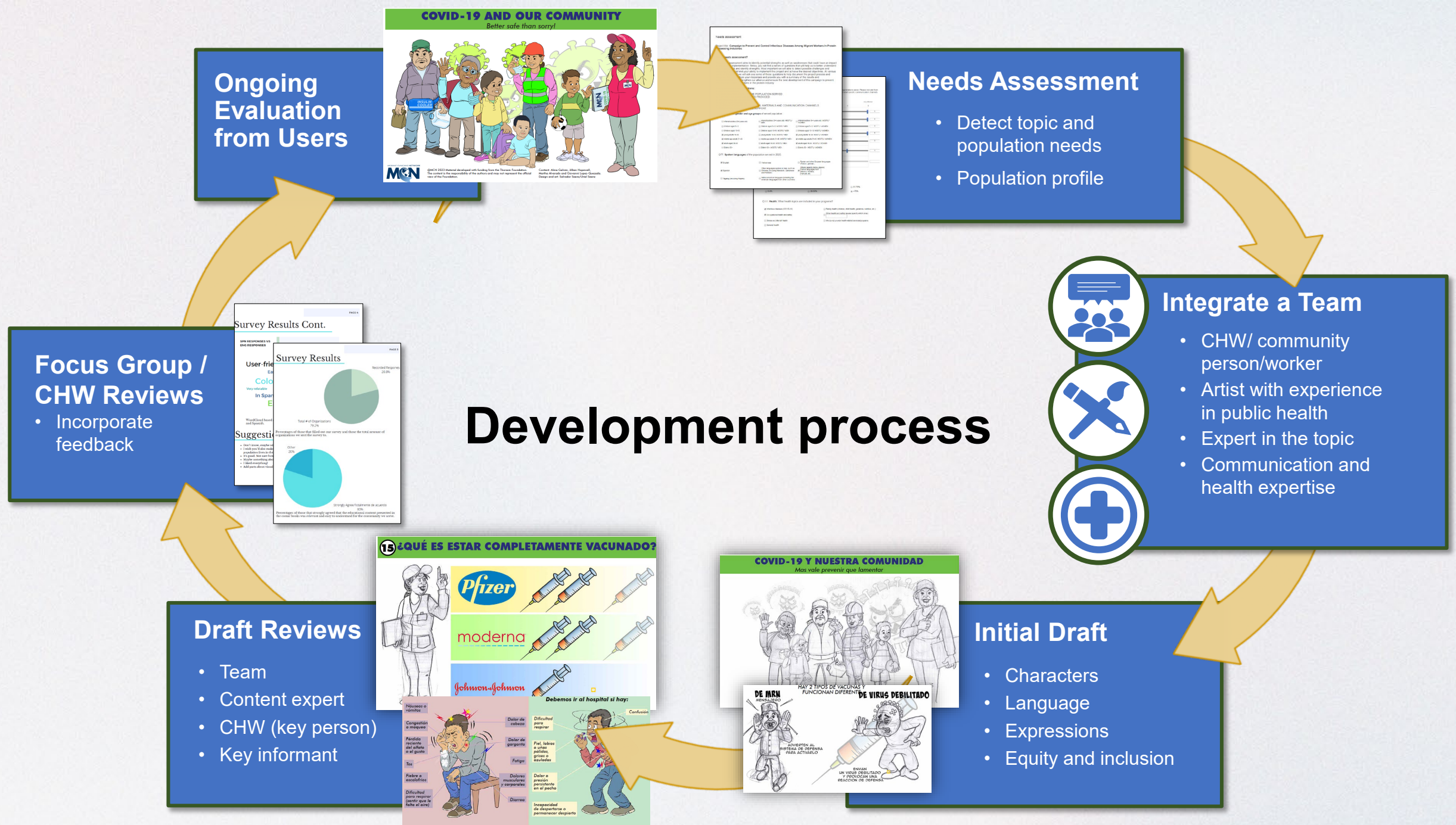
- Language as a gateway to worldview, culture, practices, and attitudes
- Use the language of the audience
- Recreate the concept to be discussed in the appropriate language
- Avoid literal translation
- Receive training in the language in which the information will be shared
- Popular education



Culturally Responsive Educational Materials

- Written in the audience's language
- Aligned with the audience's values
- Graphics and images that connect with the audience
- Accessible in different formats such as audio, printed materials, and video



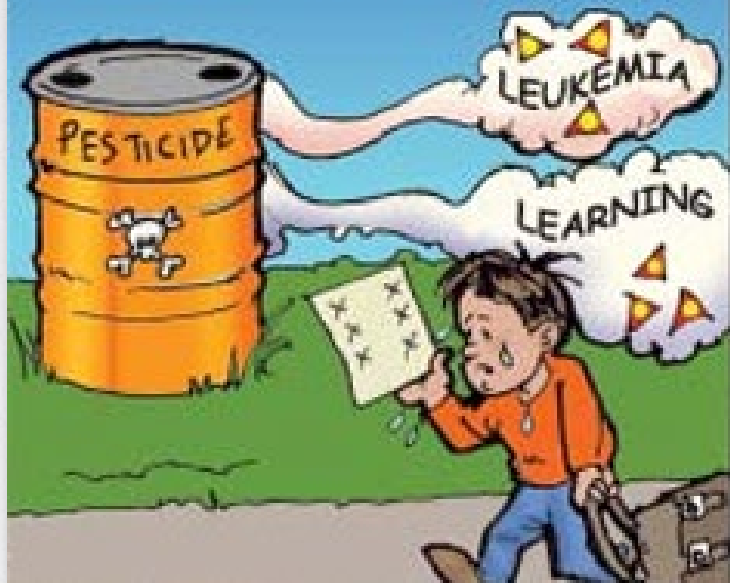


Poisoning can also be SUDDEN. This happened with the Martinez's child. He was playing outside when they were spraying. Even though he was not close to the field, the pesticides got to him. All of the sudden he had a headache, was dizzy, and he couldn't breathe. Everything was blurry. His parents took him to the doctor right away. They told the doctor that he might have been exposed to pesticides.

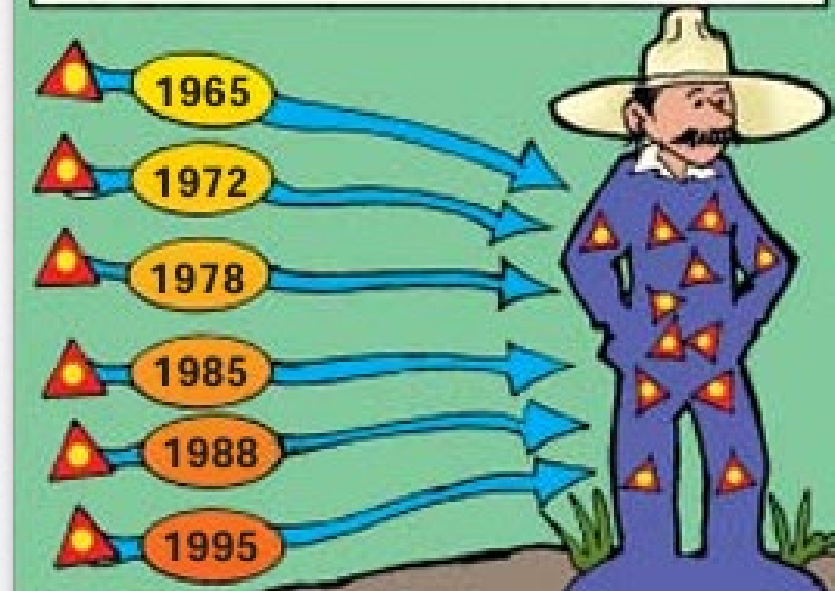


Connect with Their Reality

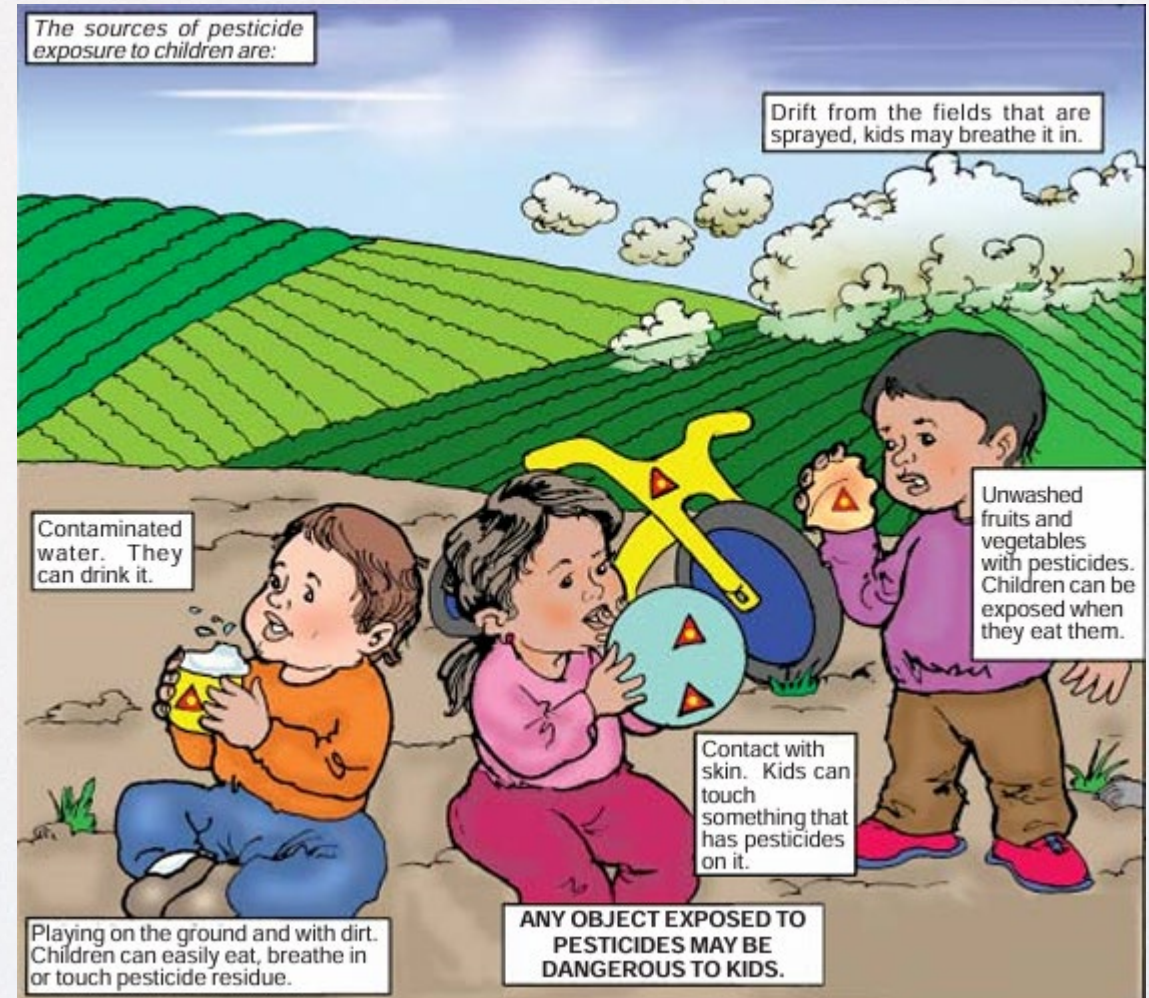
...they found that exposure to pesticides may cause some childhood cancers, such as leukemia, or cause learning problems.



Maybe, but maybe not! It is true that a little pesticide may not kill... But the exposure can be LITTLE BY LITTLE. Small amounts of pesticide each season, each year.



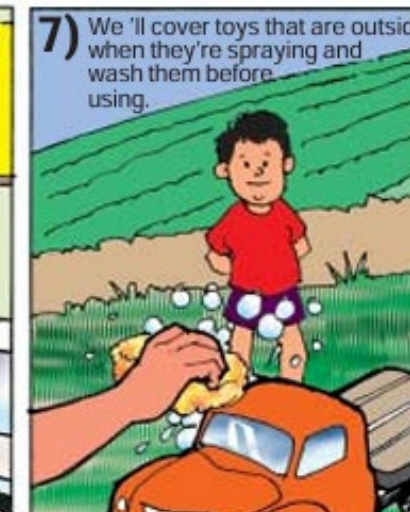
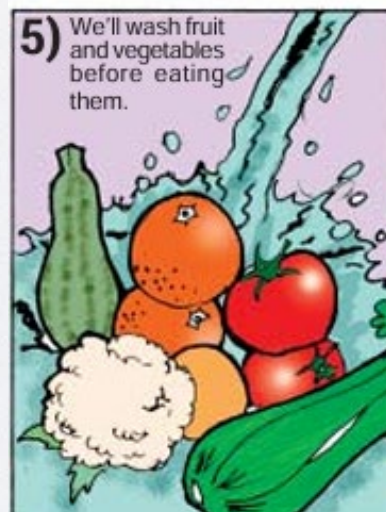
and What They Value...



Present Practical Solutions



Simple, Clear and Concrete



Culturally Responsive Educational Materials



Who Can Get the Updated COVID-19 Vaccine

In September 2023, the FDA approved the updated COVID-19 vaccine for 6 months and older. This resource shows who is eligible to receive the updated COVID-19 vaccine:

	People with weakened immune systems	You are likely eligible, talk to your health care provider.
	Unvaccinated	1 dose of the updated vaccine
	Previously Vaccinated	1 dose of the updated vaccine at least 2 months from the last dose.
	Unvaccinated Children 6 months – 4 years	2 doses of the Moderna updated vaccine or 3 doses of the Pfizer-BioNTech updated vaccine
	Vaccinated Children 6 months – 4 years	The number of doses of the updated vaccine depends on the brand and the child's vaccination history

If you recently had a COVID-19 infection, you still need to stay up to date with your vaccines, but you may consider delaying your vaccine by 3 months. Talk to your doctor about timing.

If you don't want Pfizer or Moderna (mRNA vaccines), Novavax is available in primary series and booster.

See CDC recommendations for up-to-date guidance:
www.cdc.gov/coronavirus/2019-ncov/vaccines/expect.html

MIGRANT CLINICIAN NETWORK
MCN For more information and resources, visit www.migrantclinician.org

Last revised: 9/19/23



POCO VENENO... ¿NO MATA?

segunda edición 2019

A LITTLE BIT OF POISON... WILL IT KILL YOU?

second edition 2019



EL QUE BUSCA, ENCUENTRA

APRENDIENDO SOBRE LOS SERVICIOS DE SALUD



AUNQUE CERCA... SANO

Una guía para proteger a los niños de las pestifidas



Segunda edición

Historia: Salvador Sáenz, Amy R. Looman, Patricia Juárez-Carillo, Alma R. Oviedo, y Kate Koush
Reconocimientos: National Children's Center for Rural and Adolescent Health and Safety, Farm Safety & 2000 Kids
Ejido Benito Juárez, en Chihuahua, México y Proyecto de Promoción de Antropología, UAM
Diseño y arte: Salvador Sáenz, Asistencia de arte y color: Uriel E. Sáenz

MI SALUD ES MI TESORO

ABRAZANDO LA VIDA CON DIABETES



MI SALUD ES MI TESORO

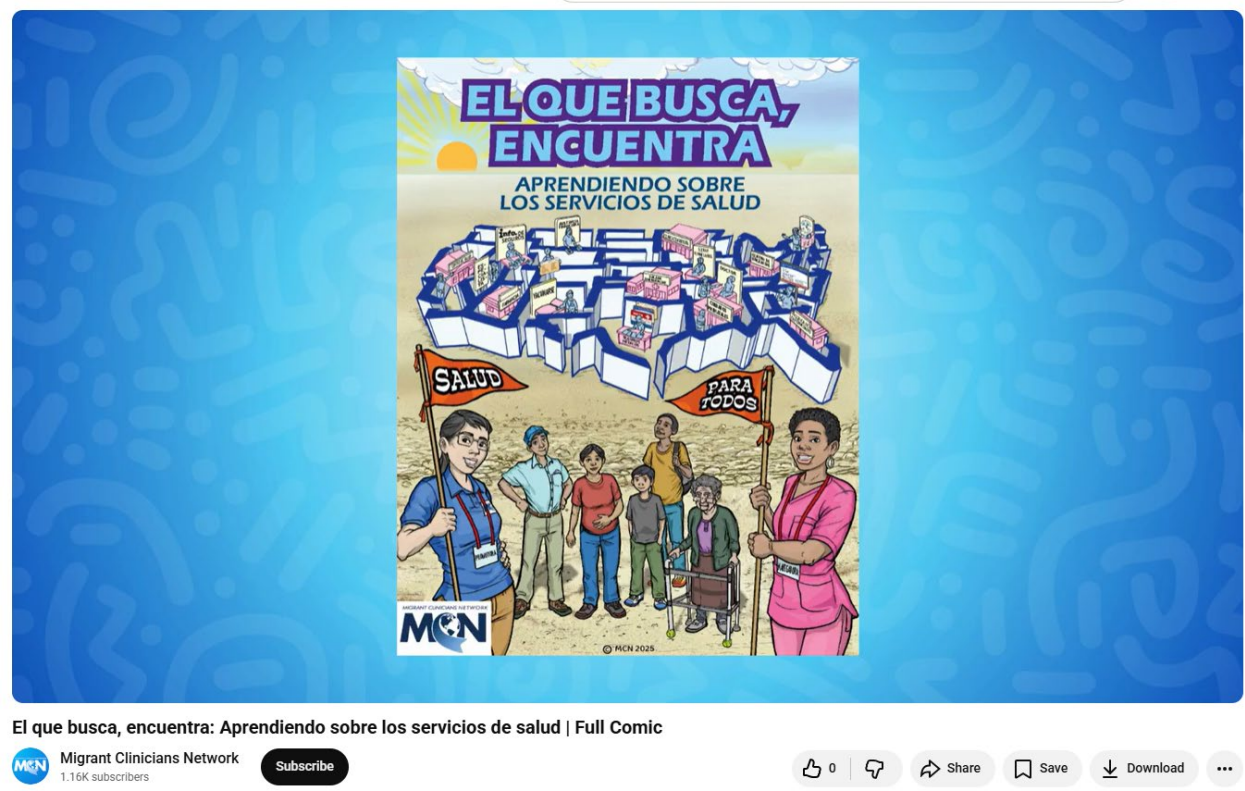
UNA GUÍA PARA VIVIR BIEN CON DIABETES



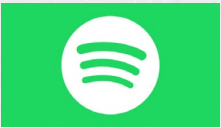
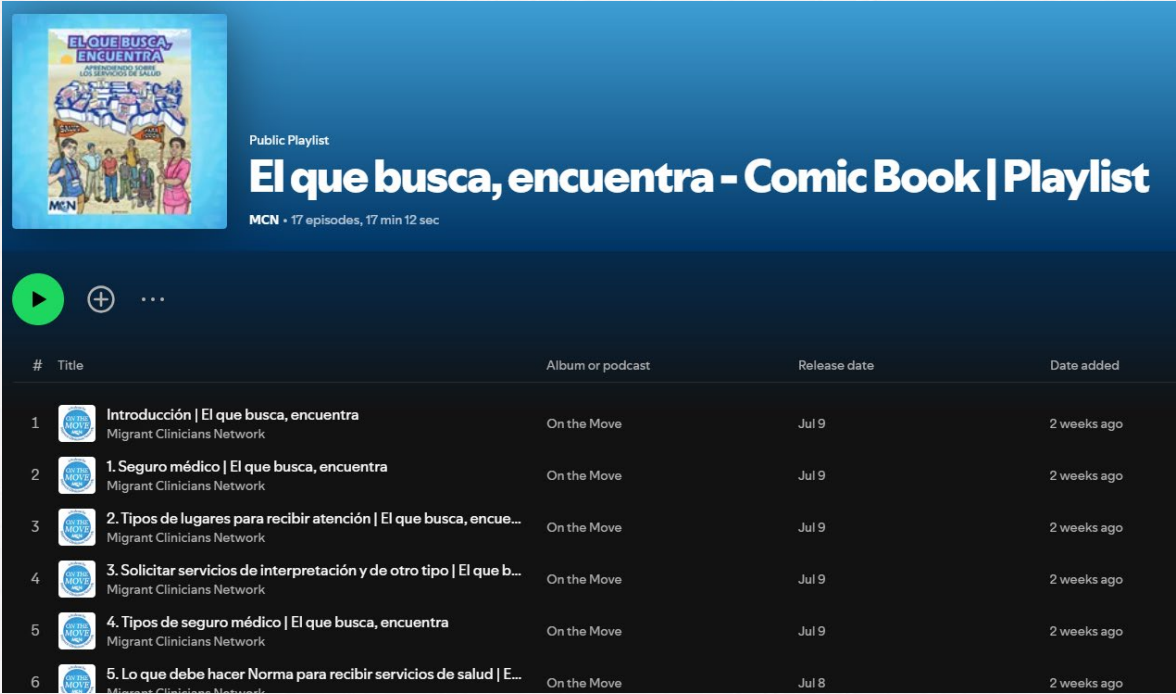
Nadie sabe que respira...
HASTA QUE LE FALTA EL AIRE!



When Reading Isn't an Option / Cuando leer no es una opción



Now available on YouTube (Audiobook)
Ahora disponible por YouTube (Audiolibro)



Now available on Spotify
Ahora disponible por Spotify

ADULTS GET VACCINATED TOO!

LOS GRANDES TAMBIÉN SE VACUNAN GRANMOUN YO VAKSINEN TOU!

PREVENTABLE DISEASE AND ITS SYMPTOMS

WHEN?

WHERE?

VACCINE

ADULTS GET VACCINATED TOO!

COMMUNITY HEALTH CLINIC

Updated 10/15/2025 Updated version of the calendar published by MCN in 2006 and sponsored by Migrant Clinicians Network sponsored by Centers for Disease Control and Prevention (CDC). This new edition was made possible by funding from the National Association of Community Health Centers (NACHC). The content is the responsibility of MCN and does not represent the official opinion of CDC or NACHC.

Technical script: Alma Galván, Deliana García, Migrant Clinicians Network. Design and art: Ricardo Castillo

Adults Get Vaccinated Too: Calendar

Adults Get Vaccinated Too: Comic Book

ADULTS GET VACCINATED TOO!

VACCINATIONS

COMMUNITY HEALTH CLINIC

ADULTS GET VACCINATED TOO!

COMMUNITY HEALTH CLINIC

Material developed in 2025 based on MCN's 2006 vaccination schedule resource, with support from the National Association of Community Health Centers (NACHC) via funding from the Centers for Disease Control and Prevention. Revised in 2025 with donor support. The content is the responsibility of MCN and may not represent the official views of NACHC.

Technical script: Alma Galván, Deliana García, Migrant Clinicians Network. Art and design: Ricardo Castillo

MARCH 2026 FREE DISTRIBUTION

Hyperlocal campaigns

- No fuss (exaggerations, extremes)
- Different audiences (youth, parents, seniors)
- With credibility from trusted leaders (promoters, organizers, key people)
- Topics that are priorities and of immediate interest
- Include appropriate educational materials
- Part of larger actions of community mobilization, etc.



Examples

**Communication
Manual**

**COVID-19
Farmworkers
lives**

**Vaccination
is...**

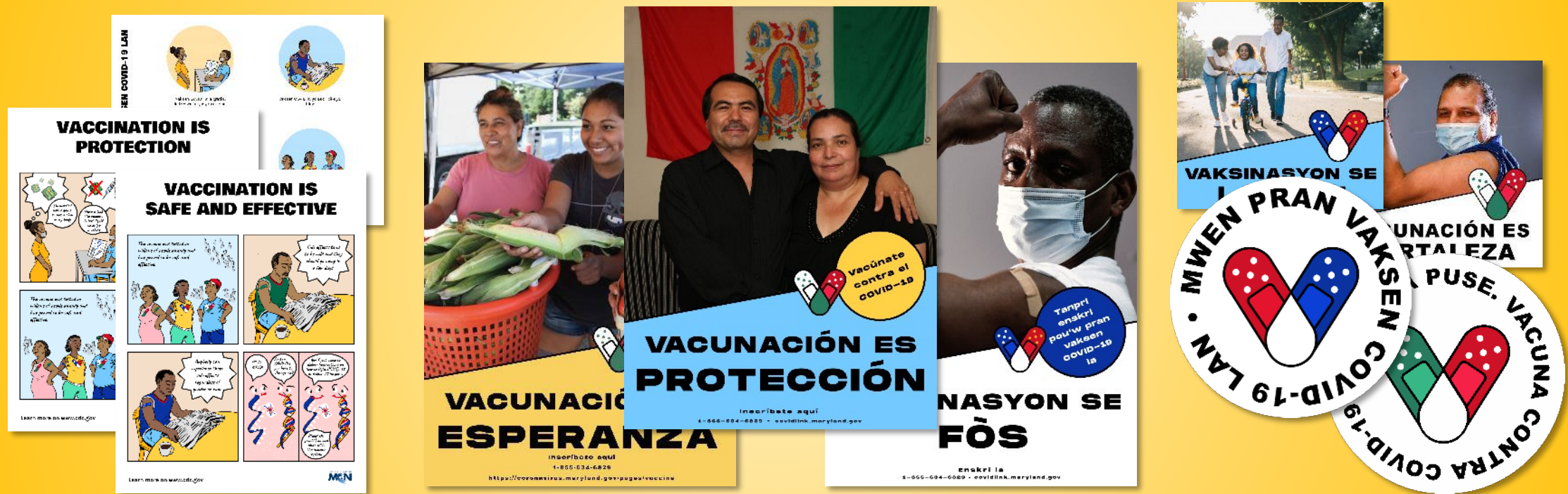
NACES

**Community
mobilization**

**Embracing
Life with
Diabetes**

***GOTA
Humanity that
builds and
strengthens***





“Vaccination Is...” Communication Campaign

MCN has developed fully editable materials to help promote vaccination against COVID-19 in any community.

Print | Social Media | Graphics | Videos | Templates



**VACCINATION IS
HOPE**

REGISTER AT
1-800-000-0000 + website link



**VACCINATION IS
STRENGTH**

REGISTER AT
1-800-000-0000 + website link



**VACCINATION IS
PROTECTION**

REGISTER AT
1-800-000-0000 + website link



Designing Community-based Communication Campaigns

Community Communication Campaign Design Manual

- Offers helpful steps and support materials to use while designing a hyperlocal campaign
- Specific to your community
- Flexible
- Fully editable
- Ready to print or download in English and Spanish
- Contains examples, resources, templates, and formats for hyperlocal campaigns

Fully Editable Materials & Templates

- ✓ **All materials can be edited** in PowerPoint / Google Slides
- ✓ **Social media templates** for creation of graphics to accompany posts and frames for profile pictures.
- ✓ **Video templates** in Canva allow communities to lend their own voices to vaccination efforts.

Poster templates for
community photos



Illustrations available
for use in materials



How to Create
Videos for
Social Media



Videos on how to edit resources



How to edit the
"What to Expect
When Getting the
COVID-19 Vaccine"
Resource Template



How to edit
the Vaccination
Campaign Brochure
Template

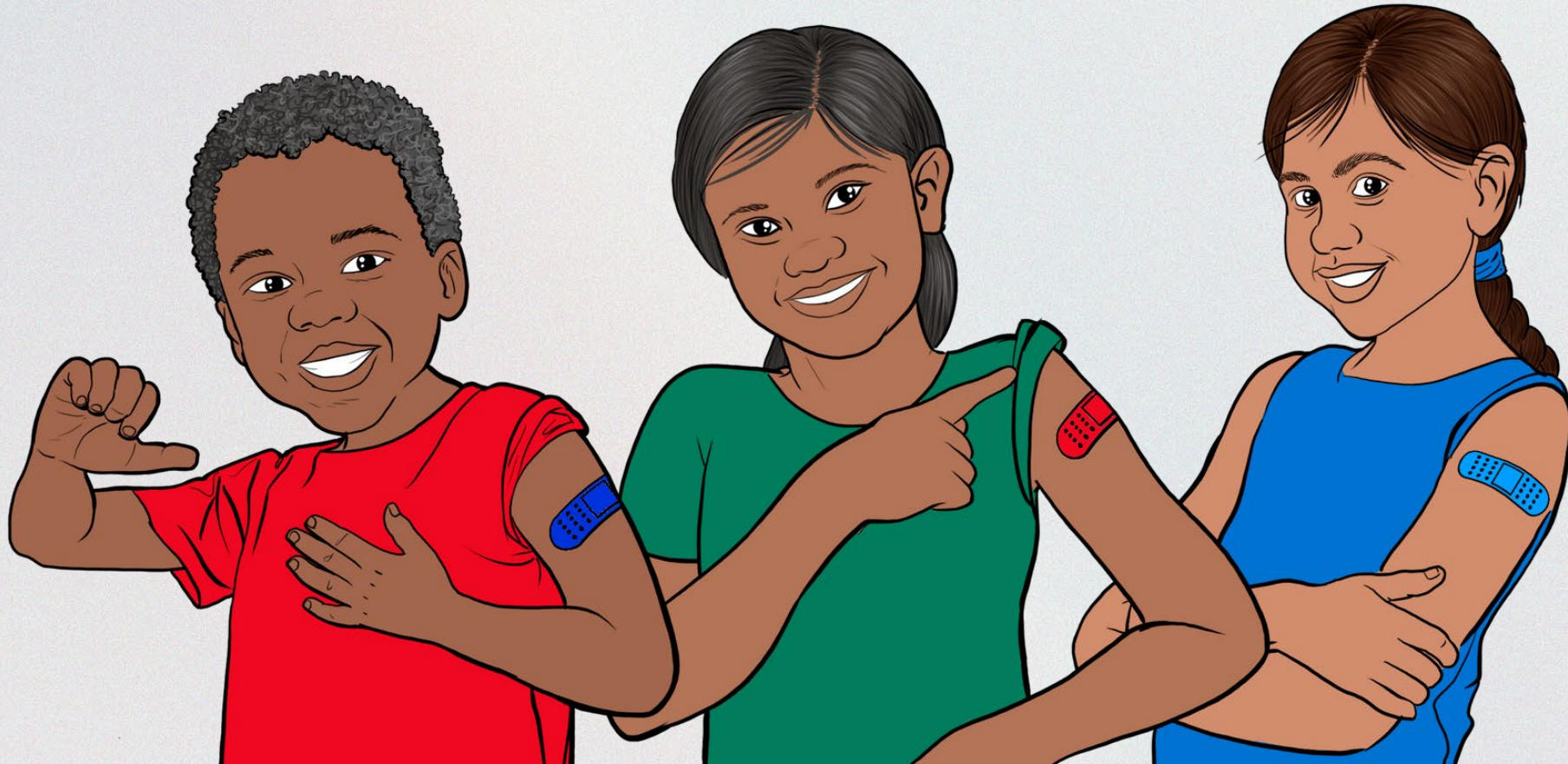
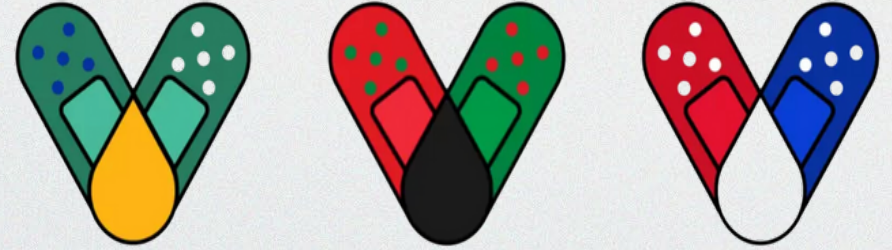


How to edit
the Vaccination
Campaign Poster
Template

Image Bank

COVID-19 Vaccine Education Materials: Images

Please feel free to use the following images for social media, print, or other purposes.



**HUMANIDAD
QUE CONSTRUYE
Y FORTALECE**



**HUMANITY
THAT BUILDS AND
STRENGTHENS**



CAMPAIGN 2026

- Changing the current narrative
- Clear up misconceptions
- Clarify stereotypes about migrants and immigrants
- Report on migration



- Created by a group of agricultural organizations
- Volunteer support
- Recordings by the same people on their cell phones
- Production made by volunteers, & clinic in Salinas, CA
- Approximately 40 videos





GOTA

Grupo de organizaciones
de trabajadores agrícolas

Campaign 2026



SÍGUENOS

FOLLOW US



FACEBOOK



@GOTA2026



INSTAGRAM



@gota.connect



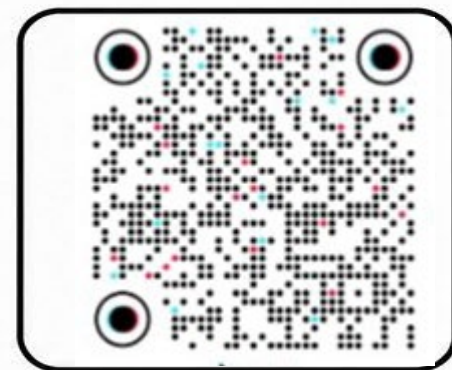
YOUTUBE



@GOTA_2026



TIKTOK



@gota0731



GOTA.connect@gmail.com

HUMANITY THAT
BUILDS AND STRENGTHENS

HUMANIDAD QUE
CONSTRUYE Y FORTALECE



Like / Dale Like



Share / Comparte



Subscribe / Suscríbete

Other Types of Hyperlocal Campaigns

- Home Meetings (Safe Spaces)
- Health Fairs
- Flipcharts
- Grupos de WhatsApp o Facebook



- Connect communities to social services
- Informs about culturally sensitive and trauma-informed health services

Key Takeaways



**There is
nothing
without
community**

**Language
Justice**

**Trust,
listening
and
respect**

**Hyperlocal,
participatory
approaches**

**Clear, simple,
and practical
messages**

**Culturally
appropriate
materials**

**Trauma-
informed
services as a
cross-cutting
guideline**

Evaluation



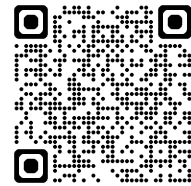
Thank you and connect with



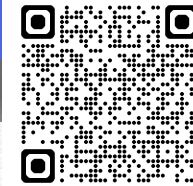
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resources



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from the field



Attend our virtual
trainings



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@migrantcliniciansnetwork

and a lot more at



www.migrantclinician.org



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Thank you for joining us

Next in the series:

Session 3 - Witnessing: Understanding the Effects of Overexposure to Stories of Suffering and Trauma –

August 27, 2026