

An illustration on a light orange background. At the top, two hands are shown in a stylized, bold black outline. The hands are positioned as if sowing seeds. Below the hands, several yellow, crescent-shaped seeds are scattered. At the bottom left, a small green seedling with two leaves grows out of a mound of brown soil. The entire scene is framed by a thick black border.

Seed. Root. Work.

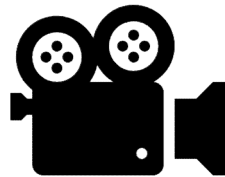
October 2019

Northwest Center for Occupational Health & Safety Professional Training Opportunities

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.



Inventing

Community

Connecting

Lead-up to PTOp - RAD Lab
(Rural American 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

Holistic and Cultural Contexts Can Lead to Better Understanding, More Informed Strategies for Worker Health & Safety Education

Understand the socio-cultural context

Insight into opportunities and barriers to safe work for young rural workers



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

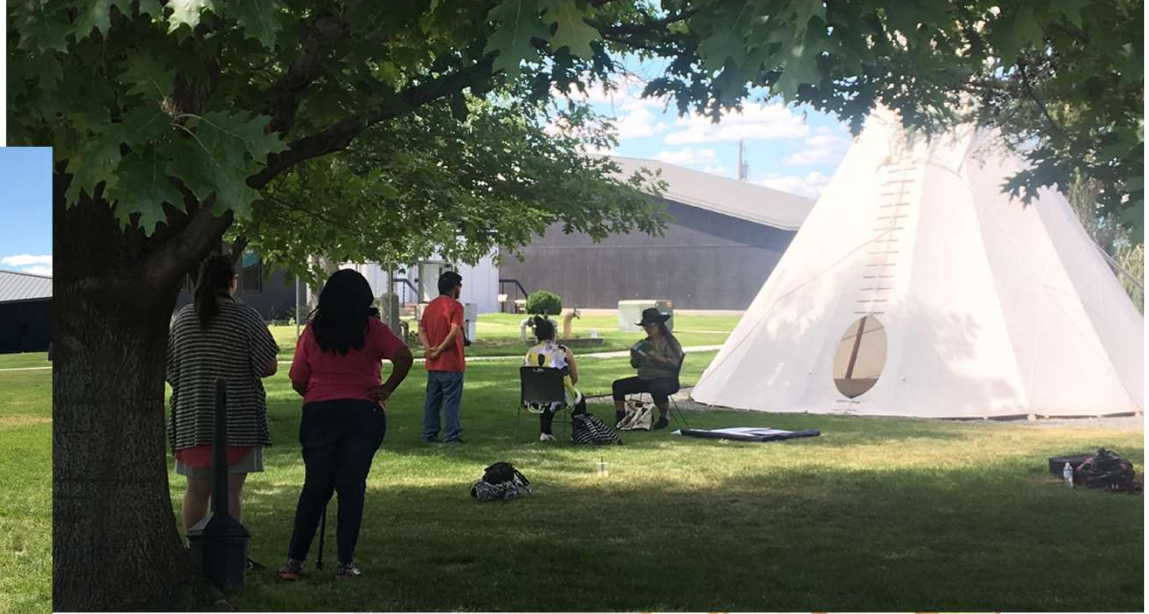


Conditions of Work

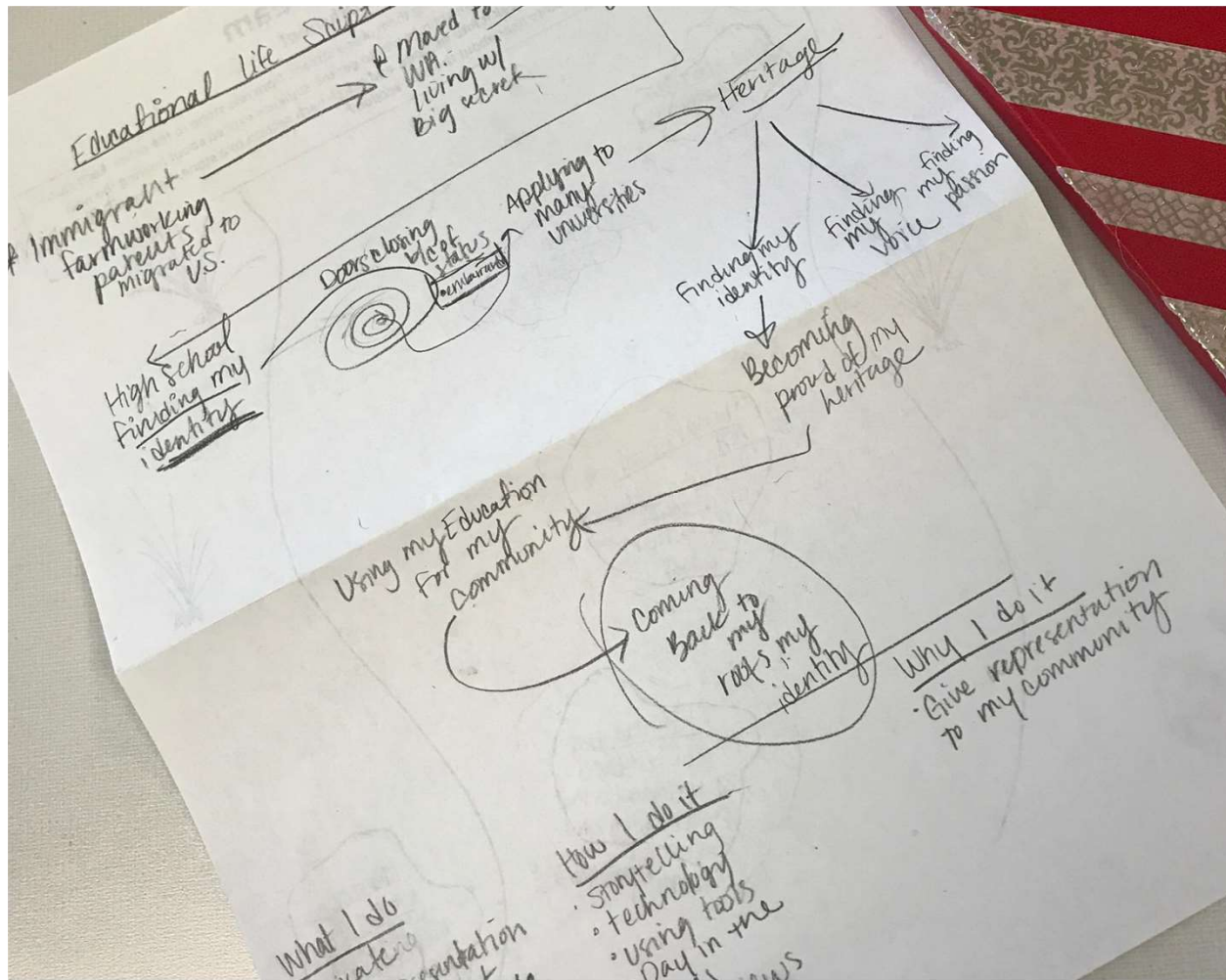


Future of Work





Film



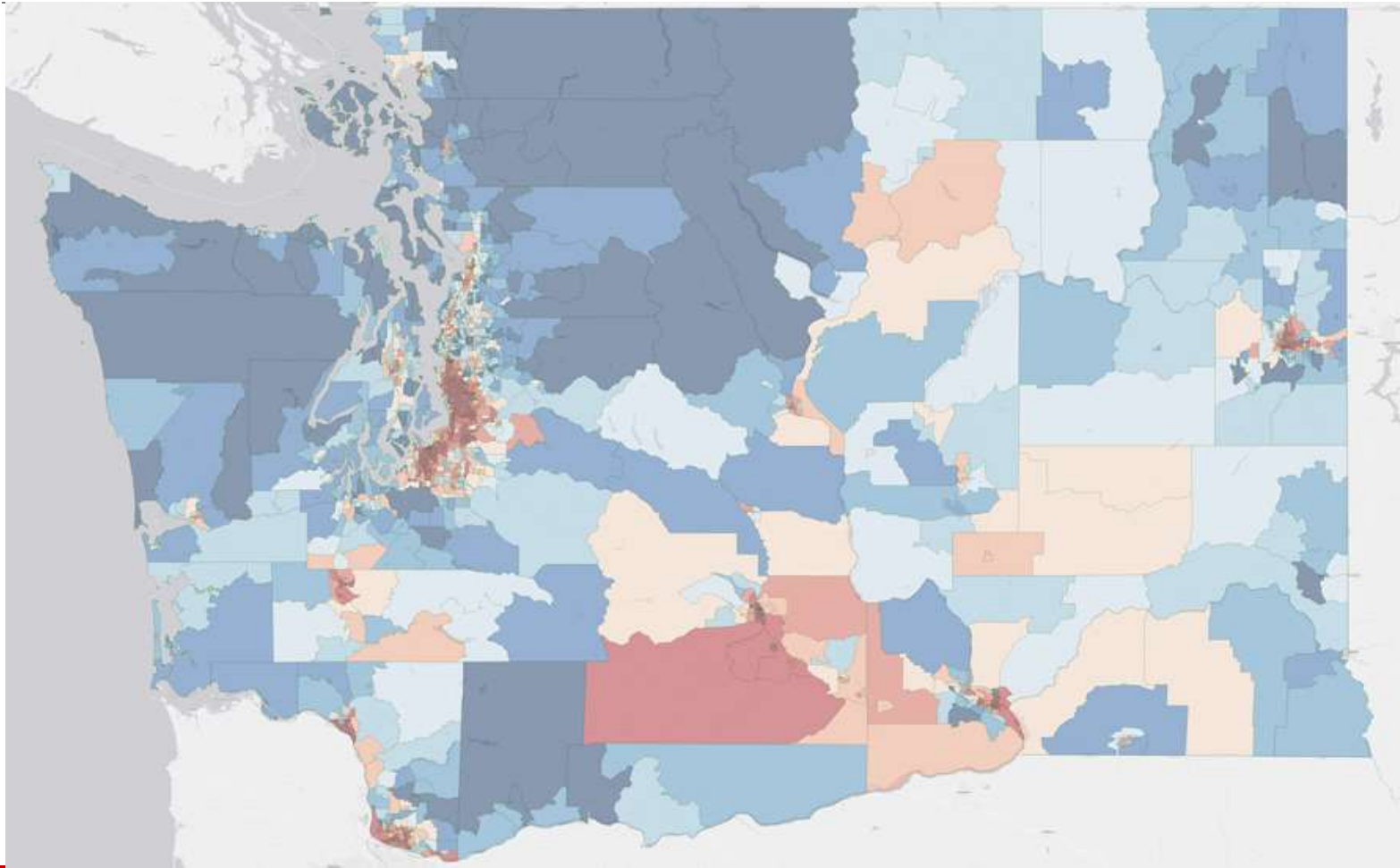
Edit and Organize

Seed.Root.Work





What's Possible? Empathetic, experiential occupational health and safety – integrate into WA Environmental Health Disparities Map.



Questions?

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