Environmental Outreach to Spanish-Speaking Audiences

"There's More to Spanish Outreach than Translating Your Brochure."

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Acknowledge Demographics

- Latino Immigrant population continues to grow steadily
- Largest minority by year 2050
- California has the largest Latino Spanish-speaking population

Avoid Assumptions

- Latinos do not recycle because they do not care about the environment
- A literal translation of already produced materials is enough
- All Latinos are Mexican in California; therefore, all Latinos have same experiences

Community Outlets

Community Events & Local Organizations

Direct Outreach

Create Partnerships

Labor Centers

Community Outlets cont.

Workshops

Promotores Verdes

[redacted]

Cultural Approach

Bilingual-Bicultural Staff

Personalized Messages

- **Approach Audience**
- **Relate to their experience**
- **Be innovative**
- **Have Fun!**

Local Media Outlets

Local Radio

Local Newspapers

Local Magazines

Local Television

Community Access

Culturally Relevant Message

- Local media, local message
- Mini-Dramas
- Interview Participation
- Outreach Materials

Outreach Materials

- Think about demographics (use familiar words)

  Stormdrain/drenaje pluvial (alcantarilla, drenaje, desague de la calle)

- Do not use a textbook Spanish translation

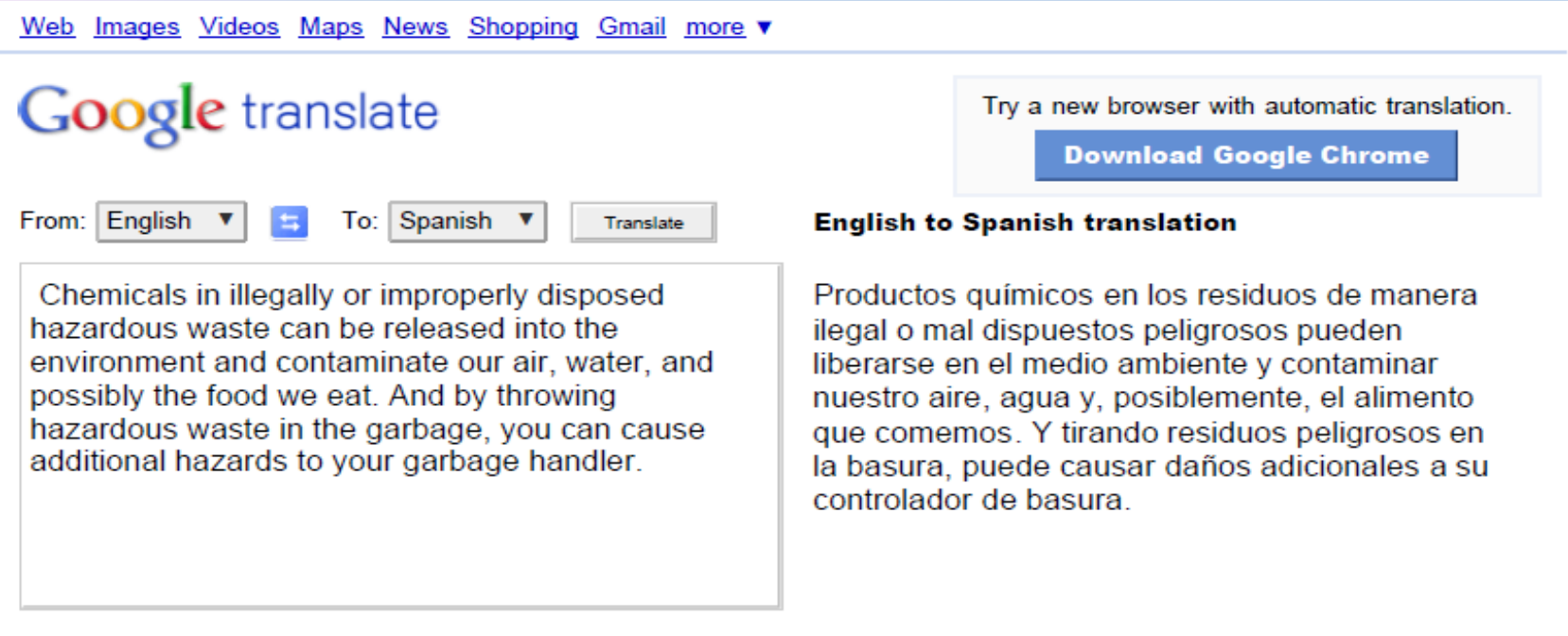
  Sewer (drenaje, alcantarilla), it also means cosedor/sewing machine

- Include illustrations (make it simple)

- Try to accommodate all literacy levels

Outreach Materials cont.

A small word can change the entire meaning of a sentence, a paragraph or a complete document



Los químicos que se encuentran en los residuos peligrosos que se tiran ilegalmente, pueden liberarse al medio ambiente y contaminar nuestro aire, el agua, y posiblemente la comida que consumimos. Al tirar los desechos peligros en la basura, usted puede causar daños adicionales a las personas que recogen su basura.

When Ready to do Outreach

- Always presume unfamiliarity with recycling
- Highlight benefits of recycling
- Explain how and what to recycle
- Make connections:
  - Culturally-familiar behaviors when sorting garbage
  - Reusing of materials

Do not Forget to Have Fun!

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