

Communicating with the Hispanic Visitor

National Bilingual Water Safety Subcommittee

Robert Moreno, SPK

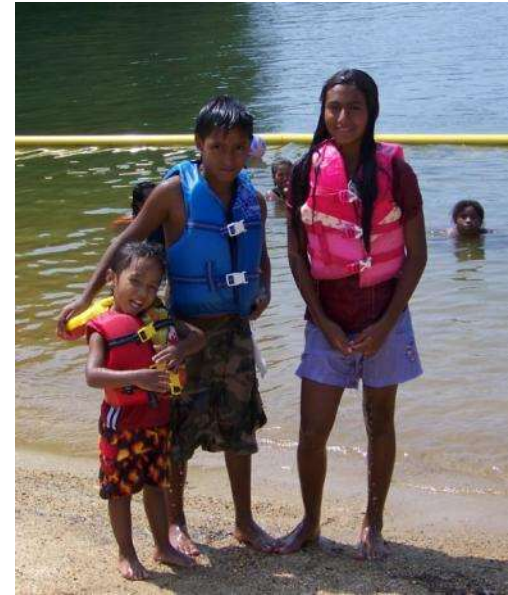
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The terms “Latino” and “Hispanic” are used interchangeably in the United States to denote the people who define themselves as of “Latino, Hispanic, or Spanish” origin. Demographics of the Hispanic population are based on the cultural roots people identify as their own, not on their place of birth.



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Purpose:

- Establish a Bilingual Support Program (BSP) within USACE to provide the public notification needs for Spanish speaking visitors.
- Serve as clearinghouse for the translation of water safety information.
- Improve Corps visitor assistance, recreation and water safety efforts to effectively communicate with the rapidly growing number of Hispanic.
- Improve public safety at Corps projects.



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National Bilingual Subcommittee

Background:

- Formed in 1997.
- The subcommittee has translated numerous public water safety informational and promotional materials considering the regional differences of the Spanish language.
- The National Water Safety Program Manager formed the subcommittee to provide a translation service to the National Water Safety Committee.
- As the need for support of Hispanic water safety became apparent to our field operations staff, this subcommittee has led an effort to improve communication with this growing segment of the visiting public.



Meet the National Bilingual Subcommittee



Nelson Colón (SAJ), Juanita Souther (SAW), Javier E. Pérez Ortiz (SAM), Robert Moreno (SPK), Eric C. Haskell (SAM)



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National Bilingual Subcommittee

What we can do for YOU:

- Bilingual Water Safety Webinars & Workshops
- Provide assistance with Spanish translation
- Meet with Hispanic media to network and share ideas
- Develop PSAs and other media scripts



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Water Safety Promotional Materials

- We provide in-language materials
- Translate basic water safety information, develop short water safety messages, assist in events, provide bilingual products.
- Use culturally relevant imagery



LIFE JACKET LOANER STATION

RULES & REGULATIONS:

- 1) Life jackets are available on a first-come-first-serve basis.
- 2) Parents/Guardians are responsible for making sure their children are in the right sized life jacket. If the size is incorrect, the life jacket will not work effectively.
- 3) Borrower assumes all responsibility and liability of life jacket use/non-use.
- 4) Borrower will not hold liable any party involved in the distribution of life jackets.
- 5) Borrower must inspect life jacket prior to use to make sure life jacket is in good working condition.
- 6) Return life jackets to this station before leaving the park!

THANK YOU FOR YOUR COOPERATION!

ALWAYS SWIM WITH A BUDDY, NEVER ALONE!

Estación Para Prestar Chalecos Salvavidas

REGLAS Y REGULACIONES:

- 1) Las cantidades de chalecos salvavidas son limitadas.
- 2) Los padres ó guardianes tienen la responsabilidad de asegurar que sus niños tengan la talla correcta del chaleco salvavidas.
- 3) El prestatario asume toda la responsabilidad del chaleco salvavidas.
- 4) En caso de ocurrir un accidente, el prestatario no culpárá ningún representante del gobierno involucrado en la distribución de los chalecos salvavidas.
- 5) El prestatario debe examinar el chaleco salvavidas para asegurar que el mismo esté en buena condición.
- 6) ¡Devuelva los chalecos salvavidas a esta estación antes de salir del parque!

¡Gracias por su cooperación!

¡SIEMPRE NADE CON UN AMIGO, NUNCA SOLO!

Water Safety Materials Produced

- Translated water safety messages and PSAs that will be made available on the NRM Gateway
- National Water Safety Program Products
 - Bobber the Water Safety Dog Cartoons and Activity Book
 - “Are You Next” Water Safety Tips
- Signs for National Sign Program
- National Recreation Survey Comment cards ERDC
- Visitor Assistance and Regulatory enforcement.



Assisted NSBC with reviewing Spanish translation



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Are You Next?

Expect the Unexpected

Wear Your Life Jacket



¿Serás tú el Próximo? Espera lo Inesperado. Use un Chaleco Salvavidas.

This is what you need to know to... Avoid Being Next!

Esto es lo que debe saber... Para que no Seas el Próximo!

Wearing a Life Jacket Can Save Your Life

To ensure that you survive unexpected slips or falls overboard wear your life jacket, because it buys you time to be rescued. It only takes an adult an average of 60 seconds to drown and on average it takes 10 minutes for a strong swimmer to put on a life jacket after entering the water. If you will not wear it for yourself then wear it for those who love you. Great information on life jackets can be found at www.pfdma.org/.

El Usar Su Chaleco Salvavidas Le Puede Salvar Su Vida

Para asegurar que usted sobreviva cualquier inesperada caída o resbalo, use su chaleco salvavidas, el mismo o le puede suministrar el tiempo necesario para ser rescatado. Al adulto promedio le toma tan solo 60 segundos para ahogarse; y a una persona le toma alrededor de 10 minutos ponerse un chaleco salvavidas una vez esta dentro del agua. Si no lo quieres usar, hazlo por aquellas personas a quien amas. Encontraras excelente información sobre los mismos en:

www.pfdma.org/

Never Exceed Your Swimming Abilities or Swim Alone

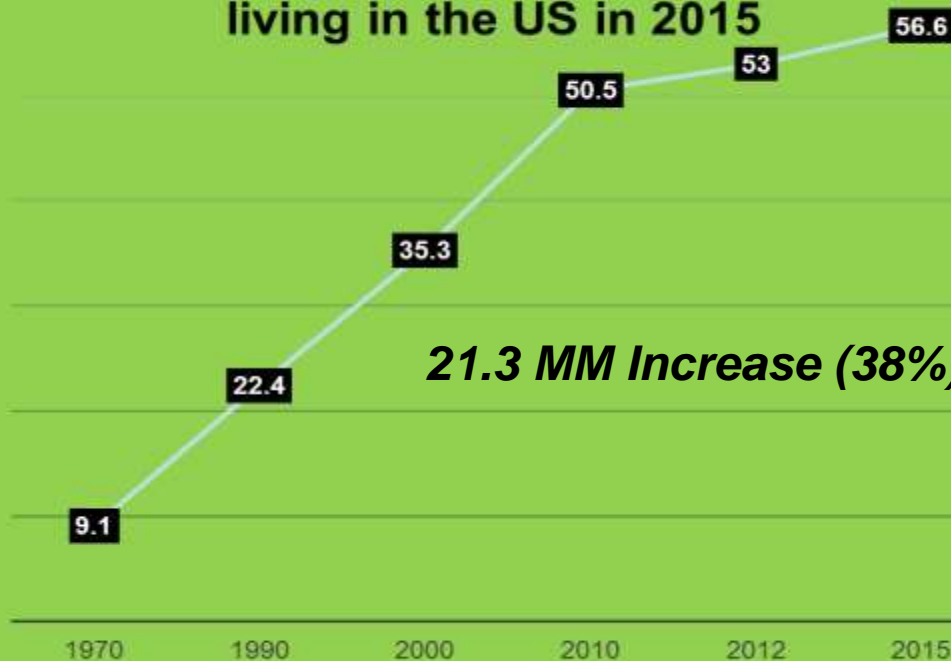
Regardless of how well you swim you could have to fight for your life due to unexpected conditions such as waves, current, or exhaustion. A fellow swimmer can help you out when you encounter the unexpected. Remember your swimming abilities are likely to decrease with age so don't overdo it.

Nunca Excedas Tus Habilidades ó Nades Solo

Independientemente de que tan bien sepas nadar, recuerda que tendrás que luchar por tu vida debido a condiciones inesperadas tales como: cansancio, corrientes ú oleaje. Un compañero puede ayudarte a sobrellevar lo inesperado. Recuerda que las mismas van a ir disminuyendo de acuerdo a tu edad.

In Only 15 Years...

US Hispanic Population
56.6 Million Latinos
living in the US in 2015



In 2015 the U. S. Hispanic population was 56.6 million.



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Hispanic Facts



56.6 million MM strong

- 17.6 percent of population
- Largest ethnic minority



Hispanic number

- 1.2 MM added between July 1, 2014 and July 1, 2015
- Nearly half of 2.5 MM added to entire population



Projection

- 119 MM by 2060
- Hispanic population will constitute 28.6 percent

Million (MM)



Sources: U.S. Census, Geoscape Marketwatch and
Recreational Boating & Fishing Foundation



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Growing Demographic

- Of the 40 million US residents age 5 or older who spoke Spanish at home in 2015, 59 percent speak English very well, 41 percent only speak Spanish.
- About 75% of Hispanics live in nine states: Arizona, California, Colorado, Florida, Illinois, New Mexico, New Jersey, New York and Texas.
- New Mexico has the largest percentage of Hispanic residents (46.3%) followed by Texas and California (37.6%).
- The Hispanic population has spread out geographically.
- Since 2007 (recession) Hispanic population growth has slowed down significantly in the Southwest.
- The Hispanic population more than doubled in Kentucky, Alabama, Arkansas, South Carolina and North Carolina, and almost tripled in the Dakotas.



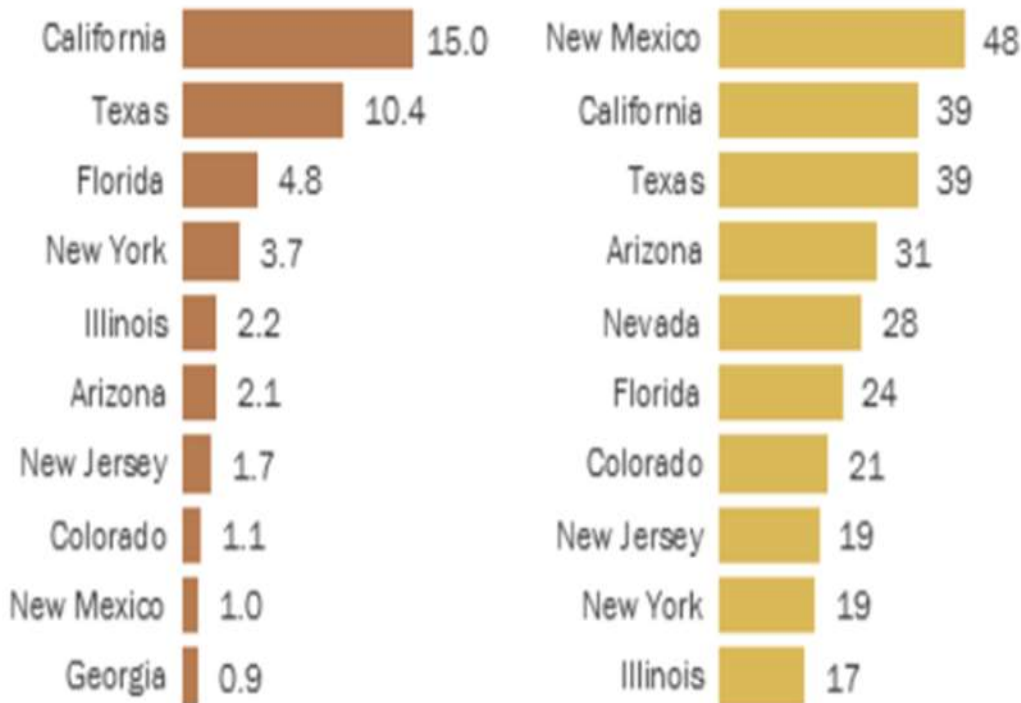
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States With Fastest Hispanic Growth

Top Latino states in 2014, by population and share

Millions

% of population that is Latino



South Dakota has the fastest-growing state Latino population since 2000

	2014 Latino population	2000 Latino population	% change 2000-2014
South Dakota	29,000	10,000	190
Tennessee	322,000	117,000	176
South Carolina	258,000	95,000	172
Alabama	190,000	72,000	164
Kentucky	145,000	57,000	154
Arkansas	205,000	85,000	141
North Dakota	18,000	7,000	141
Maryland	556,000	231,000	141
North Carolina	890,000	377,000	136
Virginia	732,000	333,000	120

Note: Top 10 states for Latino population growth from 2000 to 2014 shown.

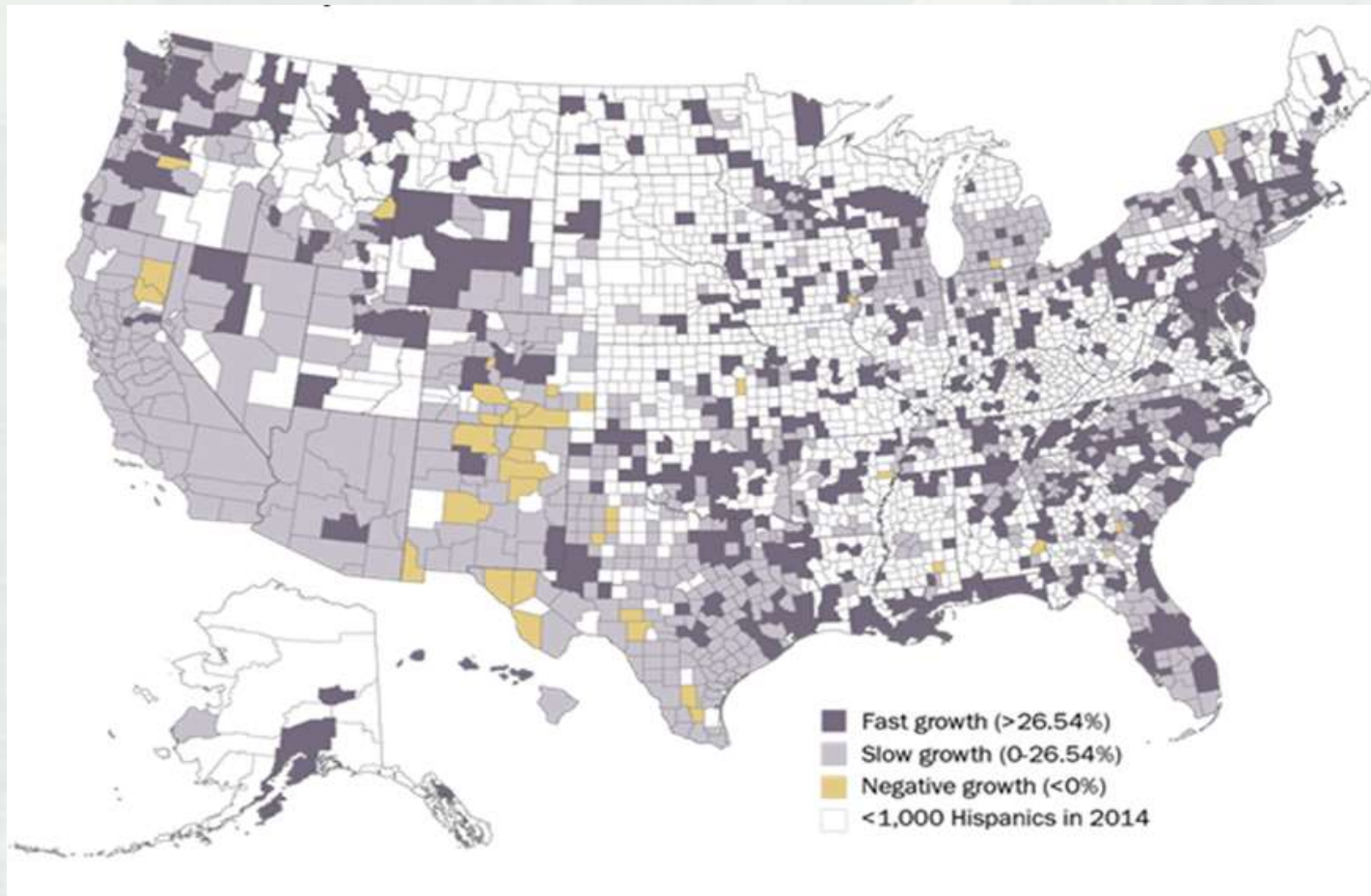


Source: U.S. Census, Pew Research Center



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Hispanic Growth by County 2007-2014



US Census, Pew Research Center

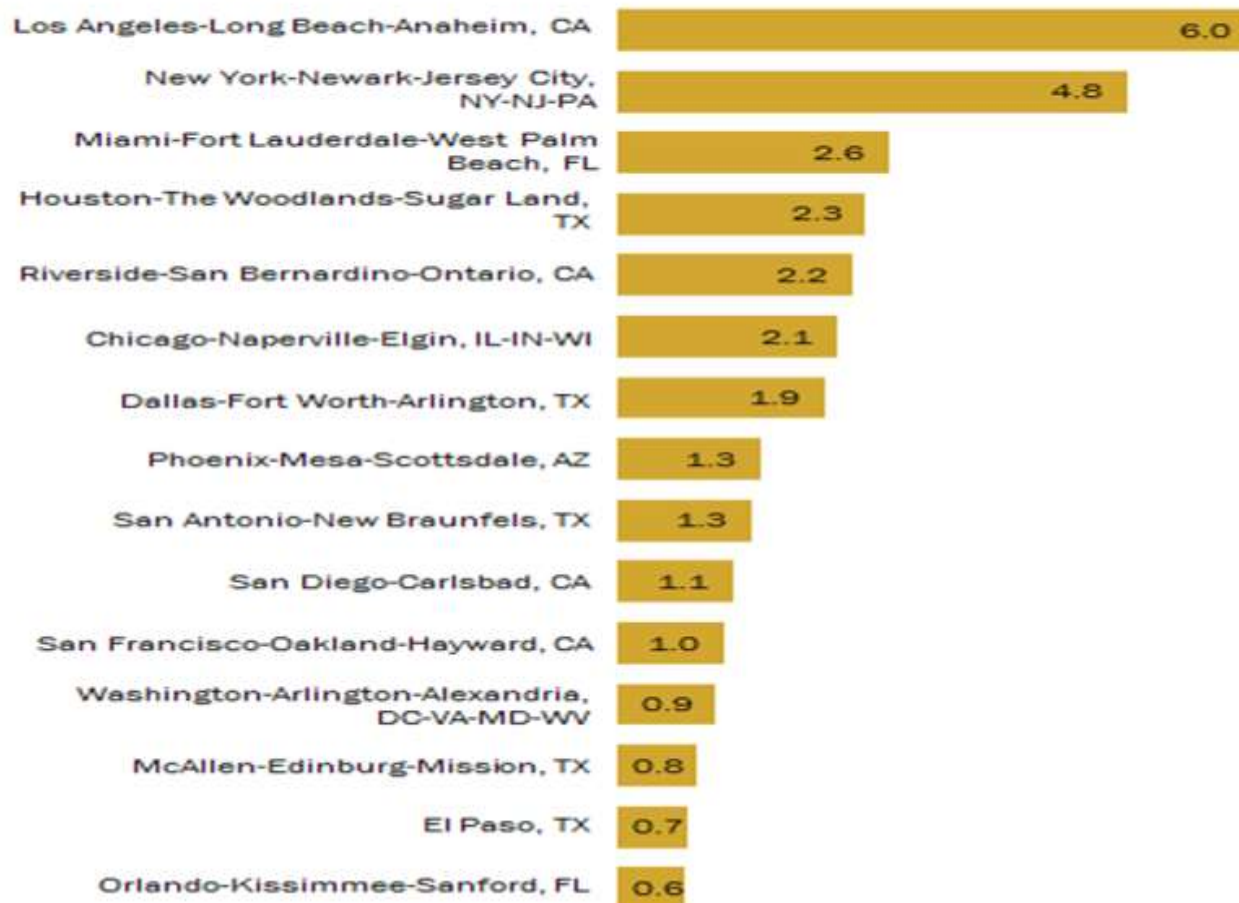


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Top Ten Hispanic Metro Areas

More than half of U.S. Hispanics live in the top 15 metropolitan areas for Hispanic population in 2014

Number of Hispanics in millions



Source: US Census, Pew Research Center



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Hispanic Americans



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Regional Differences, Country of Origin

- Spanish is the second-most widely spoken language in the world with **400 million** native speakers.
- It's the official language in 21 countries, spanning South, Central and North America, as well as Africa and Europe.
- Great cultural diversity exists.
- Ethnic sub-groups, Mexican vs. Cuban vs. Puerto Rican etc. can be very different

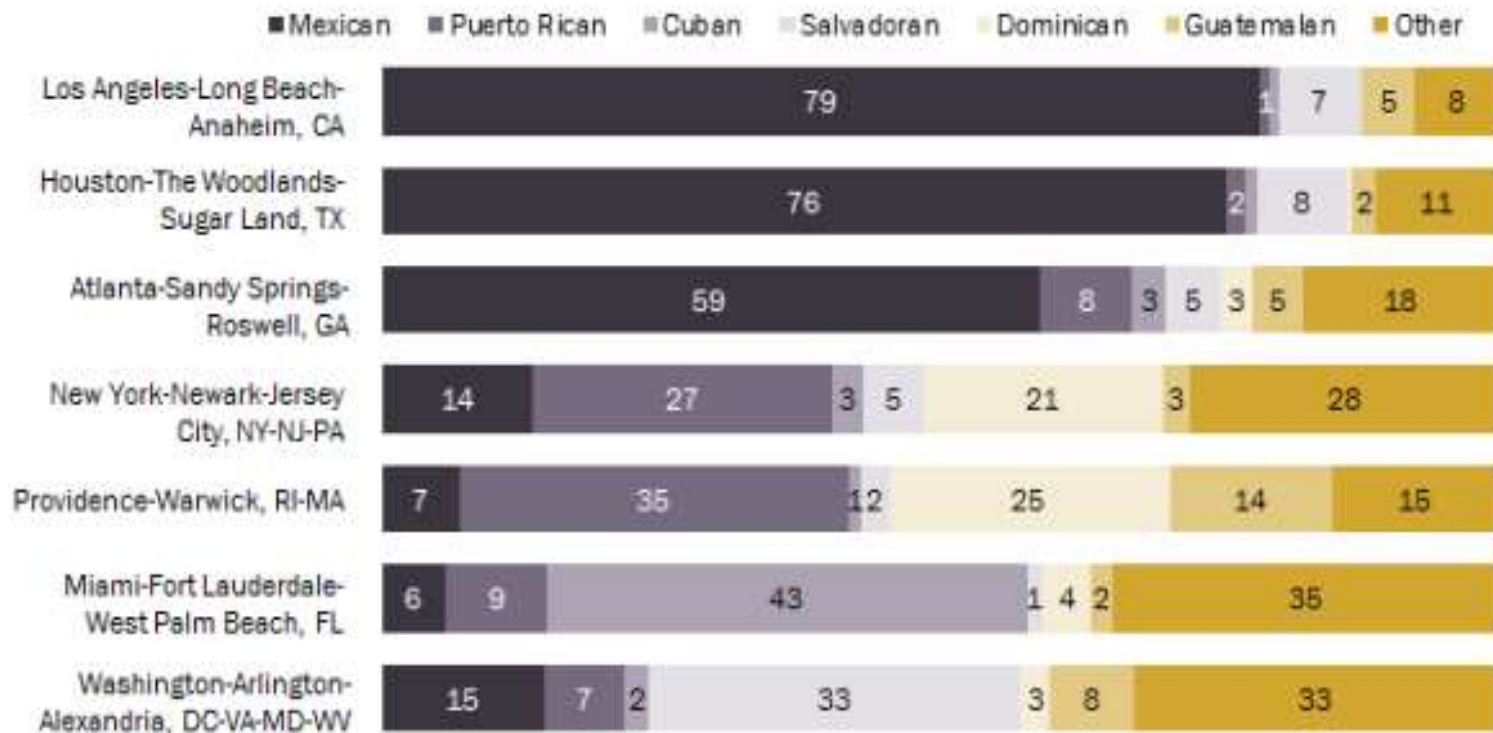


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Diverse Hispanic Population

Hispanic populations in metropolitan areas along the East Coast have more diverse origins than in metropolitan areas in states along the Southwest border

% of Hispanics who are of ____ origin



Source: U.S. Census, Pew Research Center



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Dialects

In a broad sense, American Spanish can be grouped into:

-Mexican

- Caribbean (Cuba, Venezuela, Puerto Rico, Dominican Republic, northern Colombia and Caribbean Mexico)

- Andean-Pacific (Colombia, Ecuador, Perú, western Bolivia, and western Venezuela)

- Rioplatense (Argentina, Paraguay and Uruguay)

- Chilean (Chiloé, Cuvo)



- Central American



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Hispanics and Outdoor Recreation



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Hispanics and Outdoor Recreation

Internet Research Information Series (IRIS) report on outdoor recreation statistics – January 2012

IRIS Report:

- Questions: How does the Hispanic segment of our population recreate in the outdoors?
- They interviewed: 16-year and older participants by telephone, nationwide from August 2008 to October 2011.
- 538 Hispanics polled
- One observation that emerges from these results is the popularity of water-based recreation among Hispanics, especially beaches and swimming

Top 10 activities in the survey

1. Visit a beach (ocean or lake)
2. Swimming in lakes, ponds, etc.
3. Visit Historic sites
4. Bicycling
5. Visit a farm or agricultural setting
6. Visit pre-historic sites
7. Mountain biking
8. Coldwater fishing
9. Saltwater fishing
10. Snowboarding



Boating is increasing among Latinos



Baptismal and Church Services

- When possible a ranger's presence can ensure safety in the water during and after these events.



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Large groups may present an opportunity for you to arrange a Water Safety program and hand out any Spanish literature we may have.



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Outreach Program & Special Events

The presence of USACE Park Rangers and volunteers in our communities at special events targeting the Hispanic population with water safety promotional products is a great way to bridge cultures.



Reaching the Public

- Personal contacts in the parks
- Radio Stations with PSA's in Spanish
- Visit Hispanic Social Gatherings
(Churches, Schools, Sporting Events, etc)
- Television – water safety video showing incidents, scenarios and testimonials
- Social Media



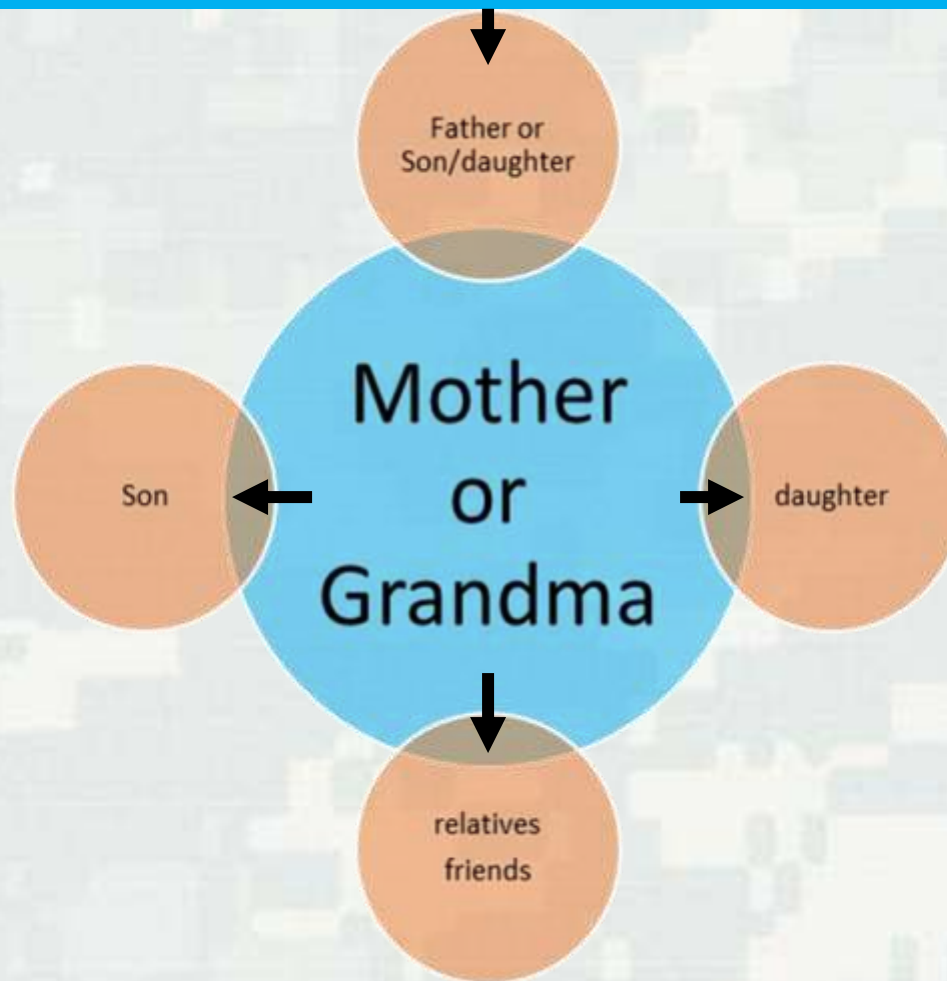
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Approaching the Hispanic Visitor

- Greet with a smile, introduce yourself and be respectful
- Don't assume that all Hispanics speak Spanish. English may be their primary language.
- The campaign hat could be perceived as a symbol of law enforcement to Hispanic visitors so a recommendation is to remove and carry it before approaching them.
- Respect their personal space.
 - ▶ When approaching at the approximate distance of 15-20 feet show a greeting, and then walk up closer staying approximately 10 feet away to communicate with them. Watch for visual cues that will indicate whether you can get closer or keep your distance.



Approaching the Hispanic Visitor



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Approaching the Hispanic Visitor

- How will you know if the parents speak English if you don't approach the child?
 - Approach the child and talk to them and make eye contact with the parent while the child is talking to them.
- Can you tell by watching the parent if they can or can't speak Spanish?
 - If you are learning a new language it's embarrassing to speak it for fear of being laughed at, or you may say the wrong word.
 - Ask them if they understand and if they don't, continue via the child.
 - Always keep eye contact with the parent. Show respect.
- Use hand gestures.
 - Give a thumbs up for someone wearing a life jacket.



National Water Safety Program Mood Cup



Offering a promotional product to a visitor is a good way to start a conversation with them.



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Let's Learn Some Spanish

Hello ¡Hola!

How are you? ¿Cómo está usted?

Fine/Good Muy Bien/Bien

Life Jackets Save Lives!
¡Los Chalecos Salvavidas Salvan Vidas!

Learn to Swim and Float Well
Aprenda a Nadar y Flotar Bien

Watch Your Children Vigile a sus Niños.



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Let's Learn Some Spanish

Reach, Throw, Row, Go for Help

Alcanzar, Tirar, Halar y Buscar ayuda

Never Exceed Your Swimming Abilities or Swim Alone

Nunca Exceda Sus Habilidades o Nade Solo

Thank you! ¡Gracias!

You're welcome ¡De nada!

Goodbye ¡Adiós!



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Water Safety Tips

- Always wear a properly fitted U.S. Coast Guard approved life jacket.
 - *Use un chaleco salvavidas aprobado por el U.S. Coast Guard y que sea del tamaño correcto.*
- Recognize the four signs of a drowning victim / Know how to properly rescue someone in trouble (Reach, throw, row, don't go).
 - *Reconozca las cuatro señales de ahogamiento / Cabeza hacia atrás, boca abierta, no sonido y los brazos estirados fuera del agua. Aprenda como rescatar (Alcanzar, tirar, halar y buscar ayuda).*



Additional Resources

- Learn Spanish: Go to <http://www.dliflc.edu/index.html> then click on Headstartz. Languages available are listed on the left hand side.
- Spanish for Wildlife, Forest and Park Personnel from Command Spanish, Inc. available from Amazon for \$29.28. Contains useful phrases translated into Spanish regarding camping, swimming, boating, fishing and more.
- Free Apps: Police Spanish Guide by Mavro(Android and Apple), Conversation Translator by NyxCore (Android), Learn Spanish-Phrasebook by Codegent



Additional Resources

- Recreational Boating & Fishing Foundation (RBFF) has launched a new website <http://vamosapescar.org/> that has information in Spanish regarding fishing and boating.
- RBFF also has free resources regarding Hispanic Marketing Research, PSAs, How To Videos, Translation Guide to commonly used fishing and boating terms, etc. available at <http://takemefishing.org> Resource Center



¿Questions/Preguntas?

