

Engaging and Communicating with Hispanic Communities for Transportation Safety

Jennifer Mayo

Director, Consolidated Resources Center (Atlantic)

Federal Emergency Management Agency

- Bachelor of Science in Communications form the University of Miami
- Juris Doctor from the University of Puerto Rico
- MA in Industrial-Organizational Psychology from California Southern University

 Private Sector Experience: Creative Director in Advertising & Public Relations, Attorney, Professional Coach

+

0

- Public Sector experience in Puerto Rico (Chief Counsel, Member of the Planning Board, Inspector General)
- Federal Government Experience: Department of Transportation, Department of Homeland Security

¿Por Qué?

- Diverse and Growing Population
- Disproportionate Impact
- Cultural Relevance
- Trust & Collaboration
- Positive Public Health Impact
- Economic Considerations



Three Key Takeaways

01

Understanding Hispanic cultural values

02

Overcoming language barriers

03

Implementing engagement strategies



Cultural Values

Collectivist Orientation:

- Emphasis on family, community, and group identity.
- Importance of building relationships and trust within the community.

Respect for Authority:

- Influence of hierarchical structures and the value placed on authority figures.
- · Need to work with community leaders and influencers.

Cultural Celebrations and Traditions:

- · Importance of cultural celebrations and traditions.
- Incorporating transportation safety messages into community events.





* OVERCOMING LANGUAGE

* BARRIERS

Language

Translation & Interpretation:

- Need accurate translation and interpretation services.
- Importance of hiring bilingual staff or utilizing professional services.

Visual Communication:

- · Visual aids, infographics, and pictograms.
- Examples of transportation safety visuals that resonate with Hispanic communities.

Leveraging Digital Platforms:

- Explore the use of social media platforms and websites to disseminate safety messages.
- · Benefits of using platforms with multilingual capabilities.





Engagement Strategies

Community Outreach:

- Importance of engaging local community organizations.
- Collaborating with Hispanic-focused associations or advocacy groups.

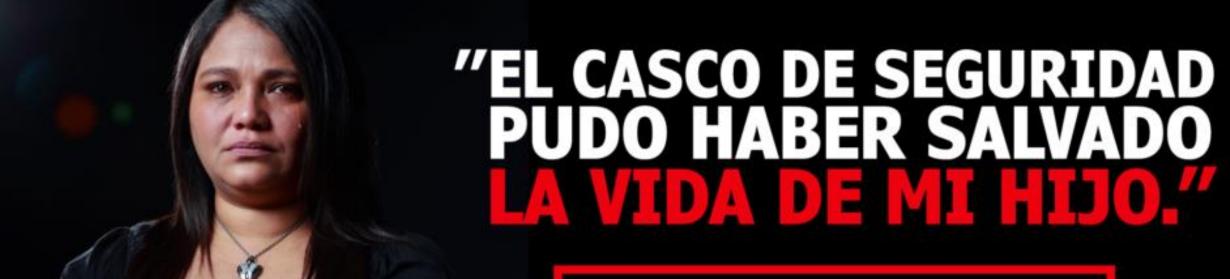
Culturally Appropriate Messaging:

Tailoring safety campaigns and messaging to the cultural context.

Education and Training Programs:

- Bilingual educational materials and workshops.
- Culturally sensitive training for transportation professionals.







"DALE CASCO" CAMPAIGN

Case Study – Puerto Rico metropistas

"Dale Casco" Campaign

- Cultural Values: Campaign based on real-life story.
 Spokesperson is mother making a plea: "Don't let your passion become my pain"
- Culturally-relevant language/play on words for PR audience ("Dale Casco" = "Think About it" = "Use Helmet")
- Easy to understand/compelling visuals (motorcycle helmet = suicide)
- Leveraging digital platforms: Augmented Reality









¡GRACIAS!

- Jennifer Mayo
- <u>Jennifer.Mayo@fema.dhs.gov</u>



0