



# Engaging and Communicating with Hispanic Communities for Transportation Safety

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



**UNDERSTANDING  
HISPANIC  
CULTURAL  
VALUES**

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# 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.





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- + • **OVERCOMING LANGUAGE BARRIERS**
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# 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.



[This Photo](#)

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An illustration of a diverse crowd of people, rendered in a flat, stylized style. The figures are shown in profile or three-quarter view, wearing various clothing and accessories. The color palette is rich and varied, including shades of blue, orange, yellow, purple, and brown. The background is a mix of these colors, creating a sense of a busy, multicultural environment. The text 'IMPLEMENTING ENGAGEMENT STRATEGIES' is overlaid on the left side of the image.

# IMPLEMENTING ENGAGEMENT STRATEGIES

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# 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.





**"EL CASCO DE SEGURIDAD  
PUDO HABER SALVADO  
LA VIDA DE MI HIJO."**

CORRER MOTORA SIN UN CASCO ES UN ACTO SUICIDA

**DALE CASCO**

A graphic with a red border. On the left is a white silhouette of a motorcycle. In the middle is a minus sign. To the right of the minus sign is a white silhouette of a motorcycle helmet. To the right of the helmet is an equals sign. To the right of the equals sign is a white skull with a red lightning bolt striking its forehead, all enclosed in a red circle. Below the graphic is the text "CORRER MOTORA SIN UN CASCO ES UN ACTO SUICIDA" in red. At the bottom of the graphic is the text "DALE CASCO" in white on a red background with arrowheads pointing outwards.

# **"DALE CASCO" CAMPAIGN**

Case Study – Puerto Rico

Un mensaje de

**metropistas**  
an Abertis company

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# “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





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# ¡GRACIAS!

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