BUILDING MEANINGFUL RELATIONSHIPS IN COMMUNITIES

LATINX OUTREACH & ENGAGEMENT

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PRESENTATION GOALS

Outreach and Engagement Toolkit

- Know your users or visitors
- Assess cultural competency
- Create and strengthen relationships
- Establish short- and long-term goals
Outreach and engagement with any community requires open-mindedness, dedication to short- and long-term goals, and a sincere commitment to seek and value inclusivity and diversity.
HISPANIC

DEFINITION
People who speak Spanish and are descended from Spanish-speaking populations.

ORIGINS
Evolved from the Latin word Hispanicus, which is reported to have been used to refer to people living in Hispania – the Iberian Peninsula in today’s Spain – during the Roman Empire.

HISTORY
Represents the 1492 Conquest of the Americas and the bloodshed that ensued while the land was being robbed from the natives.

LANGUAGE
There are also many indigenous languages still spoken in Spanish-speaking countries. Therefore, not everyone feels comfortable identifying with the Spanish-speaking conquistadors.
LATINO

DEFINITION
Refers to people who are from or descended from people from Latin America.

ORIGINS
Latino is a shortened form of the Spanish phrase latinoamericano.

IDENTITY
Many Hispanics prefer to use their family’s country of origin rather than the pan-ethnic terms “Hispanic” or “Latino.” Majority of Hispanics don’t see themselves fitting into the standard race categories offered by the Census Bureau.
WHAT IS LATINX?

(LA-TEEN-EX)

Latinx is a gender-neutral term to replace Latino/Latina that began appearing around 2004 and is gradually becoming more common.

Latinx is a way to embrace the rich and beautiful culture of our people, while rejecting the gender restrictions of the generations before us.
All of Maryland’s population change between 2000 and 2010 was due to the growth of the minority population, where “minority” is defined as everyone other than “non-Hispanic white alone.”

From 2000 to 2010, the minority population grew by nearly 606,000, while the non-Hispanic white population dropped by nearly 129,000.

As a result the share of the State’s population which is minority grew from 37.9 percent in 2000 to 45.3 percent in 2010, the seventh highest minority percentage in the country.
Population Breakdown

Salvadorans are by far the largest Hispanic group in Maryland, comprising nearly 124,000 persons in 2010, well above Mexicans (88,004), Puerto Rican’s (45,572) and Guatemalan’s (34,491).

Salvadorans, like all Hispanic groups, are much younger than the State’s general population, with a median age of 28.4 years, nearly 10 years below the statewide median. The youngest Hispanic group is Mexicans (25.7 years).
Bridging the Gap

2016 pilot project Goals and Outcomes

- Improve customer service and reduce access barriers for the Latinx Community at State Parks.
- Reach children through environmental education programming and outreach activities.
- Bridge gap in communicating with parents and other adults.
- Shows the Latinx community that careers in the natural resources fields are available across the state.
- Showcased the diverse fishing opportunities offered throughout the state and educated the public about the water safety and recreational fishing regulations.
LATINX OUTREACH

Tips for planning engaging Latinx through events

PLANNING
- Identify/get to know a specific community you want to reach.
- Include a community champion in planning.
- Meet community where they are.
- Plan an event that they want to attend. **FUN** (music, dancing, celebration, food)

ADAPTING
- Culturally Relevant
- Recognize/address barriers
- Adapt program promotion to reach Latinx populations going beyond traditional networks.

ADVERTISING
- Personally invite partners
- Provide information through Latinx organizations (e.g., churches, health clinics, community centers, small businesses)
- Provide info through TV & radio, Spanish language channels

TRANSLATING
- Provide information about events in English and Spanish
- Offer bilingual activities

INCLUDING
- Plan activities for the entire family
- Include programs that show youth future opportunities
- Employ Latinx staff and interns to lead programs
Es Mi Parque Events

Sandy Point State Park - June 8
Greenbrier State Park - June 22
Point Lookout State Park - July 13
Rocky Gap State Park - July 27
Cunningham Falls State Park - August 3
Seneca Creek State Park - August 17
ASSESSING CULTURAL COMPETENCY

Cultural Competency Reflection sheet

How effective can organizations be to meet the needs of Latinxs and build strong relationships with the community? Organizations need to look inwards and make sure they are capable of appreciating cultural differences and working effectively with these differences.
BUILDING TRUSTING RELATIONSHIPS

Case Study: TAYR Congregation in South Baltimore

- Identifying pillar organizations and community leaders
- Building and collaborating towards shared goals
AUTHENTICALLY ENGAGING LATINX COMMUNITIES

- Embed yourself in the community
- Trusted relationships with community partners that can build bridges to Latinx community
- Empowering Latinx communities into leadership
- Stepping out of your comfort zone
“Ha sido un privilegio el poder ayudar en la comunidad porque hemos visto muchas caras alegres y las personas agradecidas por mantener un ambiente limpio y saludable. Estamos agradecidos por ser parte de estos eventos y esperamos seguir ayudando en lo que sea necesario. ¡Muchas gracias!” ~TAYR

“It has been a great privilege to have helped our community because we have seen many happy faces of people being thankful for keeping a clean and healthy environment. We {TAYR} are truly thankful to be a part of these events and hope to keep helping in any other community needs. Thank you!” ~TAYR
WHERE CAN WE GO FROM HERE?

- Use the Outreach and Engagement Toolkit as a starting point.
- Keep in mind policies, practices, and organizational culture—do they make inclusivity and diversity possible or do they act as barriers and keep it difficult to do so?
- Meet with people or organizations that are in similar situations or at a point you hope to reach.
- Rethink traditional histories, experts, and research methodologies.

HTTPS://CULTUREHISTORYENVIRONMENT.OMEKA.NET/EXHIBITS/SHOW/TOOLKIT-OUTREACH-ENGAGEMENT
KEEP IN TOUCH

Contact us for questions, guidance, resources

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