

# **BUILDING AND SUSTAINING PARTNERSHIPS**

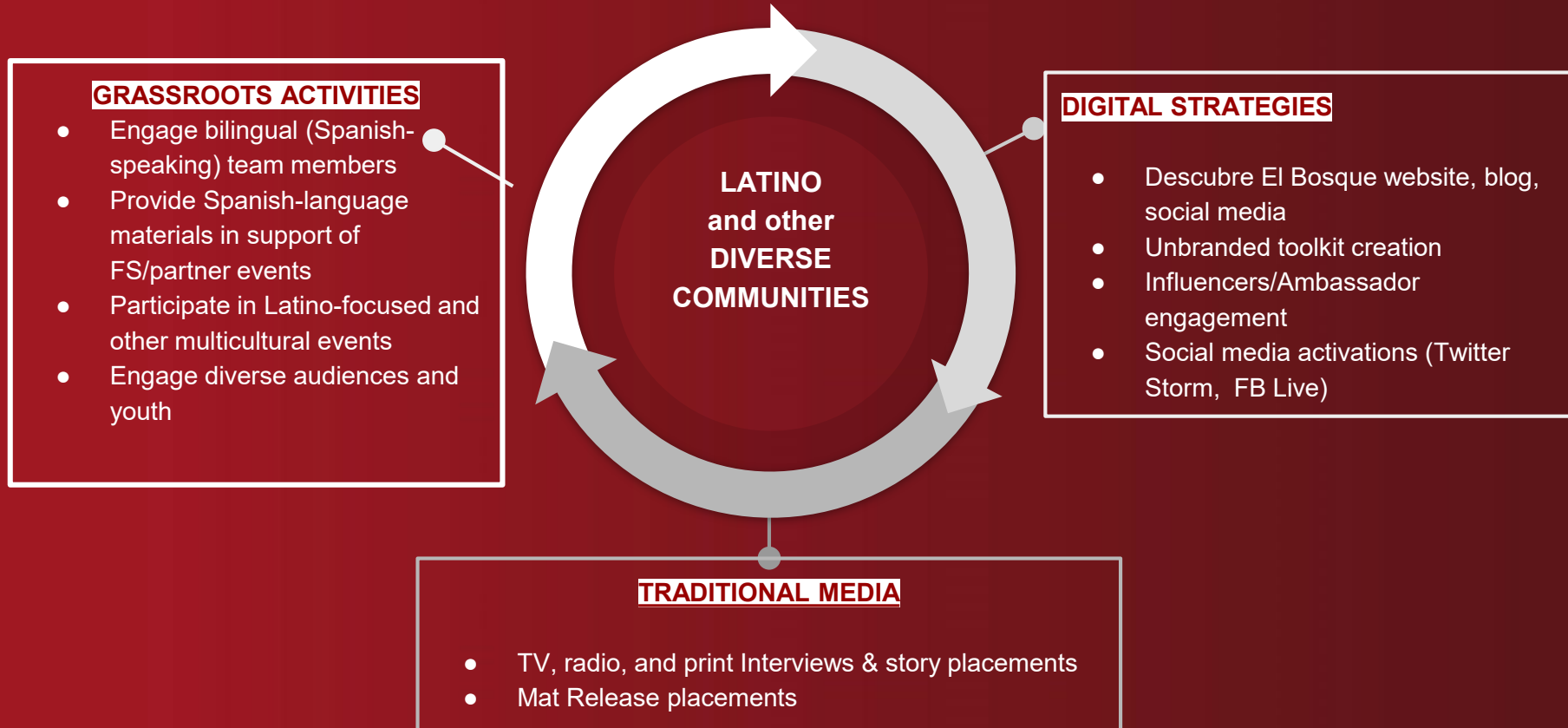


OCTOBER 2018

Corazón Latino is a 501(c)(3) non-profit organization focused on designing and implementing culturally relevant campaigns to **inform, empower, and mobilize** diverse communities around environmental issues and solutions, conservation education, civic engagement, social justice, and health issues, through strategic communications and outreach activities.



# HOW DO WE DO IT?



# OUR PARTNERS



Sustainable Urban  
Forests Coalition



Hispanic  
Access  
Foundation



# **BUILDING PARTNERSHIPS:** IN LATINO COMMUNITIES



1. Look for active Latino orgs conducting events in areas of interest.
2. Visit areas with significant Latino populations.
3. Identify media outlets in Spanish language
4. Attend and/or sponsor community events
5. Provide outreach materials in target language, ej: Spanish language
6. Start conversations with community leaders to learn about community
7. Brainstorm partnership possibilities
8. Keep an open mind, be willing to listen and be receptive to ideas
9. Be helpful and resourceful to their needs
10. **BE PATIENT:** building trust takes time

# **COMMUNITY ENGAGEMENT**

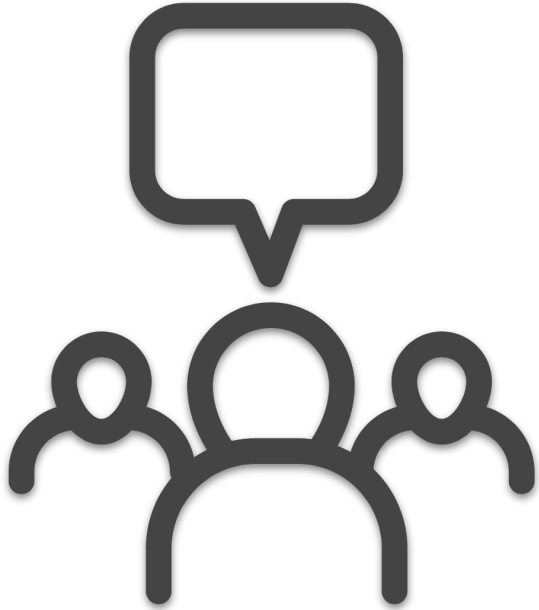
## **LATINO COMMUNITY AS STAKEHOLDERS**



1. Provide low or no cost opportunities
2. Meet people where they are...or provide transportation
3. Messaging: Family and Health
4. Organize events at convenient days/times
5. Provide outreach materials in target language
6. Leverage trusted existing channels
7. Don't expect RSVPs or online registrations
8. Utilize text messages
9. Personal relationships and trust are key
10. Cultivate long-term relationships
11. Notify how to prepare
  - a. What to expect
  - b. What to wear

# **SUSTAINING PARTNERSHIPS**

## **IN LATINO COMMUNITIES**



1. Welcome the whole family
2. Provide bilingual programming and staff
3. Include culturally relevant program elements. Ej: music, dance, food
4. Provide 101 education: Simple easy to understand explanations
5. Reassure safety and be aware of general distrust of uniforms
6. Create meaningful experience and good memories - it's not only about meeting metrics
7. Develop a call to action that is relevant to participants
8. Develop building blocks of learning
9. Ask participants to help spread the word
10. Create continuity among programs
11. Listen and learn from their feedback



# KAYAK AND CLEAN UP: ANACOSTIA RIVER

**Location:** Anacostia Park, Washington, DC

**Objective:** Volunteer to clean up their local waterways for National Public Lands Day

**Audience:** Multicultural families in the DMV region

## **Implementation:**

- Event was held on a Sunday, convenient time for some families and younger Latinos interested in conservation.
- Bilingual staff were present
- Free snacks and kayaks were provided

## **Results**

- Despite heavy rain, 64 people volunteered, including young Latinos and families
- 1111 lb of trash collected: 10 lb plastic bags, 400 lb plastic bottles, 32 lb foam, 1 lb straws, 592 lb other litter, and 76 lb bulk trash including lumber and a tire.





**QUESTIONS?  
¿PREGUNTAS?**

**CORAZÓN LATINO**  
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**¡GRACIAS!**


# APPENDICES



# Hispanic

**Merriam-Webster:** A Spanish-speaking person living in the US, especially one of Latin American descent.

**Census:** “Hispanic or Latino” refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.



20 countries of origin + Puerto Rico  
**The Hispanic Community is a Diverse Group**



**Poll: How would you say  
this in Spanish?**

a) Pastel

a) Bizcocho

a) Torta

a) Other

...however in  
Mexico a torta  
is a sandwich





# There is common ground

- Language
- Cultural similarities
- Family-oriented (extended)
- Music and Arts
- Dance...and ¡Fiesta!





## Rules of thumb:


- **Recent arrivals:** Spanish
- **First Generation:** English and Spanish/Spanglish
- **Second generation:** English/Spanglish

# SPANISH VS. ENGLISH

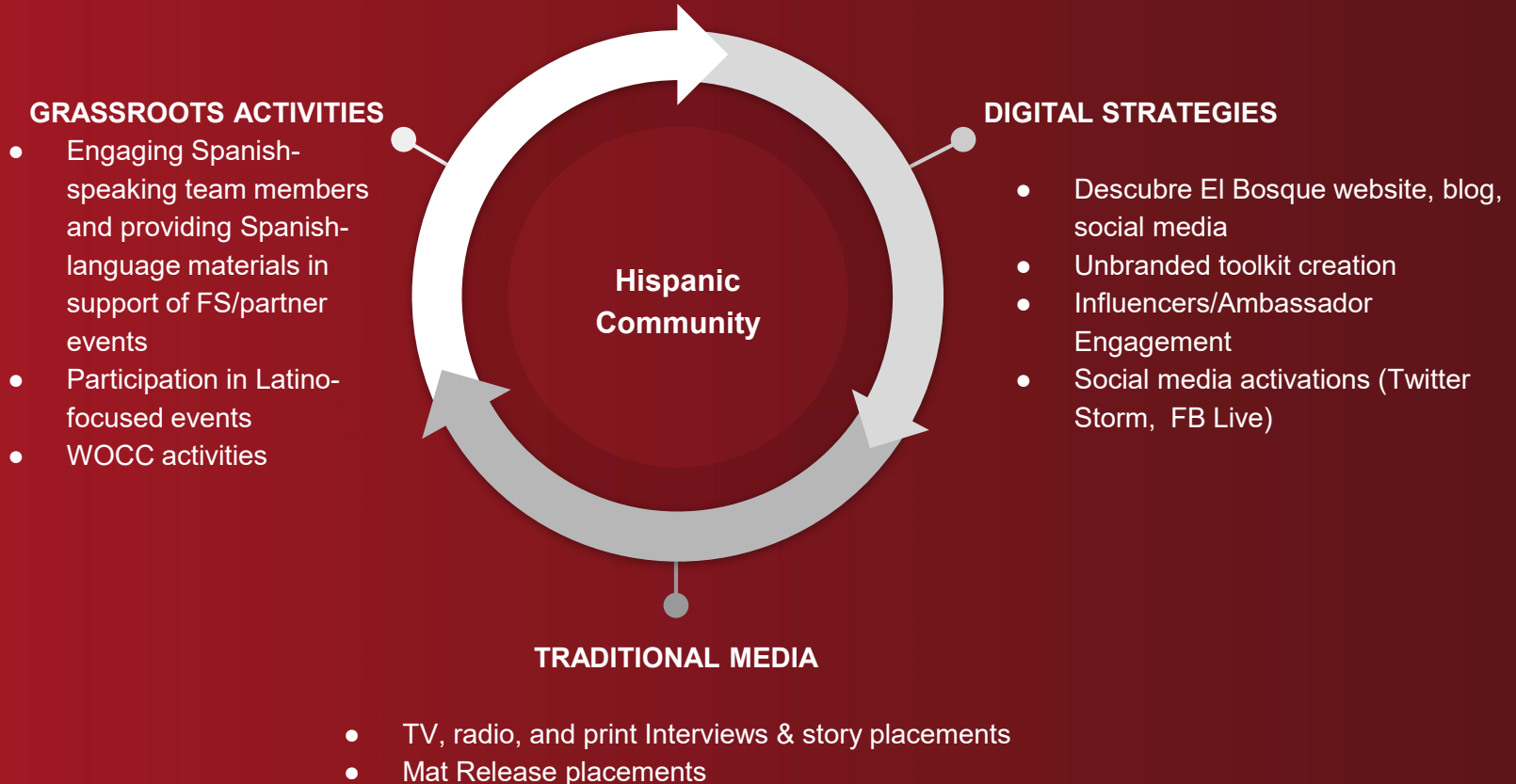
# **Our Partnership in Action: Descubre El Bosque & Extendiendo Ramas**

Increase meaningful engagement with Hispanic communities through traditional, digital, and social media and innovative communications activities to inform diverse audiences, particularly those within the U.S. Hispanic community, on issues related to conservation, access to outdoor spaces and public lands, health and nature, and natural resource stewardship.

## **Objectives:**

- Increase Hispanic/Spanish-language community knowledge and engagement on USFS issues and engagement in USFS/partners events, programs and stewardship activities.
  - Generate conversations in traditional and social Hispanic/Spanish, as well as English-language media outlets.
  - Generate new non-traditional partnerships between Hispanic organizations and the USDA/USFS.
- 

# How do we do it?



# Digital Strategies

- Daily Facebook and Twitter posts
- Blog Posts
- Memes and shareable graphics
- Toolkits (messaging, graphics and memes, talking points, FAQ, links to other resources and information)



**ESTE 14 DE FEBRERO, CELEBRA  
TU AMOR POR LA NATURALEZA**



# Digital Strategies

- Descubre el Bosque  
Ambassadors activation  
(social media influencers)
- Social Media Activations  
(Live Tweeting, FB Live,  
Twitter Storm)



DESCUBRE el BOSQUE

f
t
i
y
p

SITE IN ENGLISH

ANTES DE IR
¿QUÉ HACER?
COMPARTE EL BOSQUE
MÁS POR EXPLORAR
ACERCA DEL BOSQUE

RECONECTAR TU FAMILIA CON LA NATURALEZA.  
¡DESCUBRE UN BOSQUE O PARQUE CERCA DE TI!

LOCALIZA UN PARQUE CERCA DE TI:  
ENCONTRAR SITIOS A 16 millas  
DEL CÓDIGO POSTAL  
MOSTRAR SÓLO SITIOS CON EVENTOS

ACTIVIDADES:  
CAMINATA  
ACTIVIDADES ACUÁTICAS  
CICLISMO  
PESCA  
ACAMPAR

TODOS LOS NIÑOS EN EL PARQUE

A todos los estudiantes de 4o grado. Visiten [www.everykidinapark.gov/about](http://www.everykidinapark.gov/about), encontrarán actividades y podrán descargar un pase gratuito que les dará acceso a ustedes y a su familia a más de 2000 tierras federales. Pero antes de ir, conozcan las [reglas](#). [Paquete de Información \(6mb ZIP\)](#)

CONOCE MÁS

DESCUBRE EL BOSQUE URBANO

Descubre los bosques que están justo en tu colonia. Más allá de los columpios, resbaladillas, y llanos existen

12 The Government of Mexico

In transition from The Ad Council to Corazón Latino

# DESCUBRE el BOSQUE

Reconecta a tu familia con la naturaleza

Principal • [Acerca](#) • [Contacto](#)



• Featured •

Reciclando los árboles de  
navidad ayudamos a nuestro  
entorno natural



• Featured •

¡Todos al rescate de las abejas  
en Puerto Rico!



# We have remarkable engagement with our audience



# Traditional Earned Media

- TV, radio, online interviews (USFS and partners)
- Print and online articles
- Mat release distribution (ready to print articles)



# Our Shared Successes: GrasslandsLIVE-PastizalesEnVIVO

**Task:** Support GrasslandsLIVE/  
PastizalesEnVIVO events

**Partners:** Prince William Network,  
Americas for Conservation+Arts, among  
others

## Approach:

- Design and implement a Latino media outreach effort in Colorado.
- Implement a bilingual social media strategy for the day of the event.
- Youth ambassador activation



¿SABÍAS QUÉ? LAS PRIMERAS  
PLANTAS CULTIVADAS POR HUMANOS  
FUERON PASTOS. #AMERICASPRAIRIES  
CONOCE MÁS EN GRASSLANDSLIVE.





# Our Shared Successes: GrasslandsLIVE-PastizalesEnVIVO

## Results:

- 4 media interviews with USFS spokesperson (Michelle Tamez), mat release placements.
  - Generating approximately 250,000 media impressions\*
- Social media guidance and Twitter storm that generated 1M social media impressions\*\*

\*Meltwater measuring tools and media outlets self reporting

\*\*Hashtag tracking/measurement obtained through Union Metrics platform





<https://www.facebook.com/descubreelbosque/videos/1773290446030938/>

# Our Shared Successes: NPLD 2017

**Task:** Promote NPLD events among Hispanic communities nationwide

**Partners:** National Environmental Education Foundation, Americas for Conservation+Arts, the Nature Conservancy, DAVEY Tree, CREA Results, Hispanic Communications Network, City Project

## **Approach:**

- Assisted USFS NPLD team as diversity outreach consultant
- Coordinated the promotion of a National BioBlitz at the Denver Museum of Natural History that engaged more than 400 students
- Generated and distributed media materials to outlets around the country
- Efforts were focused on citizens science, forest health and relationships with public health



# Our Shared Successes: NPLD 2017

## Results:

- Social media activation through Facebook Live broadcast and live tweeting.
- Mat release that was published by 15+ publications in the U.S. and around the world such as: El Tiempo Latino, El Mundo Boston, Listin USA, Quorum, and Mural in Mexico.
  - Approximate ad value \$15,000\*



# Our Shared Successes: National Pollinator Week

**Task:** Support National Pollinator Week activities

**Partners:** Pollinator Partnership, Organization for Bat Conservation, among others

## **Approach:**

- Adapted social media toolkit to Spanish-language (generated graphics and memes)
- Traditional media outreach
- Grassroots events



# Our Shared Successes: National Pollinator Week

## Results:

- Secured media interviews for Dr. Kim Winter and Rob Mies in Telemundo and other local media outlets.
  - Garnered approximately 100,000 media impressions
- Organized a musical performance by Latin GRAMMY award winner and DEB Ambassador Mister G at National Arboretum around Pollinator Week.



# Our Shared Successes: #BatWeek

**Task:** Support #BatWeek activities through social media and earned media

**Partners:** Broad BatWeek coalition including federal agencies, institutions, conservation organizations and media

## Approach:

- Coordinated the implementation of a Twitter Storm in which all partners tweeted and retweeted messages related to bat conservation during two targeted hours.
- Generated and distributed a mat release



Al contrario de la creencia popular, los murciélagos no son peligrosos ni terroríficos: son criaturas que le hacen mucho bien al planeta y que actualmente están amenazadas

**¡HAZ ALGO POR ELLOS!**

#SEMANADELMURCIELAGO / *Octubre 24 - 31, 2017*

**La Opinión**

Inmigración Donald Trump Los Ángeles Super Bowl LII Fútbol Boletines gratis

▶

## Los murciélagos, una especie incomprendida que brinda grandes beneficios al hombre

El principal peligro al que se enfrentan las poblaciones de murciélagos es el ataque directo del ser humano, absurdamente incitado por toda la serie de mitos insólitos que hay alrededor de ellos

# Our Shared Successes: #BatWeek

## Results:

### Twitter Storm\*

- #BatWeek became the #39 US trending topic in Twitter between 11 AM-12 PM ET, October 30, 2017
- 11.6 Million reach
- 32.2 Million potential media impressions
- 4.5K Tweets

### Mat release

- Placements in La Opinión, Diario La Prensa, Minnesota Hoy, Quorum, Excelsior, Diario de Chiapas

\*Hashtag tracking/measurement obtained through Union Metrics platform



# Our Shared Successes: National Fishing & Boating Week

**Task:** National Fishing & Boating Week activities

**Partners:** Urban American Outdoors

## **Approach:**

- Adapted social media toolkit to Spanish-language (generated graphics and memes)
- Traditional media outreach
- Grassroots event participation



# Our Shared Successes: National Fishing & Boating Week

## Results:

- Secured media interviews for Dr. Kim Winter in Telemundo, Washington and DC Contigo



**Poll:**

**What are some other content areas that you would like to see highlighted through our work?**

**Poll:**

**What type of materials would be helpful to you and your programs?**

- a) Social media guidance**
- b) Ready to print articles**
- c) Talking Points**
- d) Collateral materials (flyers, posters, brochures)**



# **Looking Ahead: Latino Millennial Engagement**

**English? Spanish?  
Spanglish?**

# Looking Ahead: Latino Millennial Engagement

## Approach:

- Activation in other social media platforms.
  - Instagram
  - Snapchat
- Cultural/language adapted
- Serve as a community hub for Latino millennials.



# Looking Ahead: CitSci

## Científicos en Familia:

- In partnership NorthBay and local grassroots organizations
- Develop a pilot program to engage Latino families in citizen science activities that help support the USFS information needs.
- Engages urban and semi-urban members of the public to enjoy and embrace nature in a Citizen Science phased-approach
  - Beginning in communities
  - Weekend retreat in NorthBay Recreation Center
  - Cit Sci, snorkeling, kayaking and camping on the GWJeff NF
- The work will be complemented with regional and national strategic communications campaign.



# Looking Ahead: Food Security and Therapeutic Landscapes

USDA National Institute of Food and Agriculture application - \$400K, in partnership with the National Hispanic Council on Aging.

## Jardín de la Vida:

- Create an aquaponics and pollinator/healing garden in a low-income senior citizens living facility in Washington D.C.
- The program will include a regional and national educational and communications effort *“Cocinando Saludable con Abuelita/Cooking Healthy with Grandma”*



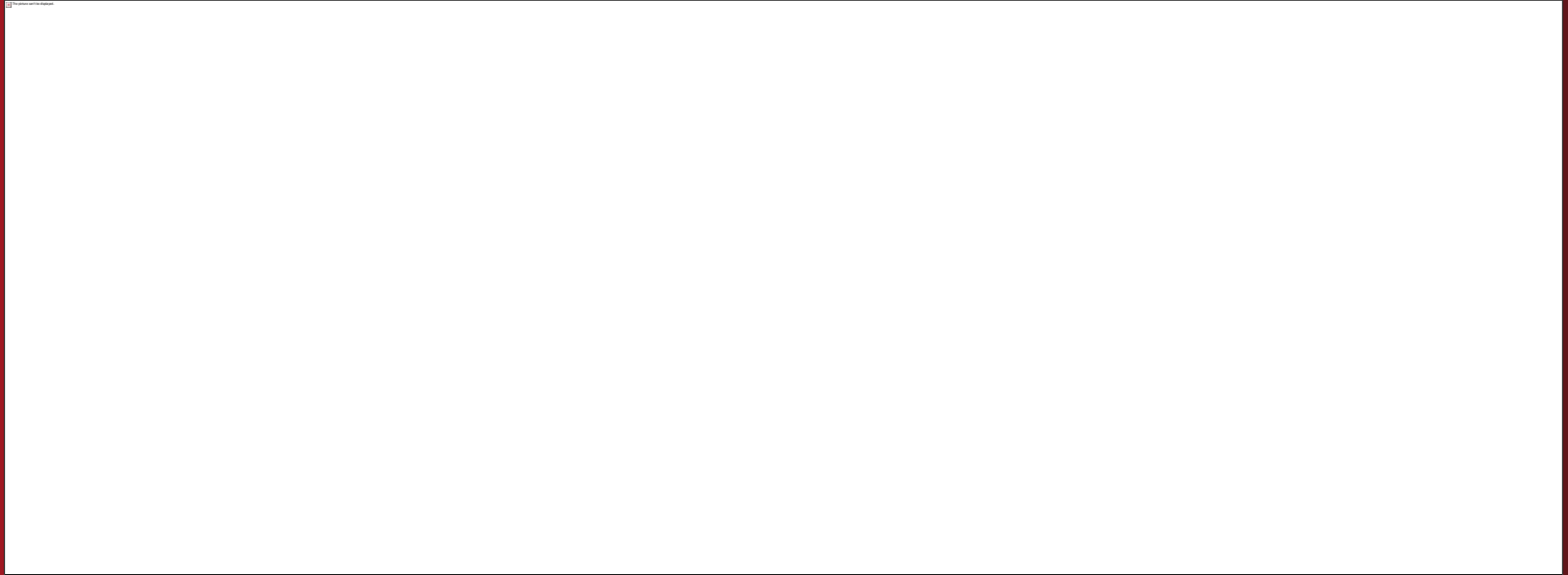




**Looking Ahead:**  
Health and Nature & Forest  
Health/Human Health



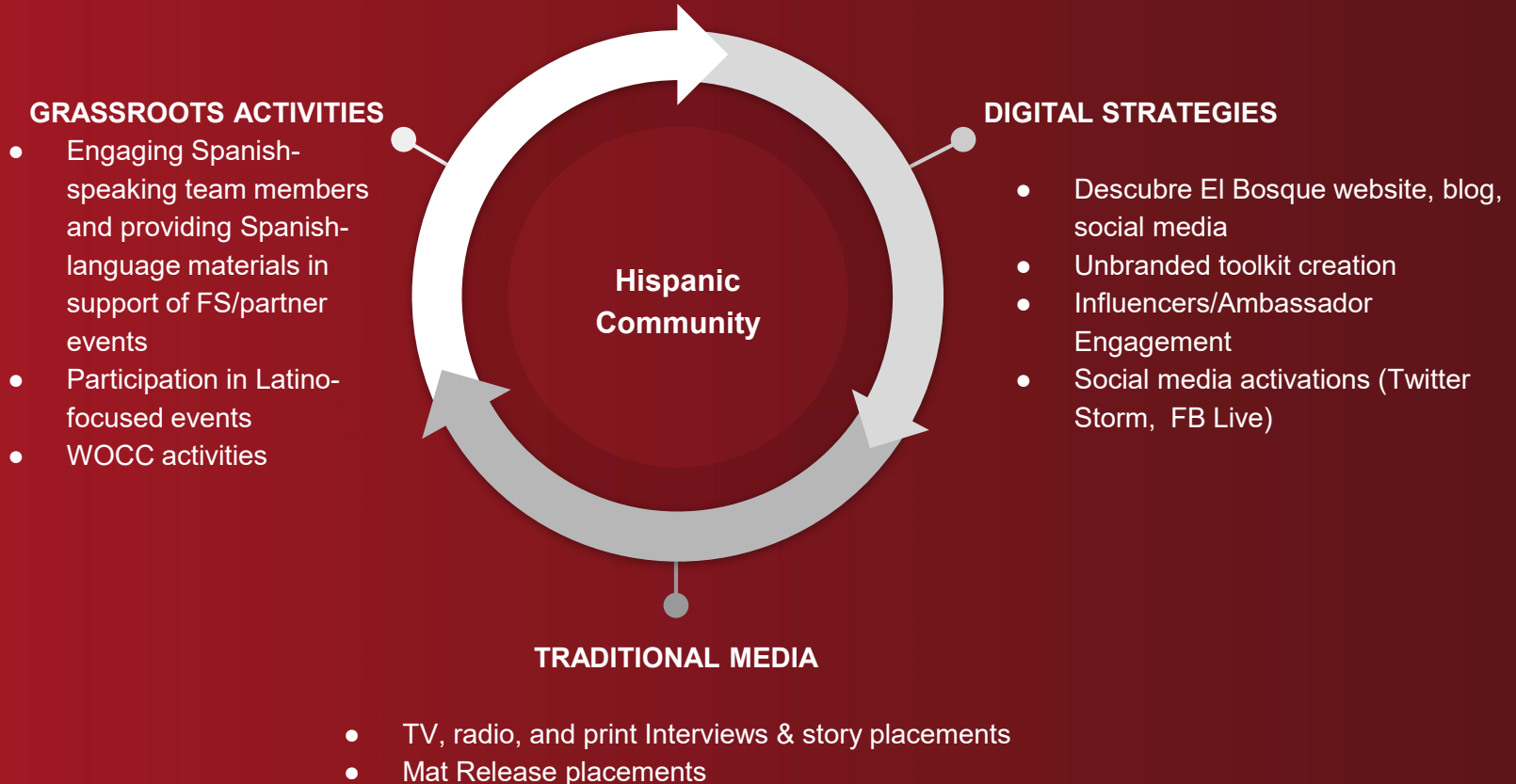
# Vision for the Future



Credit: HAF

**Looking Ahead: Limited English Proficiency**

# How do we do it?



**Poll:**

**In what other languages would you like to have FS materials?**

## Visions for the Future: Wild and Scenic Rivers 50th Anniversary



<https://m.youtube.com/watch?v=gO7L0ggROOc>



# What have we learned

- Appetite from Latino media to share USFS content
- Know your audience: Mexican-Americans in Houston, Dominicans in New York, or Puerto Ricans in Central Florida
- Translations are not good enough...generate culturally and linguistically appropriate materials for your target audience



# What have we learned

- Focus on family and community, not individuals
- Come to them or you will continue waiting for a long time
- Reinforce the concept of public lands
- Empower communities to own, enjoy and protect our national forests
- Educate, empower and mobilize around basic topics
- Repetition is key
- Requires long-term efforts





# What we bring to the table:

- USFS Master Agreement in final stages
- Working knowledge of the agency
- Partnerships are in our DNA
- Leverage existing distribution mechanisms
- Deep connections with Hispanic grassroots community
- Economies of scale
- Innovative...we like thinking outside the box
- Adapt, respond, and implement efficiently





# Questions?

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¡GRACIAS!