



> **Communicating & Connecting Safety Messages to the
Hispanic/Latino Community**
National Transportation Safety Board

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Multicultural Communications

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ICF Next

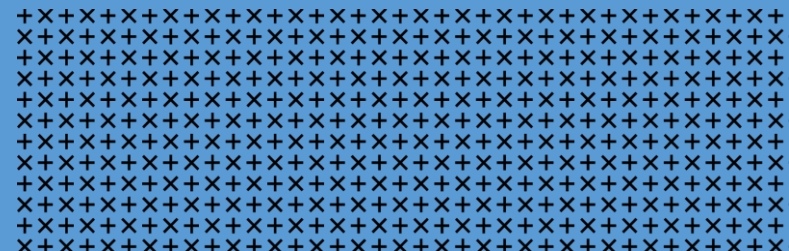
ABOUT ME

- Multicultural Communications Manager at ICF Next
- Headquarters in Reston, VA
- ICF is a global government consulting, technology and innovation firm
- Over 15 years of experience in multicultural communications
- Experience in health, community outreach, capacity building
- Federal agencies like CDC, FDA, SAMHSA, NIH, ODP
- State and Local government clients have included the Virginia Department of Health, DC Mayor's Office on Latino Affairs
- Fully bilingual
- Soccer lover
- Played a WorldCup u-17 in Brazil



Outline

1. General overview
2. Understanding Hispanics
3. Translation vs. adaptation & transcreation
4. Message vs. messenger
5. Tone and image use
6. Media consumption habits
7. Key takeaways



20%

Of U.S. total
population

75%

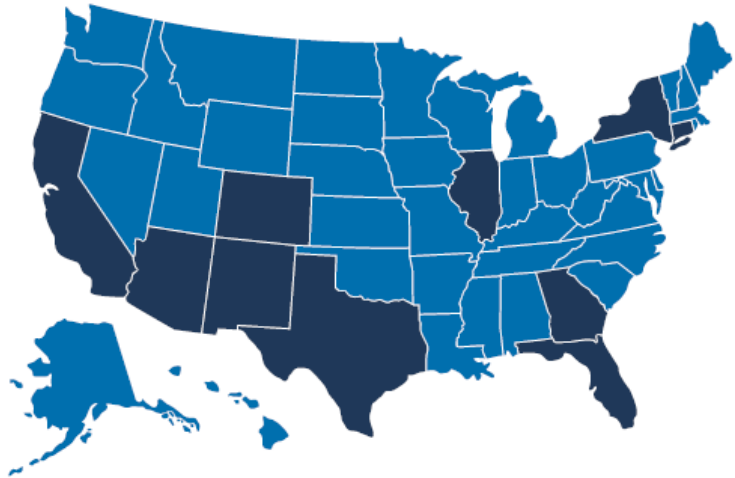
Hispanic
Households speak
Spanish at home



General Population Overview

- Hispanics/Latinos represent nearly 20% of the U.S. total population, and according to the 2019 U.S. Census Bureau, that number is expected to continue to increase by 2030.
- Hispanics/Latinos in the United States have been disproportionately affected by many diseases and chronic illnesses, most recently by COVID-19.
- Hispanics/Latinos often face homelessness, poverty, lack of employment opportunities, and increased incarceration rates.
- The Hispanic/Latino population in the United States comes from different **Spanish-speaking countries**. Therefore, depending on the country of origin, their traditions, language (regionalities or slang), beliefs, education, and acculturation level may vary.
- Seventy-two percent of Hispanics (and 75% of Hispanic households) speak Spanish at home.

States with highest Hispanic population



- + California
- + Texas
- + Florida
- + New York
- + Arizona

- + Illinois
- + New Jersey
- + Colorado
- + Georgia
- + New Mexico

Understanding the Hispanic Audience

- Audience should be included, feel respected
- It is more than race and language
- Its about message and messenger
- Its about culture
- Its about credibility
- Its about connecting



Understanding the Hispanic Audience

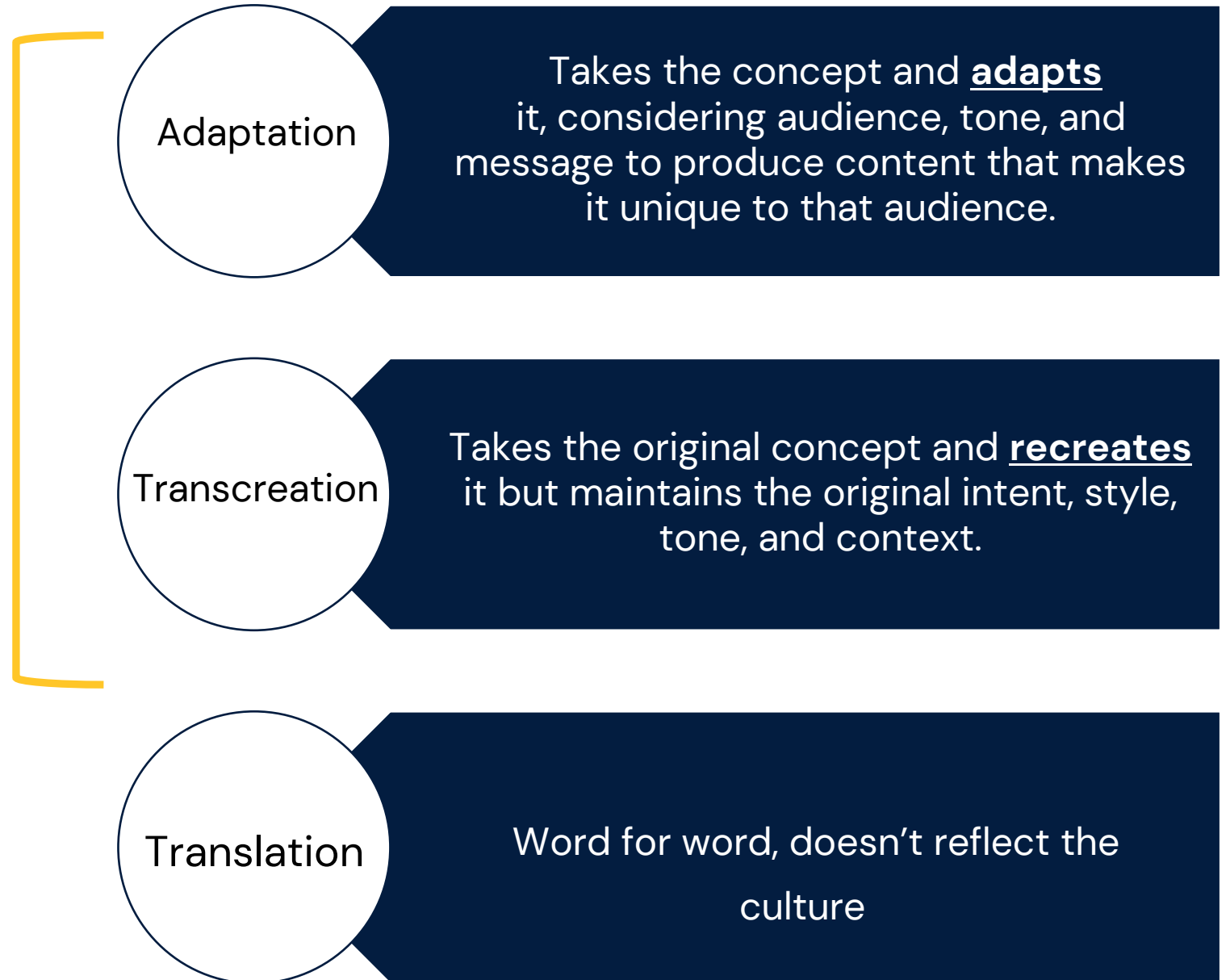
- Gender roles
 - Family values and familial relationships
 - Communication styles
 - Attitude toward authority and government
 - Attitude toward conflict and communication
 - Approaches to completing tasks
 - Attitudes towards disclosure
- Acculturation level
 - Beliefs and perceptions
 - Country of origin
 - Cuisine and dietary habits
 - Language preference
 - Music, arts and literature preferences
 - Regionalisms
 - Social norms and habits

Language is not people!

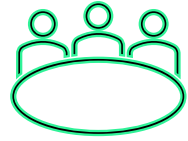
Translation vs. Adaptation/ Transcreation



Best practices and what we do



Message vs. Messenger



- Choosing the right messenger is most of the time, more important than the message itself

Trusted Sources of Information



- Promotoras and Community Health Workers
- Friends and Family members
- Churches and faith leaders
- Community-Based organizations
- Public figures and/or celebrities
- Community-Based organizations
- Public figures and/or celebrities

Tone and Image selection

- Audience should be included, feel respected
- It is more than race and language
- Its about message and messenger
- Its about culture
- Its about credibility
- Its about connecting



92%

Hispanic households
have access to
internet



Preferred media

Media Consumption Habits

- The majority (92%) of U.S. Hispanic households have access to the internet.
- Terrestrial radio is critical to reaching U.S. Hispanics. They spend an average of 12 hours and 59 minutes weekly listening to AM/FM radio—more time than the average spent on the radio by the total U.S. population.
- When looking for information about brands, products, and services on the internet, Hispanics/Latinos primarily use search engines, followed by consumer reviews and social networks, according to Nielsen's Habits Consumption 2020 report. When it comes to search engines, the majority seeks information on Google.





Importance of family



32 hours per/week



Media Consumption Habits

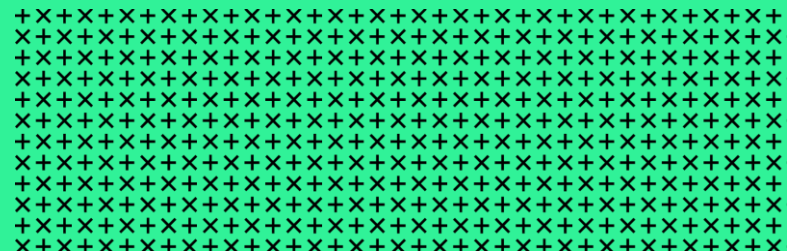
- Key concepts and themes that tend to be true for Hispanics/Latinos in the United States despite their background include the importance of family and community (familismo), love for food and spending quality time with friends and loved ones, shared respect for authority figures, and faith, among other things.
- Hispanics/Latinos heavily rely on social media, mainly via mobile devices.
- Hispanics spend about 32 hours each week listening to music
- Eighty-eight percent of digital-using Hispanics pay attention to online ads that include aspects of their culture—regardless of the ad's language.

Takeaways



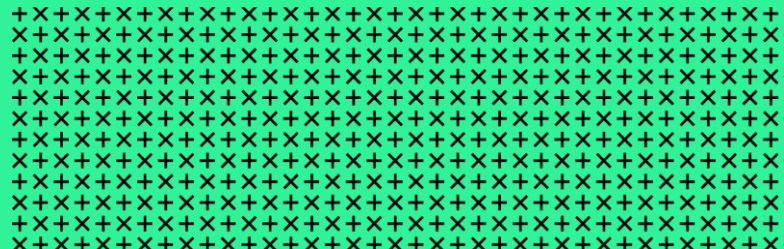
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Understand
audience's
unique history



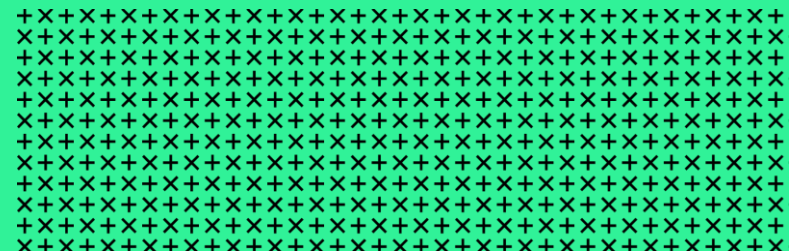
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Language is not
people



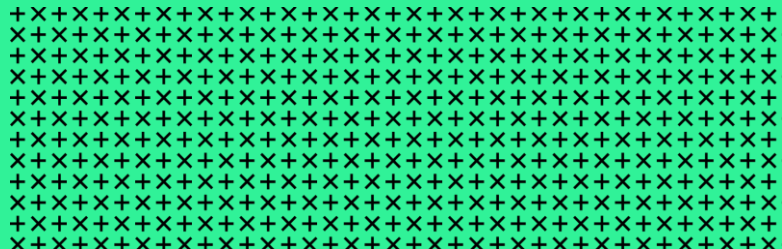
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There is a complex diversity within the Hispanic/Latino audience



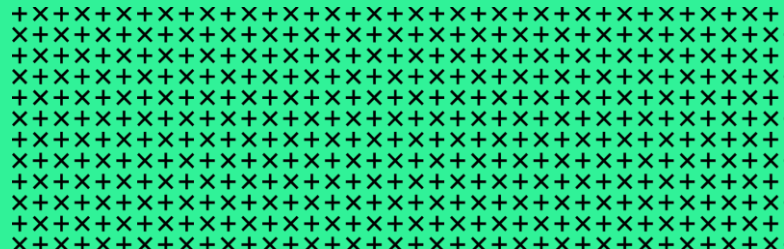
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Messenger can often be more important than message



5

Be authentic



Thank you

