

# Urban NPS Hispanic Outreach & Education

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# Project Overview

- NWA is experiencing intense urbanization and immigration
  - Hispanic population increased from 3,190 to 29,308 between 1990 and 2000.
- An estimated 80% of NWA Hispanics are bilingual but prefer Spanish language mediums
- Large majority of water quality educational materials are in English only (it is improving!)
- Tailoring pollution prevention messages specifically to the Hispanic community, allows for relevance to that community

# Project Goals

- Continue the mission of the UACES to provide research based, non-formal education to Arkansans
- Expand the Water Quality Outreach & Education programs & materials to include the growing Latino population
- Engage the Latino Community into actively participating in addressing issues affecting water quality protection

# Project Activities

- Educational Material Translation
  - Adapt existing & create new materials
- Public Outreach & Awareness
- Youth Education
- Adult Education
- Upper White & Illinois River Watersheds  
Benton, Carroll, Madison,  
Washington Counties



# Project Results

## • Publications developed:

- Posters on HHW recycling, proper lawn & garden care, auto maintenance, protecting storm drains
- Fact sheets on HHW & auto maintenance; "What is Stormwater?" waiting to be translated
- Brochure on protecting stormdrains
- Utility bill insert on "Understanding Stormwater" with tips for homeowners

### Understand Stormwater - Protect Water Quality

Every time it rains, the stormwater that runs into street drains is piped, *untreated*, to local streams. Any pollutants carried in stormwater flow straight into regional water supplies. We all play a role in preventing stormwater pollution. Here are a few simple tips:

- Maintain **1/2** million gallon
- Keep grass, and sediment
- Don't litter, and birds as!



### Entender el Agua de las Tormentas - Protega la Calidad de Agua

Cada vez que llueve, el agua de las tormentas que corre por las calles se dirigen al desagüero de las tormentas mas cercana y es transportada por las tuberías, sin ser tratado, a corrientes locales. El agua de las tormentas recoge cualquier contaminantes dirigiendolo directamente a los suministros regionales de agua. Todos nosotros tenemos un papel de prevenir la contaminación del Agua de las tormentas. Aquí están unas simples consejos:

- **Dar Mantenimiento a su automóvil y arreglar los escapes de líquidos.** Sólo un cuarto de galón del petróleo puede contaminar hasta 2 millones de galones de agua potable!
- **Recoga el césped, las hojas y la tierra de calles y aceras.** Esto prevendrá el exceso de alimentos nutritivos y sedimento en corrientes y así ayudar al desagüeros de las aguas de las tormentas llegar a ser atascado (atorado).
- **No ensucie.** Aún los más pequeños pedacos de basura, tal como extremos de cigarrillo, pueden ser dañino a los peces y pájaros al ser comido por equivocación, y las toxinas contenidas dentro de puede filtrarse en el agua.

Visite [http://pic.usay.edu/storm\\_water/default.htm](http://pic.usay.edu/storm_water/default.htm) y haga clic "What Can I Do?"  
Y para más información llame Cooperative Extension Service: 479-371-1366



# Project Results

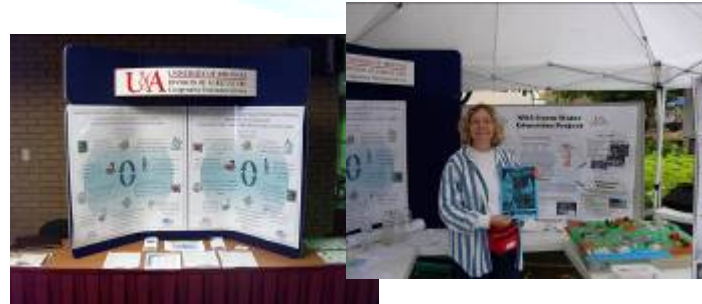
- Media outreach:

- TV: segment on *La Raza with Magna, Asi Asi Just Like That*, local news coverage on Rain Gardens promotional event
- Radio: live call-in on runoff and HHW; interview with *Que Pasa What's Up*; many PSAs on yard waste, soil testing, composting
- Print: Feature article on NWA's stormwater issues; article on importance of protecting drinking water



# Project Results

- Educational events:
  - Poster displays at community events
    - County fairs, "green" fairs, street fairs, health fairs, farmer's market, community organization conferences, networking organizations
  - Poster displays at public buildings and local businesses
    - Hispanic owned businesses, public libraries, Health & Human Services, courthouses, local shopping malls, activity centers





# Project Results

- Youth Education:
  - Focused on schools with high Hispanic student populations
  - Both classroom and non-classroom programs provided, much of it "hand's on"
  - Topics included: watersheds, the water cycle, stormwater runoff, groundwater pollution, preventing NPS pollution, etc.







# Obstacles

- Misconceptions about US drinking water
- Benton & Washington vs. Carroll & Madison
  - urban vs. rural
  - organized communities vs. non-organized
- Assimilating to different cultures
- Avoiding the impression of preaching or lecturing on issues (includes ALL audiences)
- Inability to provide conversational programs in Spanish

# Lessons Learned

- Having someone on board with ties to the community helps immensely!
- Can't necessarily trust other translations, can affect credibility
- Family activities can increase program participation

# Program Sustainability Beyond the Project

- Translation costs money, whether you have someone on staff or contract it out
- ¿Habla Espanol?  
(Hmong, Marshallese, Laotians)
- Working relationships formed with media & community leaders
- Measuring change & results in the future
  - Illinois River Watershed Survey

# Next on the Horizon

- Spring HHW roundup at St. Raphael's Church
- TV segments on Jones' TV (Jones' Center for Families)
  - EPA's Chucho Salva el Dia
  - Emilio's Adventures (bilingual)
  - Translation of Beaver Water District's "History of Beaver Lake"
- Spring news article series on soil testing in *Noticias Libres*
- Training for landscape professionals in Spanish
- Translation/development of educational materials
  - Glossary of drinking water terms, constructing rain barrels
- Continue youth education, poster displays, etc.



*¡Gracias!*