

BUILDING MEANINGFUL
RELATIONSHIPS IN COMMUNITIES

LATINX OUTREACH & ENGAGEMENT

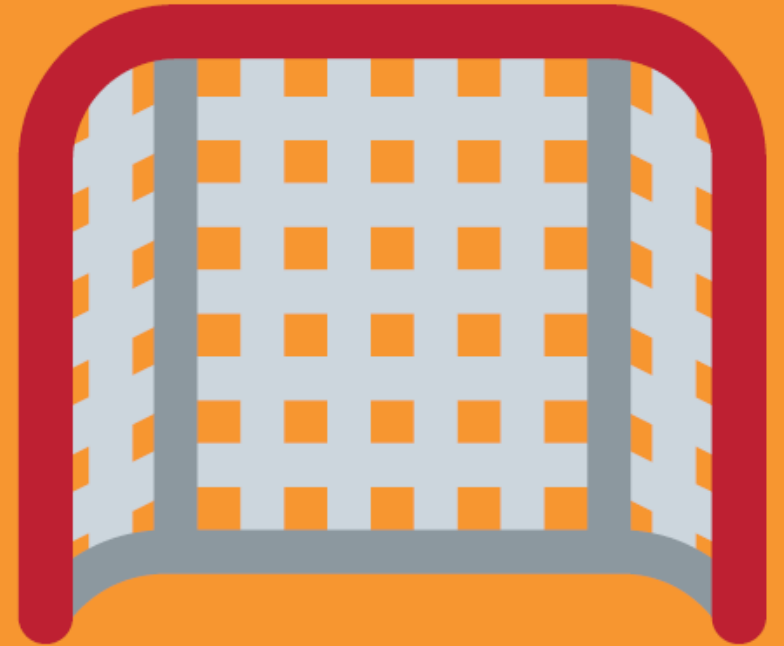
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PRESENTATION GOALS

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 TOOLKIT

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.

Culture, History, & Environment

Browse Exhibits

COMMUNITY OUTREACH AND ENGAGEMENT TOOLKIT

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. Organizations that find themselves eager to establish positive relationships with Latinxs can use this toolkit as a resource to get started or to strengthen their efforts. The goal of this toolkit is to support organizations on a path to understanding how to best engage with the Latinx community.

The slides that follow are structured by major actions organizations must take. Each action slide is supplemented with a brief explanation of what it means or entails, questions to consider and discuss as an organization, and related resources and materials. Positive community outreach and engagement cannot be achieved overnight; it is a process that this toolkit will assist organizations in initiating.

Developed by Camilla Sandoval

Know Your Users or Visitors

Assess Cultural Competency

Create and Strengthen Relationships

Establish Goals

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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.

MD POPULATION CHANGE FROM 2000-2010

Population Breakdown

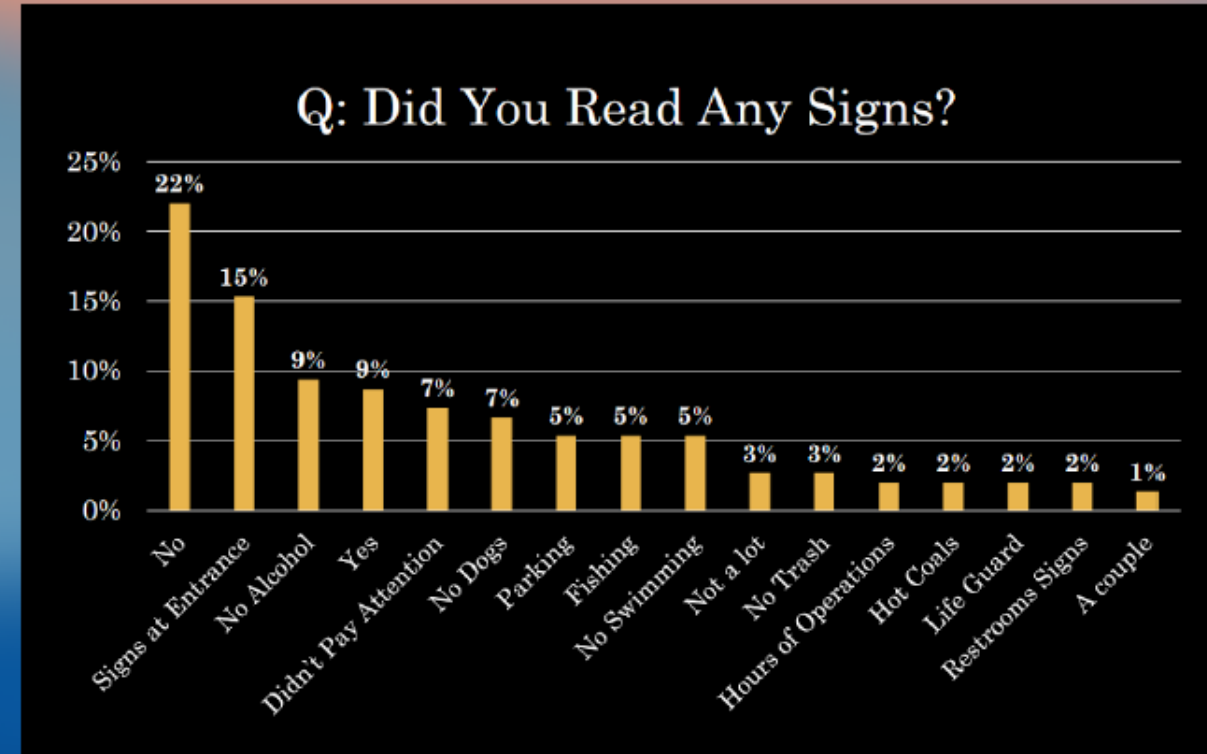
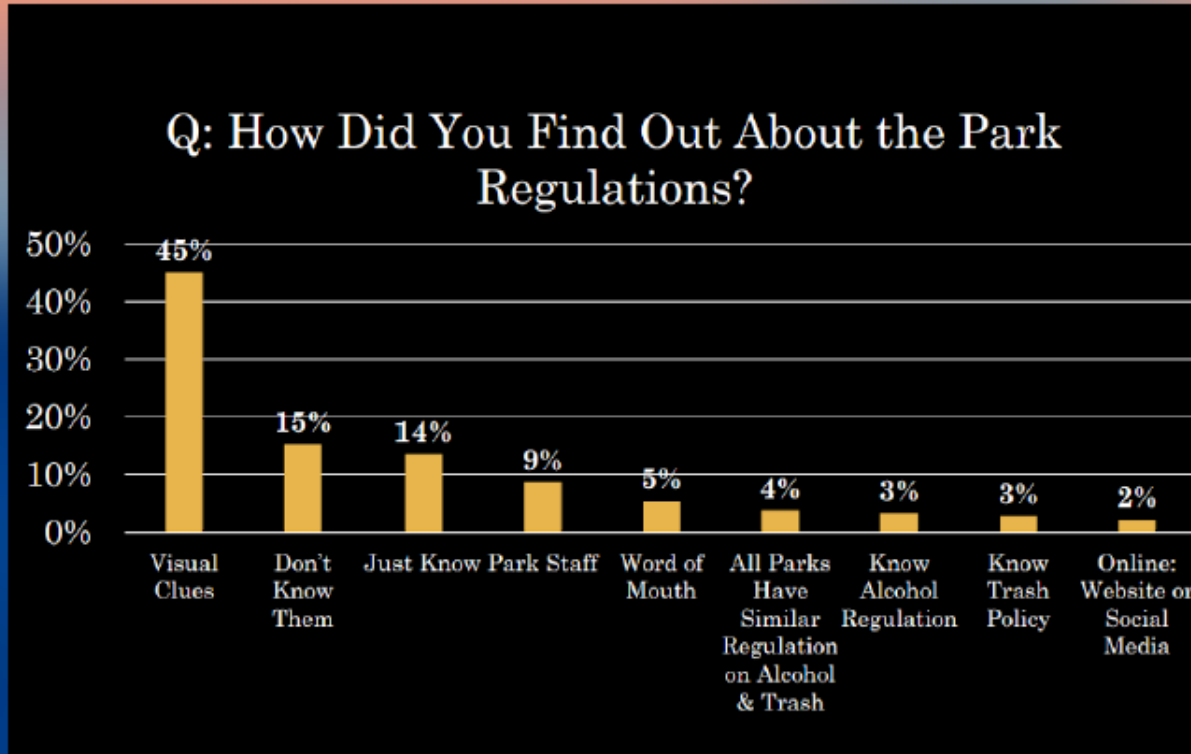
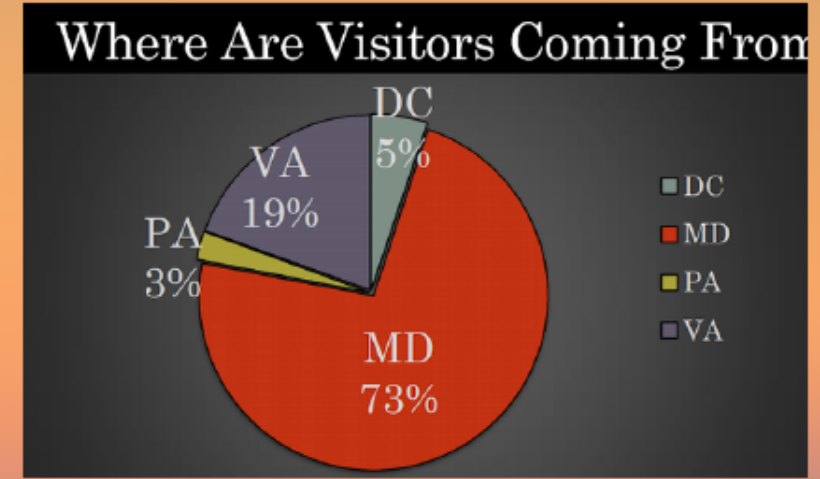
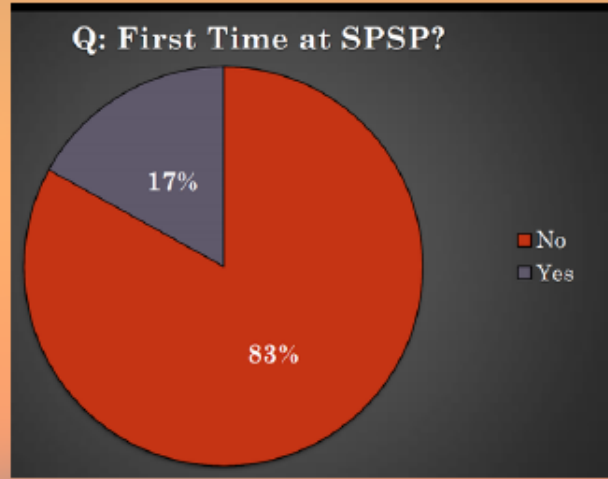
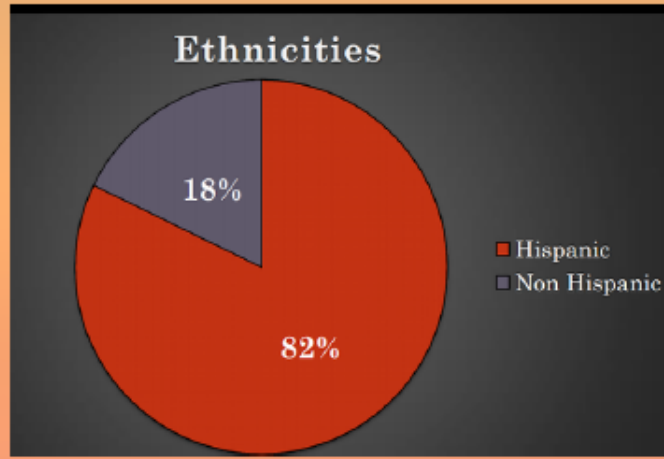
Salvadorans are by far the largest Hispanic group in Maryland, comprising nearly 124,000 persons in 2010, well above Mexicans (88,004), Puerto Rican's (45,572) and Guatemalan's (34,491).

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).

MD LATINX POPULATIONS:

Table 1. Characteristics by Selected Hispanic Groups in Maryland - 2010

			Med Age	Med Age	Med Age Difference
	Population	Med Age	Male	Female	Male-Female
Hispanics (largest groups)					
Salvadoran	123,789	28.4	28.8	28.0	0.8
Mexican	88,004	25.7	26.2	25.0	1.2
Puerto Rican	42,572	26.8	25.6	27.9	-2.3
Guatemalan	34,491	28.2	28.4	27.6	0.8
Honduran	20,576	28.6	28.7	28.5	0.2
Peruvian	18,229	35.3	34.1	36.2	-2.1
Dominican (Dominican Republic)	14,873	27.3	25.7	28.8	-3.1
Colombian	12,990	34.3	31.7	36.4	-4.7
Cuban	10,366	31.6	30.7	32.3	-1.6
All Hispanics	470,632	27.8	27.6	28.1	-0.5
Maryland	5,773,552	38.0	36.4	39.3	-2.9
Source: U.S. Census Bureau, SF2, March 1, 2012					
Prepared by the Maryland Department of Planning					



es mi parque



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





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.



A photograph of a woman with curly red hair and a young girl with long dark hair sitting on a wooden pier. The woman is holding a blue fishing rod, and the girl is holding a small blue fishing reel. They are both looking at the fishing rod. The pier is made of wooden planks and extends into a body of water. In the background, there is a green shoreline with trees and bushes.

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



BEYOND TRANSLATION

"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](https://culturehistoryenvironment.omeka.net/exhibits/show/toolkit-outreach-engagement)



KEEP IN TOUCH

Contact us for questions, guidance, resources

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