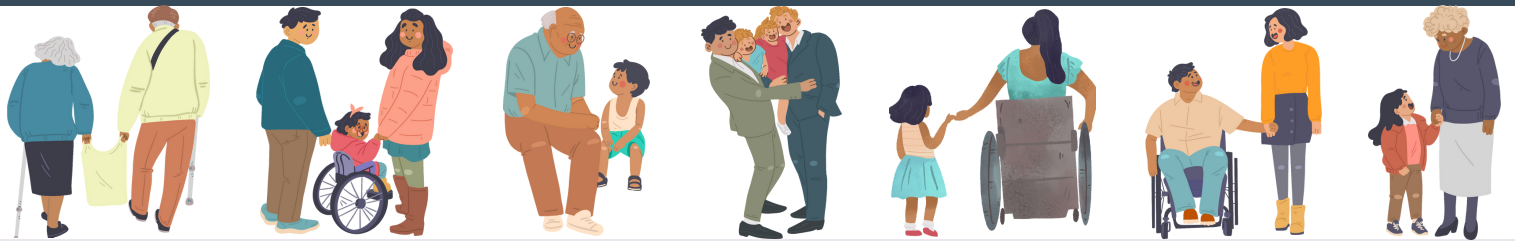


# SPANISH LANGUAGE OUTREACH

How ADA information can be better delivered to Spanish-speaking communities

## REGION 1: NEW ENGLAND ADA CENTER



### THE POPULATION IN REGION 1

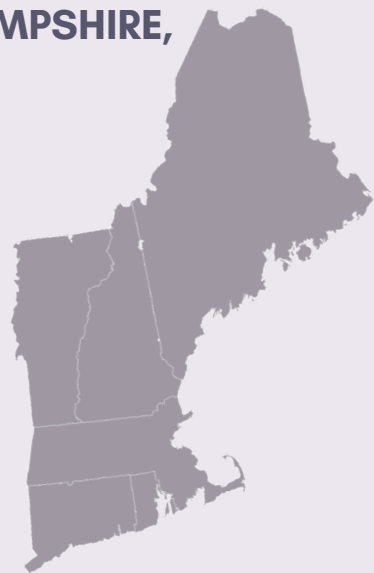
CONNECTICUT, MAINE, MASSACHUSETTS, NEW HAMPSHIRE, RHODE ISLAND, AND VERMONT

# 27%

of the 14.9 million people in the New England ADA region identify as racial or ethnic minorities

# 8.9%

of the region speaks Spanish



Massachusetts has the largest group of Spanish speakers in Region 1, with 12.7% of the state population identifying as Hispanic or Latino

## THE SLO PROJECT

The Spanish Language Outreach Project (SLO) is a 5-year collaborative national initiative of the ADA National Network ten regional ADA Centers and the ADA Knowledge Translation Center.



PART 1: EXPERT CONSULTATION INTERVIEWS

## WHAT DO COMMUNITY MEMBERS HAVE TO SAY

### BARRIERS IDENTIFIED

Language barriers

Lack of trust

Lack of awareness to resources

Technology

"People come to me because I speak Spanish, because it generates trust, I send them where to go, and I do my best to provide information in Spanish."

"Using more in-person communication such as word-of-mouth, using family and friends to share information."

### RECOMMENDATIONS

In person workshops

More letters in the mail

Increase in person interactions

## CONSIDER THESE SPECIFIC STRATEGIES

- 1 Increase outreach efforts in states with higher Hispanic and Latino populations, such as Connecticut and Massachusetts
  - 2 Connect with local radio stations and use social media for networking
  - 3 Connect with local community partners and organizations
  - 4 Send out newsletters to additional organizations in region 1
- For more information please visit: [www.newenglandada.org](http://www.newenglandada.org)

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