

SPANISH LANGUAGE OUTREACH

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

REGION 7: GREAT PLAINS ADA CENTER



THE POPULATION IN REGION 7

IOWA, KANSAS, MISSOURI, AND NEBRASKA

1 Million

Hispanic or Latino Americans

21%

of the population identifies as racial or ethnic minorities

Kansas has the largest group of Spanish speakers, with around 370,000 individuals identifying as Hispanic/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
- Fear and lack of trust
- Lack of awareness to resources

RECOMMENDATIONS

- Proactive awareness
- More material in Spanish
- Partner with community leaders
- Improve accessibility

“We work with the Spanish community every day and we are horrible at it because we do not have an onsite interpreter or someone to do home visits. 1 in 5 of the people we serve are Spanish speakers. We have to get an interpreter on the phone and that is difficult”.

“If there was a resource for families who had themselves a disability or looking for resources for their child. I would love to have print material, resources that I could hand to their families... it would be great to have a print resource of someone we could call to get information.”

“Flea markets, events in the TV, offer services and offer information to the community.”

“We are going to redo our website, so like that could be an opportunity for us to think through, how do we make our website accessible to as many people as possible?”

CONSIDER THESE SPECIFIC STRATEGIES

- 1** Increase outreach efforts across the region and develop new connections with Latino/Hispanic organizations in the area as this community continues to grow
- 2** Connect with local radio stations and use social media for networking
- 3** Connect with local community partners and organizations

For more information please visit: www.gpadacenter.org

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