

SPANISH LANGUAGE OUTREACH

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

REGION 10: NORTHWEST ADA CENTER



THE POPULATION IN REGION 10

ALASKA, IDAHO, OREGON, AND WASHINGTON

30%

of the 14 million people in the region identify as a minority

13.3%

Hispanic or Latino Americans

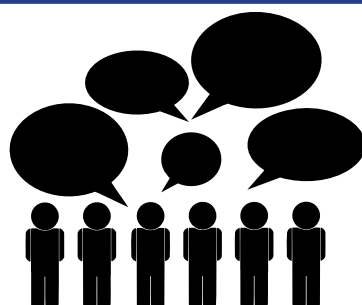
8.3%

of the region speaks Spanish

Washington has the largest population of Spanish speakers in the region, with approximately 1 million individuals 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
- Fear and lack of trust
- Lack of awareness to resources
- Stigma on disability/ mental health
- Discrimination
- Technology

RECOMMENDATIONS

- Education and training for the community and staff in organizations
- State tailored information for the community
- Increase participation in community events
- Partner with local organizations
- Use different ways to deliver information

"In general, I think there is a lot of fear, that is the first word that comes to mind... Overall it's a fear and distrust in the government."

"The main barrier is language access. I think language access will or would give the potential for our community to know what the ADA stands for."

"A 1-800 number doesn't usually work for our community. They prefer to find a trusted source that they can communicate... they want a specific number with people they are familiar with to call."

"Any event that provides resources for families is often a good way to communicate."

"We reach out to those organizations that have more access to that community (Latino) in general, and then from there we try to develop a relationship with them."

CONSIDER THESE SPECIFIC STRATEGIES

1 Continue outreach efforts across the region especially considering the Latino/Hispanic population in Washington (as the state with most Latinos in the region), and in other states in the region as this community continues to grow.

2 Connect with local community partners and organizations to build connections and spread information about the ADA

For more information please visit: www.nwadacenter.org

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