Generalizations about Latinos

Motivations

- Rest, relaxation, fun, preferences for water
- View scenery, escape daily life
Generalizations about Latinos

Preferences

- Development
- Seek shade
- Communication styles
Generalizations about Latinos

Activities

- Picnic
- Hiking
Generalizations about Latinos

Group Characteristics

- Family orientation: multi-generation, extended family
- Group size median 15 (varies widely)
Generalizations about Latinos

Barriers

- Don’t know where to go or what to do
- Feel unwelcome, discriminated against
- Seek people/workers like themselves
Positive Management Actions

- Renovation of the Applewhite Picnic Area (AWPA)
- ECO-Teams
- Forest Information Van (FIV)
- Augustus F. Hawkins Natural Park
Renovation of AWPA

- Urban 1-hour drive, over 12 million people
- About 80 percent of visitors are Latino
- Day use
- The main feature of this picnic area is the creek, along which recreationists have gathered for many decades.
AWPA

1993

1997
ECO-Teams

- Angeles & San Bernardino National Forests
- California Environmental Project
- Relay regulatory and environmental messages
FIV

- 1994 – 2001
- Angeles National Forest
- Small, movable visitor center
- Bilingual staff and information
Hawkins Natural Park

- 8.5 acres, previously owned by LA Dept. of Water & Power
- Santa Monica Mountains Conservancy
- Environmental education focus
- Natural area focus
Connecting with Latinos

Do:
- Give full information
- Use some International Symbols
- Use back translations
- Include Latinos in literature
- Interpersonal communications

- Educate yourself
- Educate your agency
- Offer employee training
- Hire Latino employees
Connecting with Latinos

- Be sensitive to Latino groups.
- Training may be needed for all constituent contact employees, including seasonal employees and volunteers.
- Sites may require renovation to meet the needs of Latinos, and protect the public lands.
- Develop a plan to connect Latinos to the outdoors.