

SPANISH LANGUAGE OUTREACH

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

NATIONAL

HISPANIC AND LATINOS ARE ONE OF THE FASTEST-GROWING POPULATIONS IN THE UNITED STATES

62 million Hispanic or Latino people in the United States



11.8 million Hispanic or Latino people with disabilities

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 CAN BE DONE

CULTURALLY APPROPRIATE OUTREACH

Make information accessible and relevant

In-person trainings and education

Partnering with trusted leaders

PROVIDE STATE SPECIFIC INFORMATION



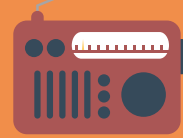
CONSIDER THESE SPECIFIC STRATEGIES

- 1 Provide in person trainings and events
- 2 Use social media to spread information to the community
- 3 Partner with other organizations, especially local organizations
- 4 Always consider culturally appropriate outreach

HOW DO SPANISH SPEAKING COMMUNITIES ACCESS INFORMATION



Social Media



Radio and TV



Text Messages and Phone Calls



Community Interactions

IDENTIFIED BARRIERS

- **Language barriers** (effective communication, translation services, lack of bilingual staff, and low literacy)
- **Lack of information** about programs, services, benefits, and rights
- **Fear and lack of trust**
- **Stigma/ lack of education on disability and mental health**
- **Technology**
- **Challenges in outreach** (capacity and accessibility supports.)