



Session 28

Communicating CPS Across Cultures



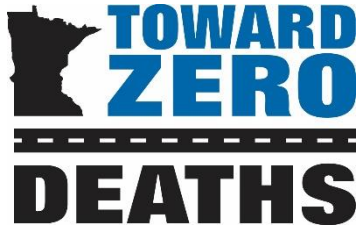
Panelists

Joel Glaser, Ampers CEO

Nina Bouphasavanh, Ampers Dir. Mktg & Comm

**KaRee Lockling, Fond du Lac Injury Prevention
Program Coordinator**

Moderator: Diana Vanwormer



Joel Glaser



Chief Executive Officer

- **CEO of Ampers for the past 8 years**
- **Radio advertising – sales & sales management for 20 years total**
- **TV reporter, producer & executive producer for 4 years**
- **Currently serve on IPAWS* Committee**
 - *Integrated Public Alert & Warning System (Formerly EAS)**



Nina Bouphasavanh



Dir. Of Marketing & Comm.

- **20 years of diverse media experience (TV, radio, digital)**
- **Former media trainer for Homeland Security**
- **Global humanitarian experience – health & safety**
- **Involved with refugee assimilation & ESL tutoring**
- **Mixed Southeast Asian descent with immigrant parents**



KaRee Lockling



Injury Prevention Prog. Manager

- **5 years at FDL Human Services**
- **CPS instructor**
- **Background in traffic safety**
- **Work with seatbelt surveys, distracted driving & CPS**



What is Ampers?

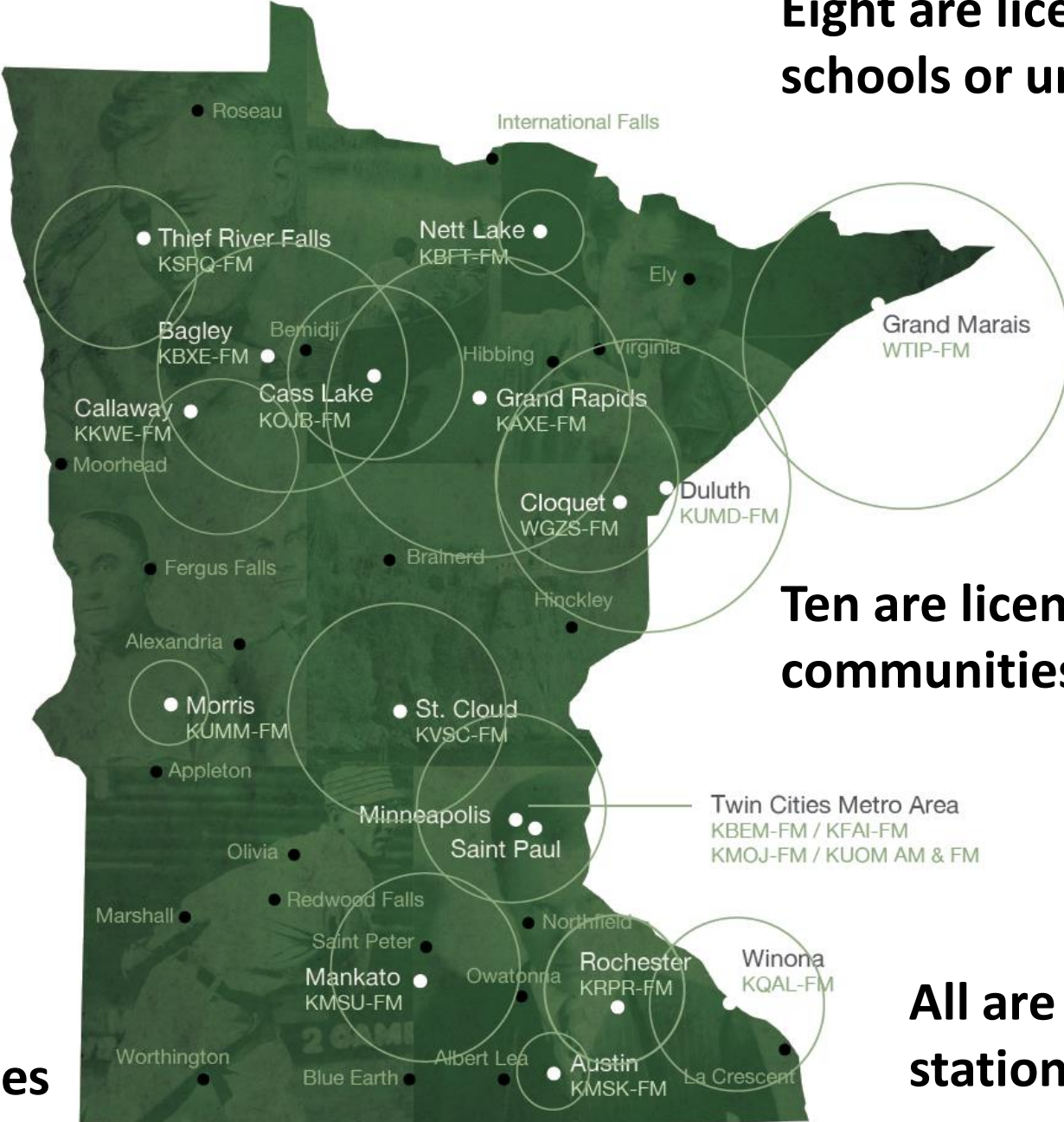
- **Association of Minnesota Public Educational Radio Stations**
- **Diverse Radio for Minnesota's Communities**
- **18 different independent community radio stations**
- **Ampers is an association NOT a network**

Stations primarily serve underserved communities:

- African Americans
- Native Americans
- New immigrants
- Rural
- Students

Programming in 12 different languages

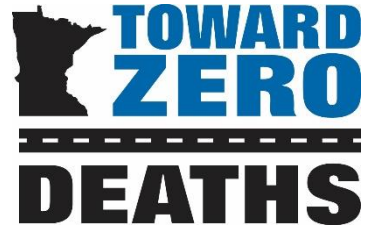
Four of the stations are in Native American communities



Eight are licensed to college schools or universities

Ten are licensed directly to the communities that they serve

All are non-commercial stations



Things To Keep In Mind

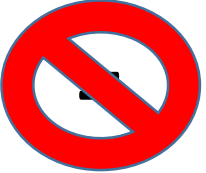
- **We will be discussing broad generalizations**
 - **I can't speak for all middle-aged white guys**
 - **Nobody can or should speak for an entire culture**
 - **We will be making observations & suggestions not speaking for a specific culture or community**



Things To Keep In Mind

- **Example of a suggestion**
 - **If we say be careful of holding an event on a holiday**
 - **We're not speaking for that entire community**
 - **Some won't show up if the event is during a holiday**
 - **Some may be offended and hold it against you**
 - **Some won't care at all**

Things To Keep In Mind

- **Don't Just Translate:**
 - **Life Jacket**  **Life Saver (in Spanish)**
 - **“Life jackets saves lives” becomes “life savers save lives”**
- **Do Your Research**
 - **Law school wanted to increase diversity**
 - **Many Somalis settle disputes through the family**

OOPSS!!



premium roast
coffee

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Things To Keep In Mind

What is “Normal” in their home country



Things To Keep In Mind

What is “Normal” in their home country

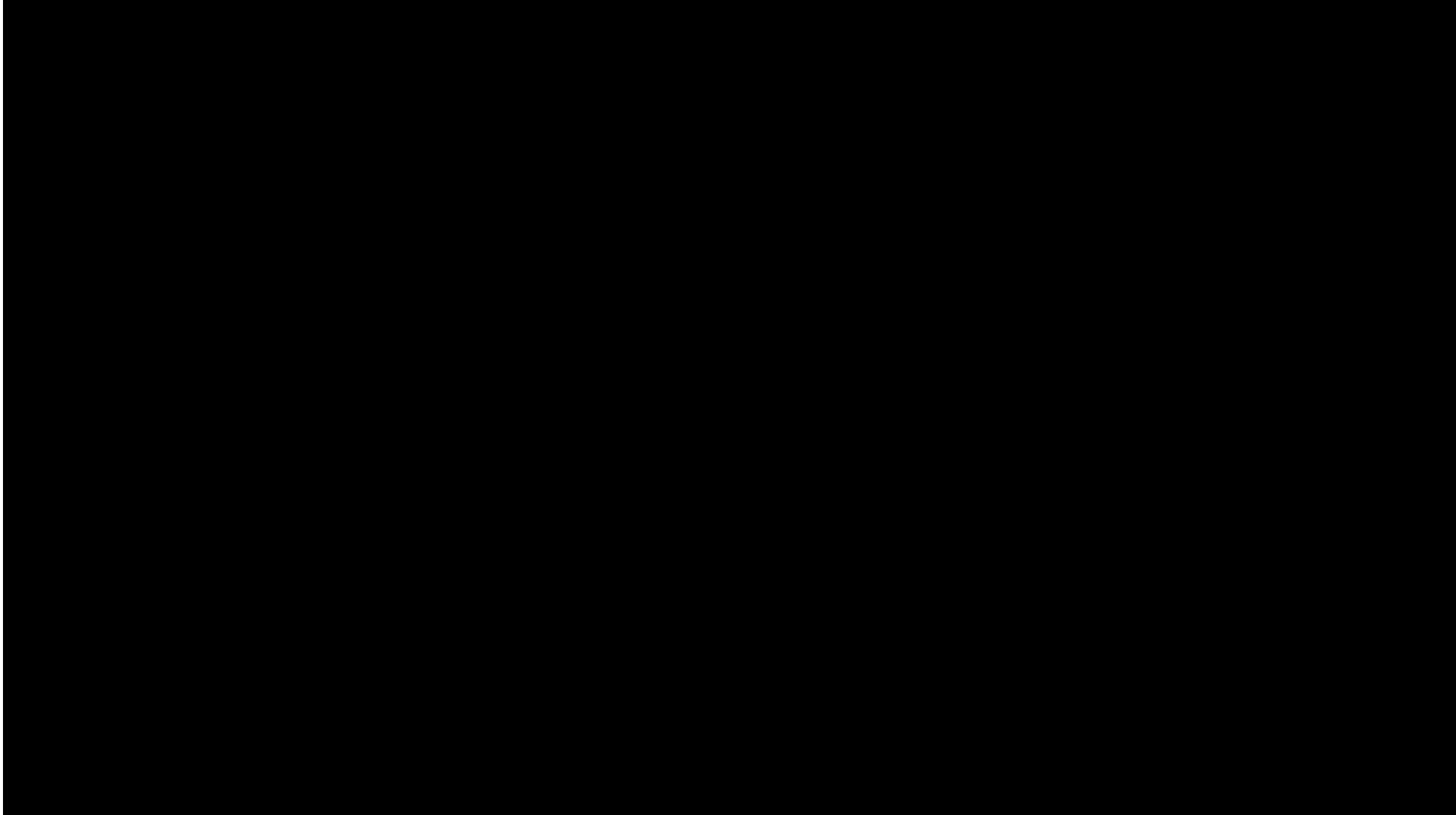


Things To Keep In Mind

What is “Normal” in their home country



Things To Keep In Mind



Lessons We Have Learned

- **Don't Just Hold an Event & Advertise...INVITE!!!**
 - **Would you just walk into a church or synagogue?**
 - **Go to the community don't expect them to go to you**





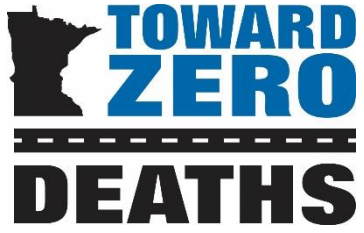
Lessons We Have Learned

- **Don't Just Hold an Event & Advertise...INVITE!!!**
 - **Avoid the “fly by” you need to be there long-term**
 - **Truly connecting is a marathon not a sprint**
 - **Identify and utilize community liaisons**

Lessons We Have Learned

- **Establish Personal Connections**





Lessons We Have Learned

- **Educate DON'T Intimidate**
 - **Many new immigrants don't trust the government**
 - **Their government may have been corrupt or the enemy**
 - **Previous intimidation tactics may have been death**
- **Don't fall victim to stereotypes & assumptions**
 - **New immigrants are uneducated and poor**
 - **Many are well educated but certifications don't transfer**

Lessons We Have Learned

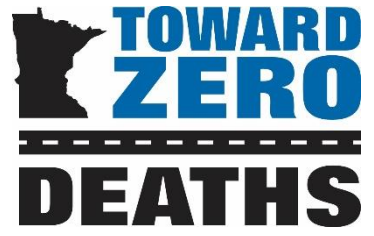
- **Recognize the importance of peer-to-peer**
 - **Immediately increases trust factor**
 - **It makes the message more relatable**
 - **Replaces what we call the “preaching & teaching” model**
- **Establish yourself/department as a trusted source of info**
 - **Of course when it comes to child passenger safety**
 - **Be a safety resource beyond passenger safety**



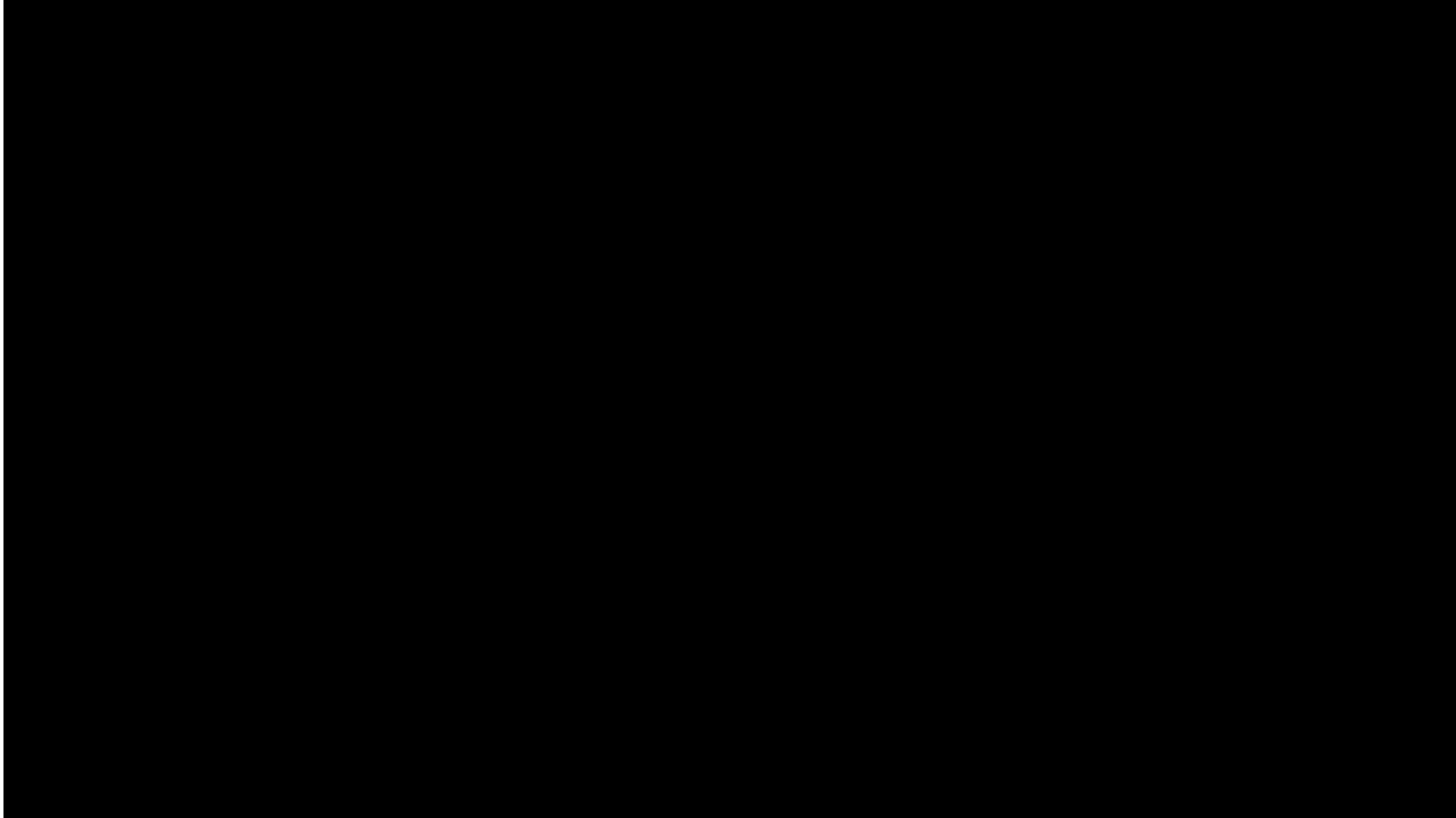


Lessons We Have Learned

- **Use real people not stock photos**
- **Utilize Social Media**
 - **Study by Dept. of Health shows a great way to connect**
 - **Smartphone penetration is incredibly high**
 - **Utilize video, how-to, Facebook live**



- Utilize Social Media





KaRee Lockling

**Fond du Lac Injury Prevention
Program Coordinator**



Resources

<https://www.ihs.gov/MedicalPrograms/InjuryPrevention/index.cfm?module=toolbox&option=snap>

<http://www.cdc.gov/Motorvehiclesafety/native/index.ht>



Presenters contact info:

Joel Glaser: jglaser@ampers.org

Nina Bouphasavanh: nina@ampers.org

KaRee Lockling: kareelockling@fdlrez.com