



Communicating Traffic Safety Information to Non-English Speaking Populations

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Target Audience

- Non-English speaking people are not necessarily minority groups nor vice versa
- Non-English speaking people of all ages
- Anyone walking, biking, driving or interacting with roadways in any manner



2005 Immigration Numbers

- 15,456 legal immigrants came to Minnesota (top ten countries)
 - 2,233 from Somalia
 - 1,303 from Ethiopia
 - 830 from India
 - 713 from Liberia
 - 675 from China
 - 636 from Mexico
 - 583 from Vietnam
 - 515 from Russia
 - 502 from Kenya
 - 433 from Canada



Target Audience Challenges

- Their top priorities are going to revolve around economics, not traffic safety
- They may never have owned a car, driven on an interstate or used an automobile restraint device
- In their previous country, they may have experienced torture, corruption and degradation from people in uniform



Communication Challenges

- Communicating in as many languages as possible (there are approximately 100 languages and dialects spoken in Minnesota)
- Understanding that many people speaking foreign languages may not have the ability to read their own language
- Non-English speaking people are not likely to watch Fox News, read the Star Tribune or listen to Kool 108.



Communication Opportunities

- Community leaders- new immigrants tend to look to leaders within their own communities for means of assimilation
- Community events- Cinco de Mayo, Hmong Festival, etc
- Targeted media (continued to next slide)

Target Media (sample)

- **Television-**

- ECHO on Twin Cities Public Television

- **Radio-**

- HMR- Hmong Minnesota radio station- St. Paul

- KSMM-AM- Spanish- Mankato

- KMSU- (6 hours of Spanish programming)- Rochester

- KBEM- (5 hours of Spanish programming) - Minneapolis

- KVSC- (3 hours of Spanish programming on Saturdays) - St. Cloud

- KFAI- (an hour and half of Spanish programming on Wednesdays) - Minneapolis

- KQAL- (an hour on Saturday's and Sunday's of Asian programming) - Winona

- KUOM- Asian programming- Minneapolis/St. Paul

- **Newspapers-**

- Asian Pages- St. Paul

- Gente de Minnesota- (Spanish)- Minneapolis

- El Vecino- (Spanish) - St. Cloud

- La Prensa de Minnesota- (Spanish)

- Hmong Times- St. Paul

- Hmong Today- St. Paul

Case Study- Los Angeles (mid 90's)

- Goal- to provide Hispanics targeted traffic safety education which will reduce crashes and arrests
- Strategy- to promote a positive image of the Hispanic driver who cares for his family by taking responsibility for traffic safety
- Activities- presenting traffic safety workshops in Spanish at area schools, parks, churches, neighborhood watch meetings and through Hispanic media
- First Year Results- Hispanics involved in crashes dropped from 65 percent to 30 percent, Hispanics involved in DUI arrests dropped from 68 percent to 48 percent



AAA's Efforts to Communicate

- Printed materials, for the most part, are limited to Spanish
- www.carseatsmadesimple.org for child passenger safety experts include materials in Spanish, Somali and Hmong
- Partnership with ECHO for Child Passenger Safety and Calling 9-1-1



What We've Learned

- Limited materials are woefully inadequate
- Tremendous demand for the two DVDs across the country
- Different parts of the country have different immigration trends
- Non-English speaking people for the most part want to comply with the laws and assimilate without losing their own identity



Thank you!

- Questions?

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