

# Engaging Latinos and other Underserved Communities

By Ricardo Vela

UC ANR, Manager News & Information Outreach in Spanish

 **UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources

# What is an underserved community?

An underserved community may include people who are socioeconomically disadvantaged; people with limited English proficiency; geographically isolated or educationally disenfranchised people; people of color as well as those of ethnic and national origin minorities; women and children; individuals with disabilities and others with access and functional needs; and seniors.

Source: NDRF - National Disaster Recovery Framework



# Common Stereotypes and Unconscious Bias



1

## Myths

Understand and dispel common misconceptions about these communities.

2

## Media Influence

Exploring the impact of media portrayals on perceptions.





# Chicano? Hispanic? Latino? Latinx?



**Hispanic** refers to the region, not the race, and uses the term to describe any person, regardless of race, creed, or color, whose origins are Mexican, Puerto Rican, Cuban, Central or South American, or of some other Hispanic origin.

**Latino** refers to countries (or cultures) that were once under Roman rule. This includes Italy, France, Spain, etc. Brazilians are Latino but are not considered to be Hispanic. This term is about **ethnicity, not race.**

The word '**Chicano**' has been deemed unacceptable and may be considered derogatory by some individuals. In the same way that “Hispanic” identifies someone with Spanish roots, “Chicano” **refers to Americans of Mexican ancestry.**

**Latinx** is used as an alternative to the gender binary inherent to formulations such as Latina/o and Latin@ and is used by and for Latinos who do not identify as either male or female or, more broadly, as a gender-neutral term for anyone of Latin-American descent.

# Understanding the Latino community

**The Latino community is often misunderstood, especially when we try to convey a specific message; thus, our intentions get lost, clouded by stereotypes and misperceptions about the largest ethnic group in California.**

**Latino is not a race but a complex group of Spanish-speaking language heritage, Native American, European, and African descendants.**



# Common Stereotypes and Unconscious Bias

- Latinos are criminals or gang members.
- Latinos are gardeners or housekeepers.
- Latinos are dropouts.
- Latinos don't have professional careers.
- Latinos abuse welfare.
- All Latinos are Catholics.
- All Latinos speak Spanish.
- All Latinos are "Messicans."

Source: "The Impact of Media Stereotypes on Opinions and Attitudes Towards Latinos."

UCLA/The National Hispanic Media Coalition





# Media Influence

- News and entertainment media have a strong influence on non-Latino perceptions about Latinos and immigrants.
- Most people attribute a mix of both positive and negative stereotypes of Latinos and immigrants.
- Media portrayals of Latinos and immigrants can diminish or exacerbate stereotypically negative opinions about them.

Source: "The Impact of Media Stereotypes on Opinions and Attitudes Towards Latinos." UCLA/The National Hispanic Media Coalition.



# Understanding Latinos

## 1 One Size Doesn't Fit All

Communities have diverse needs that require tailored approaches.

## 2 Who and Where?

Identify the specific demographics and geographic locations of the communities.



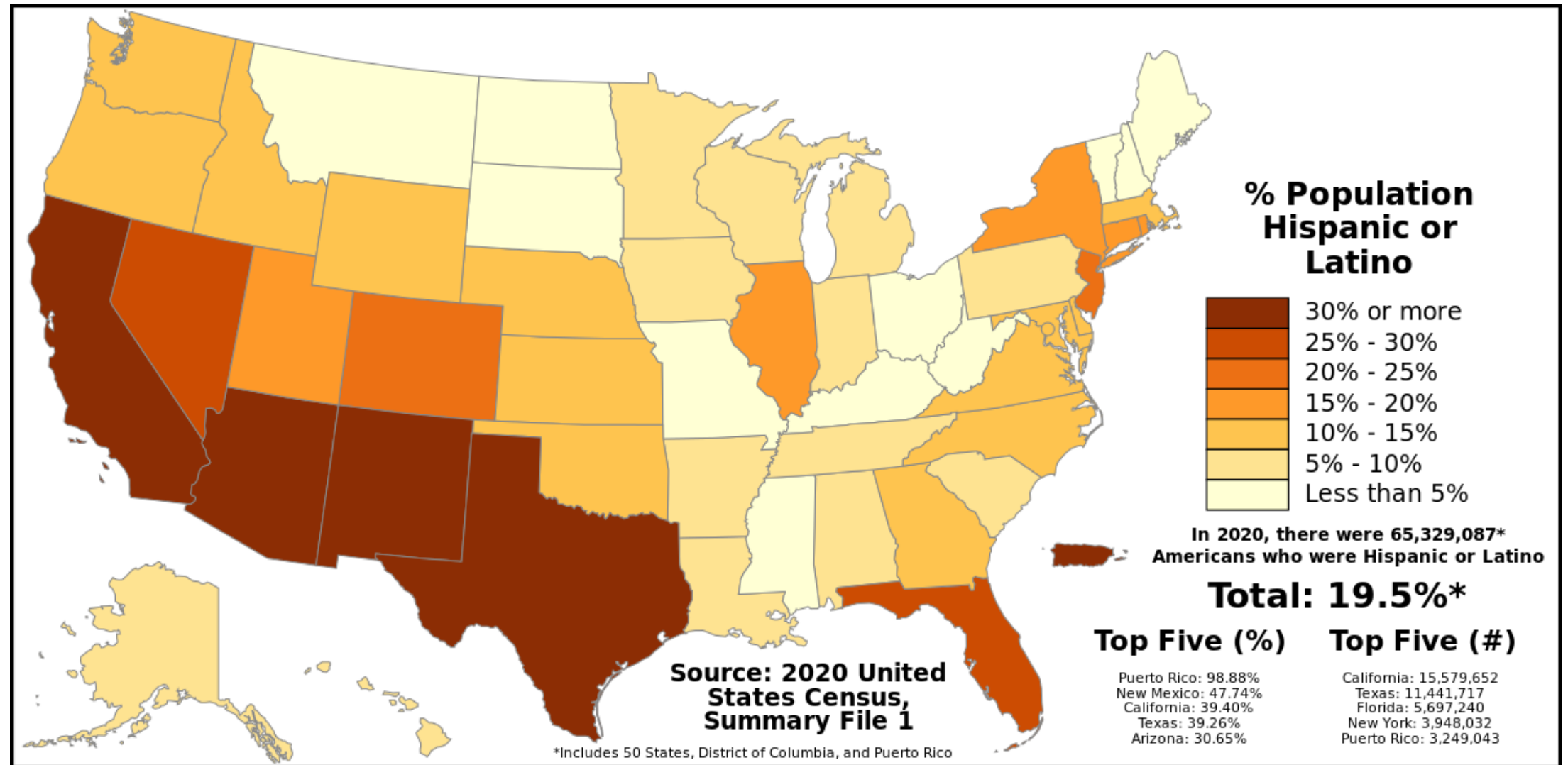


# One size doesn't fit all fit all



# One size doesn't fit all

**fit all**  
In 2022, California had the highest Hispanic population in the United States, with over 15.73 million people claiming Hispanic heritage. Texas, Florida, New York, and Arizona rounded out the top five states for Hispanic residents in that year.





# One size doesn't fit all

**fits all** total: 63,555,000

Mexican 58.9%

Puerto Rican 9.3%

Salvadoran 3.9%

Cuban 3.8%

Dominican 3.8%

Guatemalan 3.0%

Colombian 2.3%

Venezuelan 1.3%



# One size doesn't fit all

**CA/AZ – Mexico**

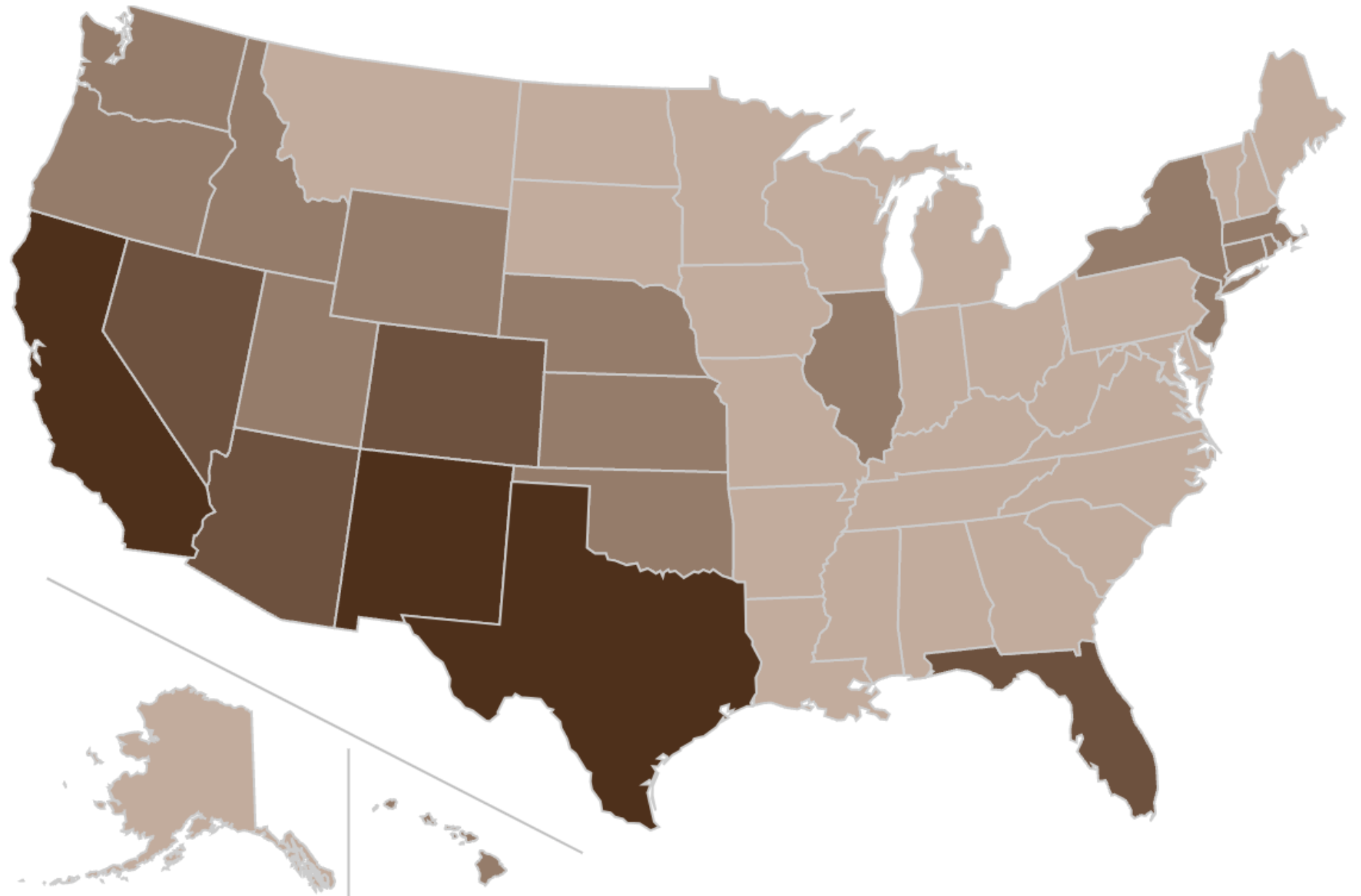
**NM- Native American**

**TX – Texan/ Mexico**

**FL – Cuba / Puerto Rico**

**DC- Central America**

**NY – Puerto Rico**





# Knowing your audience

## **Affected/Benefit**

Identify who will be impacted positively by the outreach efforts.

## **Target**

Determine the specific demographics and psychographics of the target audience.

# Knowing your audience audience

Demographic	%
18-25	15%
25-45	35%
45-65	45%
65+	5%

Gender	%
Male	45%
Female	55%

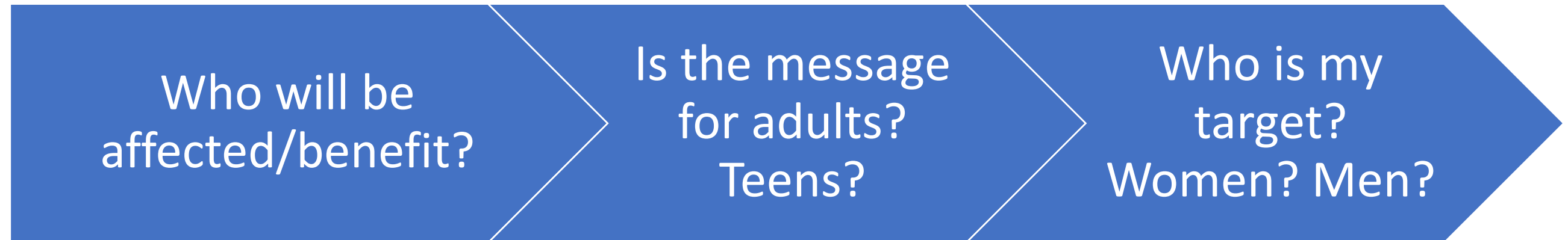




# Knowing your audience audience

Demographic	Gender	Media Outlet	SM Platform
18-25	Male / Female	Radio	Instagram / TikTok
25-45	Male / Female	Weeklies / Podcast TV / Print	Instagram / YouTube
45-65	Male / Female	TV / Radio / Print	Facebook / YouTube
65+	Female	TV / Radio / Weeklies	Facebook

# Knowing your audience





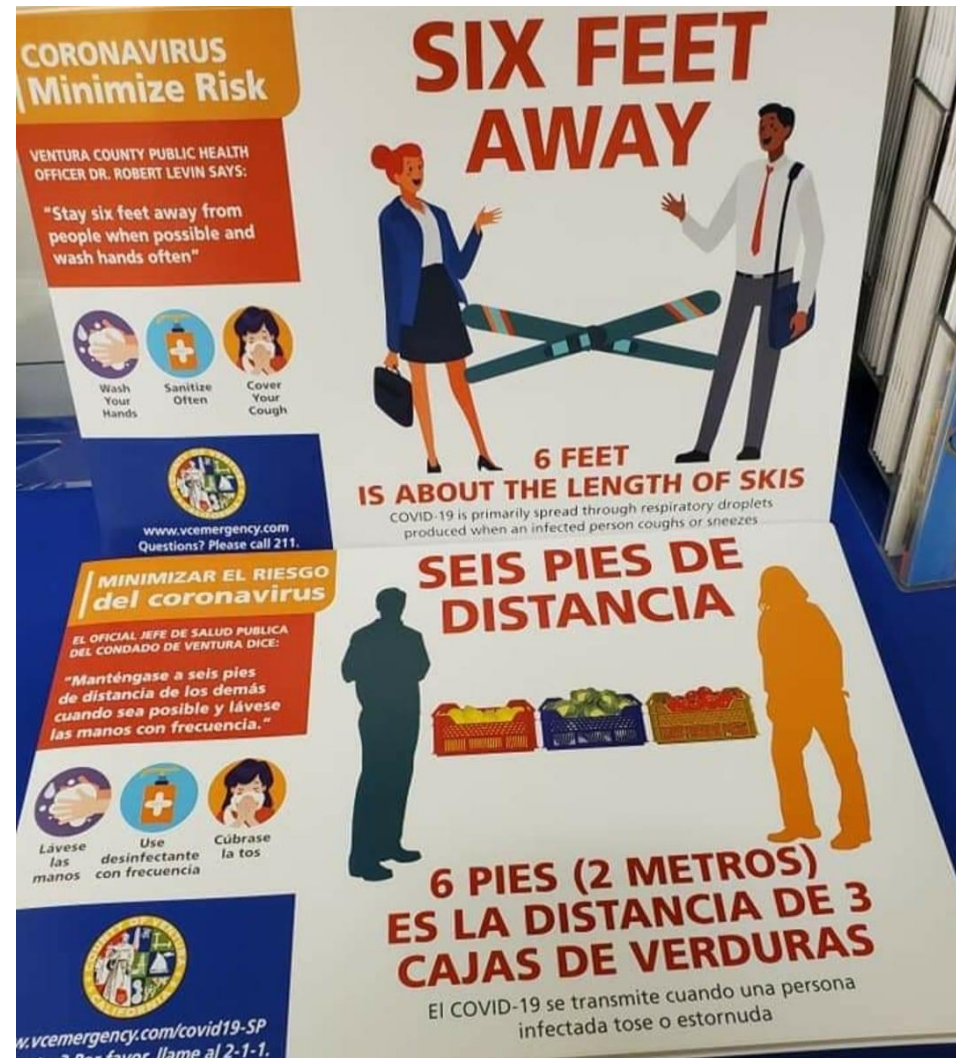
# Main issues among Latino households:

- Food security.
- Housing.
- Employment/Economy.
- Health.
- Education.
- Climate Change
- Police Brutality.
- Gangs/street violence.
- Racism.
- Immigration.





# When Good intentions bring bad results



# Building Cultural Relevance

1

## Share Resources

Provide valuable resources and establish cultural connections.

2

## Building Trust

Emphasize the significance of building and maintaining trust within these communities.

3

## Language Consideration

Recognize the importance of offering programs in the language of comfort of the community.





# COVID-19 Vaccination Campaign

UC ANR promotes health and empowers Latino communities in California in their language of comfort.

Mixteco TV Spot aired on Univision/Entravision

“The vaccine is free for everyone, and you won’t be asked any questions about your immigration status.

No health insurance is required to receive a vaccine, nor is a driver’s license or ID. Protect your friends and family. Get vaccinated!

Help who you love the most. Get vaccinated now!”





# “Breakfast on the Playground” campaign for Coachella Valley Unified Child Nutrition Services.

TV Spot aired on Univision/Entravision

**TV and social media:**

**Total audience reached 1.1 million**

**Demographic 25-45 / 100% engagement**

**Demographic 45-65 / 90% engagement**

**Impact: 45-50% increased participation in most of the targeted schools**





**52%** of latinos spend 1 or more hour(s) per day (compared with 38% of non-latino whites) and **24%** spend 3 or more hours per day (compared with 13%).

Source: Nielsen



## Latinos and social media after COVID-19. (Demographic: Adults 30 – 65)

YouTube 83%

Facebook 77%

Instagram 52%



## Other Platforms: (demographic: Young Adults 18-29)

YouTube 95%

Instagram 77%

Snapchat 75%

TikTok 55%

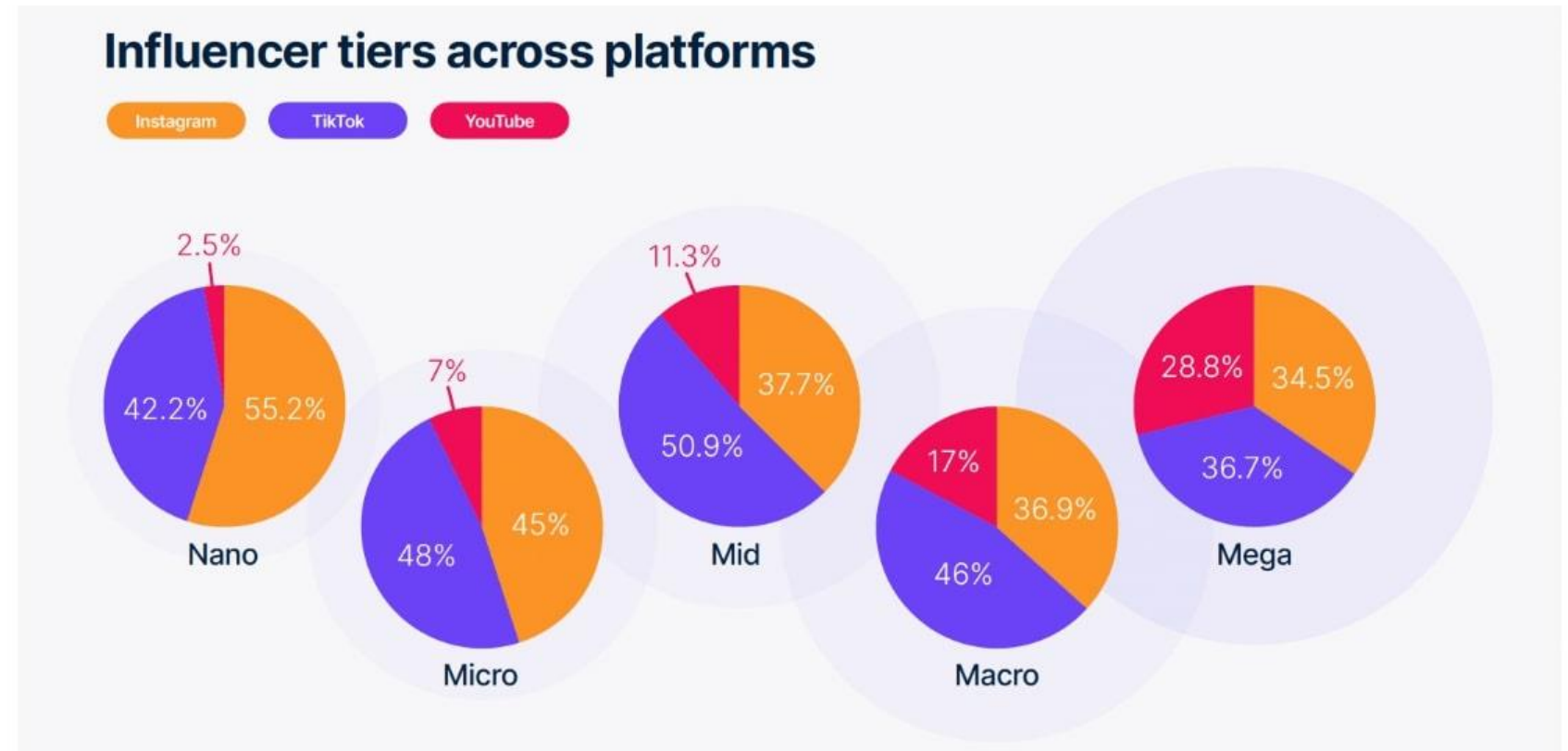
Facebook 70%

# Social media vs. Traditional Media

Take a multi-directional approach to outreach through the channels that connect with your audience.

## Social Media

- Cultural message
- Demographics
- Micro-influencers



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# Creating Partnerships to reach out to Latinos

## **Partner with community organizations.**

Churches and schools are key in the community.

Let the organizations and churches be your ambassadors. They can help get the word out.

## **Partner with local media outlets.**

Create a partnership with your local media outlets.

Radio, TV station, Print media (weeklies, monthly newspapers).





# Best practices to reach out and engage Latinos

## 1. Know your audience

Who will be affected/benefit?

Is the message for adults? Teens?

Who is my target? Women? Men?

## 2. Know the relevant issues

Learn Latino and Hispanic community needs and priorities. Find out the issues that are most prevalent in specific communities.

## 3. Build relationships/cultural relevance

- Share resources build trust.
- Trust is hard to gain and easy to lose in Latino communities.
- Latinos are quick to perceive, not sincere efforts or engagement.
- Programs should be offered in English and Spanish
- Family outreach approach
- Understanding cultural differences



# Follow



**us:**

**@UCANRespanol**



**@ucanrespanol**

**X @ucanrespanol**



**TikTok**

**@ucanrespanol**



**@ucanrespanol**



**@ucanrespanol**

# Meet the NOS team:



**Lisa Rawleigh**  
administrative  
social media



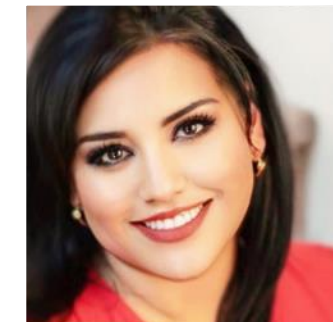
**Ricardo Vela**  
Manager  
[rvela@ucanr.edu](mailto:rvela@ucanr.edu)



**Miguel Sanchez**  
video journalist  
digital content



**Leticia  
Irigoyen**  
Translator  
writer



**Diana Cervantes**  
video journalist  
digital content