



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



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

- Communicate in as many languages as possible (there are approximately 100 languages and dialects spoken in MN)
- Understand 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 KS95.



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



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
- ECHO most recent partnership-
 - Drive Safe, Save Lives includes: speed, impairment, belt use, and distraction



What We've Learned

- Limited materials are woefully inadequate
- Tremendous demand for the DVDs
- 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?**

- **My contact information:**

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