

Southwest MN TZD Workshop

Reaching out to Different Ethnic Groups



Making Minnesota A Safer Place To Live
Chapter of the National Safety Council



One of the most
DANGEROUS
thing most employees will do today is
their drive to and from work!



Overview

- Planning
- Disseminating
- Educate
- Evaluate



Criteria

- Be certain the information is accurate
- Know the target audience
- Know what communication style to use



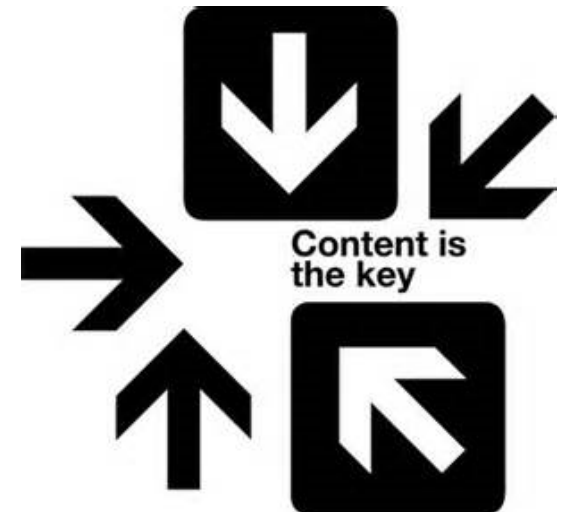
Know Your Demographic

- Some cultures don't plan
- Religious beliefs (destined to be safe or not)
- Status of having a vehicle

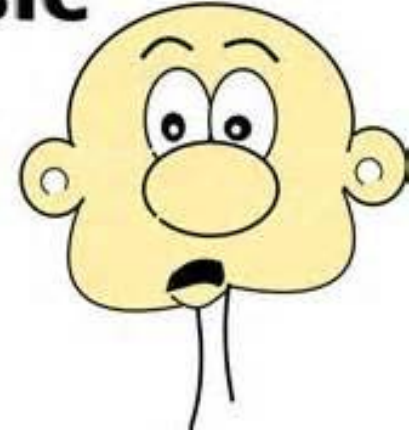


Know Your Content

- Variety of dialects for one language
- Messages in English translate differently
- Write messages in positive ways
 - don't drink and drive
 - protect yourself drive sober
- Use professional to translate for you



Mr Basic



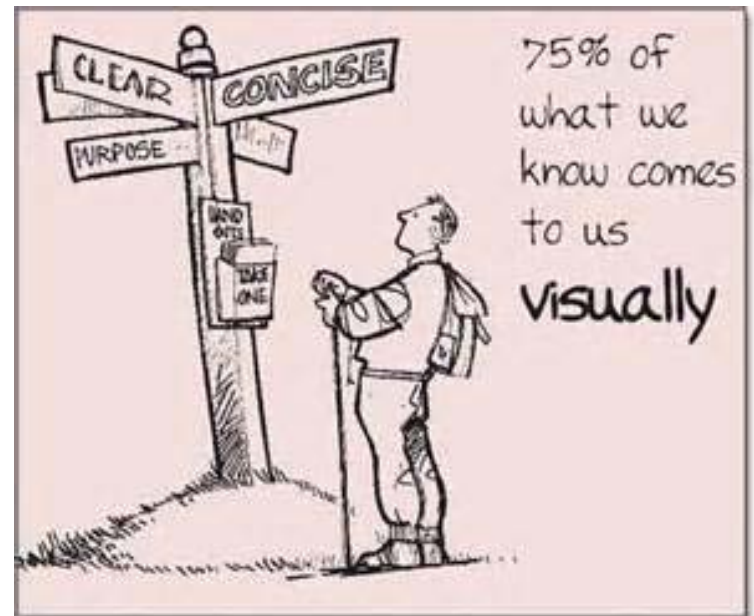
- Keep it basic and to the point
- Reinforce “It’s the Law”

Be Culturally Appropriate

- Use stories from their community
- Rather than describing a crash, describe the impact of hurting someone
- Write messages in positive ways
 - don't drink and drive
 - protect yourself drive sober
- Use professional to translate for you

Effective Outreach

- Visual
- Audio
- Demonstration
- Hands-on



Education Cycle

- Employee orientation
- On-going
 - e-blast
 - brochures
 - videos



Do's and Don'ts

Do think outside of the box



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Questions?

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