

Outreach to Mono-Lingual Spanish Speakers.

Mark Bolda

UCCE Cooperative Extension

County of Santa Cruz

The Issue

- Gaining outreach to mono-lingual Spanish speakers in the strawberry and caneberry industries of the California Central Coast.



What has ANR done?

- Takes real time and effort.
- Conduct a true needs assessment.
- Get in your truck and visit.
- Get to know all the operators on the farm; irrigators, harvest leaders and machine operators.

The Payoff

- The phone rings for the first time.

The Payoff

- One third of the audience at my annual strawberry production meeting is using translation devices.
- Wall to wall attendance at a Spanish only lygus bug meeting.
- Spanish speaker participation in research studies.
- 750 views per month on Spanish language blog.

Testimonials

- “Eres el único que viene a ayudar” – Osmin Longoria, blackberry grower.
- “Muy buenas fotos, gracias por la página” – Maria
- Anonymous answer to post meeting evaluation question: “What are you going to do with what you learned?” “Implementarlo”

