

# ¿Hablas español?

## Engaging Your Spanish-Speaking Community



Communicating with non-English speakers presents a challenge to first responders, whether it is an emergency situation or not. In conjunction with National Hispanic Month, the Ready, Set, Go! (RSG) Program and Austin Fire Department will be releasing the IAFC's first Spanish-language toolkit. This is the latest resource in support of the Fire Adapted Communities effort, a common goal we all share in making our communities safer from the threat of wildland fire. The toolkit includes:

- Media Advisory Template
- Outreach to Civic Group Template
- PowerPoint Template
- Presentation Audience Feedback Form
- National Action Guide (copies available upon request)

## **TIPS TO ENGAGE YOUR SPANISH-SPEAKING COMMUNITY**

Whether this is your first time engaging or you have a long standing relationship, these tips can be tailored to your current involvement with your Spanish-speaking population and help promote a Fire Adapted Community (FAC).

- **TAILOR YOUR PRESENTATION TO YOUR COMMUNITY**  
Include resources and details that are specific to them such as how they will be alerted of a fire and who will instruct them when to evacuate.
- **GO TO THE PEOPLE AT A TRUSTED PARTNER'S LOCATION**  
Interact with the community at a location where they interact with a trusted partner; such as a religious institution, school, or community outreach group.
- **PARTNER WITH EMERGENCY MANAGEMENT AGENCIES**  
Depending on the level of community interaction, gradually increase the exposure to fellow emergency management personnel, such as Sheriffs and law enforcement, that the community will interact with during an evacuation.
- **WEEKEND OUTREACH**  
When scheduling your outreach, keep in mind many of the community works 12+ hour days during the week.