

# ENGAGING LOCAL NETWORKS TO REACH THE HISPANIC COMMUNITY



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# Goals

- To promote natural resources conservation, hunting, shooting, fishing, and boating
- To increase awareness of and participation in SCDNR programs from the Hispanic audience
- To facilitate communication between South Carolina's Hispanic population and SCDNR staff

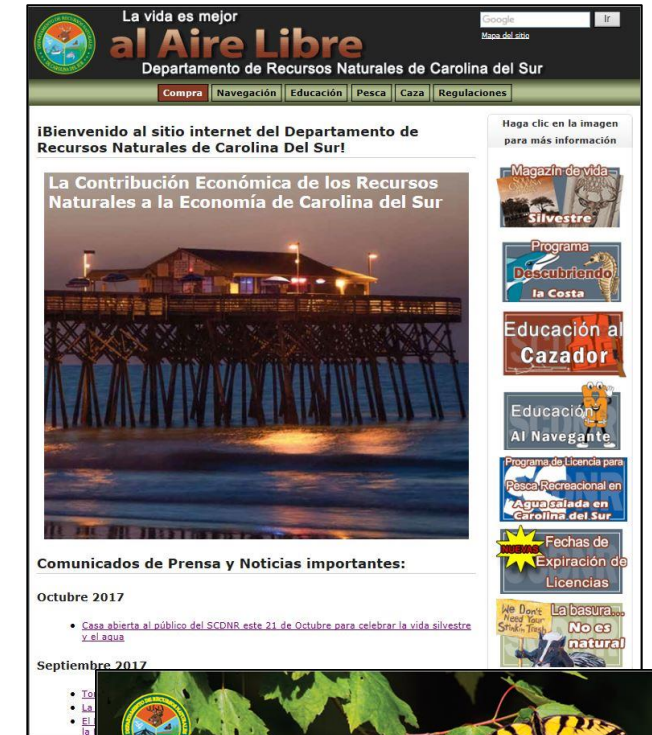


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# Building the Program: Accessibility

- Spanish Website
  - News, Licensing, Regulations
- Social Media
- Bilingual Publications
  - Forms, Brochures, Informational Items
- Spanish Customer Service Phone Line
- Onsite Interpreters



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# Building the Program: Local Partnerships

- Alianza Latina
- Consulado General de México en Raleigh
- Schools and Universities
- Acercamiento Hispano de Carolina del Sur
- PASOS
- Libraries



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# Building the Program: Local Advertising

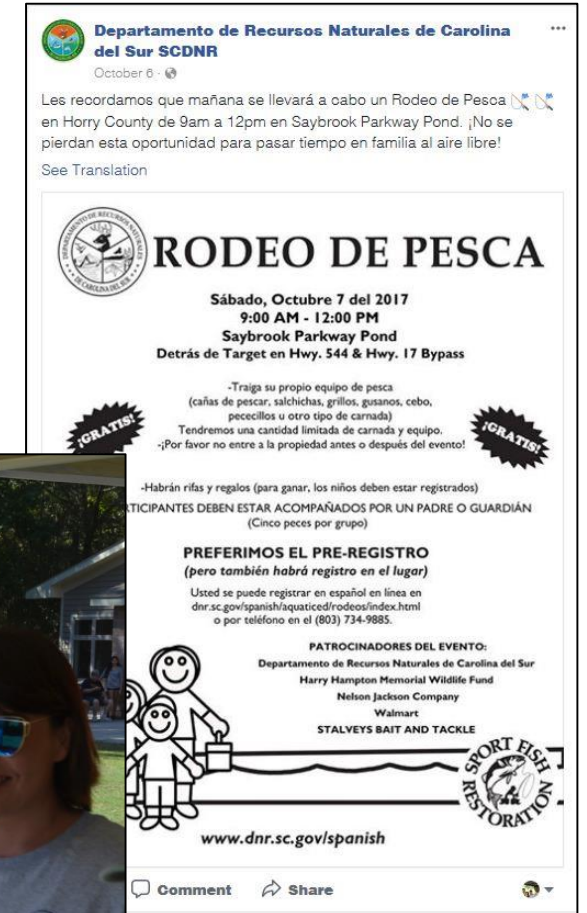
- Annual Latin Guides
- Hispanic newspapers
- Digital advertisement
- Radio



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# Promoting Outreach Events

- Social Media
- Schools and Libraries
- Festivals
- Educational Events
- Partnerships



Departamento de Recursos Naturales de Carolina del Sur SCDNR  
October 6 · 🌐

Les recordamos que mañana se llevará a cabo un Rodeo de Pesca en Horry County de 9am a 12pm en Saybrook Parkway Pond. ¡No se pierdan esta oportunidad para pasar tiempo en familia al aire libre!

See Translation

**RODEO DE PESCA**

Sábado, Octubre 7 del 2017  
9:00 AM - 12:00 PM  
Saybrook Parkway Pond  
Detrás de Target en Hwy. 544 & Hwy. 17 Bypass

-Traiga su propio equipo de pesca (cañas de pescar, salchichas, grillos, gusanos, cebo, pececillos u otro tipo de carnada)  
Tendremos una cantidad limitada de carnada y equipo.  
-¡Por favor no entre a la propiedad antes o después del evento!

¡GRATIS!

-Habrá rifas y regalos (para ganar, los niños deben estar registrados)  
PARTICIPANTES DEBEN ESTAR ACOMPAÑADOS POR UN PADRE O GUARDIÁN (Cinco peces por grupo)

**PREFERIMOS EL PRE-REGISTRO (pero también habrá registro en el lugar)**  
Usted se puede registrar en español en línea en [dnr.sc.gov/spanish/aquatic/rodeos/index.html](http://dnr.sc.gov/spanish/aquatic/rodeos/index.html) o por teléfono en el (803) 734-9885.

PATROCINADORES DEL EVENTO:  
Departamento de Recursos Naturales de Carolina del Sur  
Harry Hampton Memorial Wildlife Fund  
Nelson Jackson Company  
Walmart  
STALVEYS BAIT AND TACKLE

www.dnr.sc.gov/spanish

Comment Share



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# Implementing Outreach through Events

Event Type	Total Event Count	Hispanic Events
In-House Fishing	8	6
Other In-House	15	12
Festivals	18	16
Educational Events	18	13
<b>2017 Total</b>	<b>57</b>	<b>49</b>



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# Implementing Outreach through Events



Audience Interaction	
SCDNR	252
Other	10,295
<b>Total</b>	<b>10,547</b>



2017	SCDNR	Other
January	1	0
February	0	1
March	3	1
April	3	4
May	5	9
June	0	0
July	0	3
August	1	4
September	2	1
October	4	6
November	1	0
December	0	0
<b>2017 Total</b>	<b>20</b>	<b>29</b>



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# Implementing Outreach through Events

- Diversity Outreach Events
  - 3 Nature Hikes
  - River Clean Up
  - Hispanic Heritage Event



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# Hispanic Heritage Event



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# Success with Law Enforcement

- Fishing Rodeos



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# Success with Law Enforcement

- Life Jacket Loaner Board Kiosk
  - 2 Locations
  - Available Online



### Zippit Life Jacket Loaner Board

*Préstamo de Chalecos Salvavidas Zippit*

- 1. Take it, - You need one, take one.**  
*Tómalo. - Si necesitas uno, tómalo prestado.*
- 2. Inspect it, - Coast Guard approved, good condition and is the proper size.**  
*Inspecciónalo. - Asegúrate de que el chaleco sea "Coast Guard approved" y del tamaño adecuado.*
- 3. Try it-, put it on to check for fit.**  
*Próbatelo - para asegurarte que es de la medida correcta.*
- 4. Zip it, - and buckle it.**  
*Círralo. - y abróchalo.*
- 6. Return it!**  
*¡Regresalo!*

Department of Natural Resources offers this program as a free public service using U.S. Coast Guard approved inflatables. Department of Natural Resources and the U.S. Coast Guard have no control over their actual usage. I may assume no liability for the use or misuse of the life jackets. By taking a life jacket from this location, you accept this release.

El Departamento de Recursos Naturales ofrece este programa como un servicio público gratuito utilizando equipo aprobado por el U.S. Coast Guard. Ya que el Departamento de Recursos Naturales y el U.S. Coast Guard no tienen control sobre el uso real, yo entiendo y acepto de acuerdo que ellos no asumen ninguna de estas responsabilidades. Al tomar uno de los chalecos salvavidas de esta lugar, yo acepto las limitaciones y condiciones de este acuerdo.

**United States Power Squadrons**

**NO**

- Too big  
*Muy grande*
- Too small  
*Muy pequeña*
- Too small - Not Buckled  
*Muy pequeño - Sin abrochar*
- Buckled Incorrectly  
*Abrochado incorrectamente*

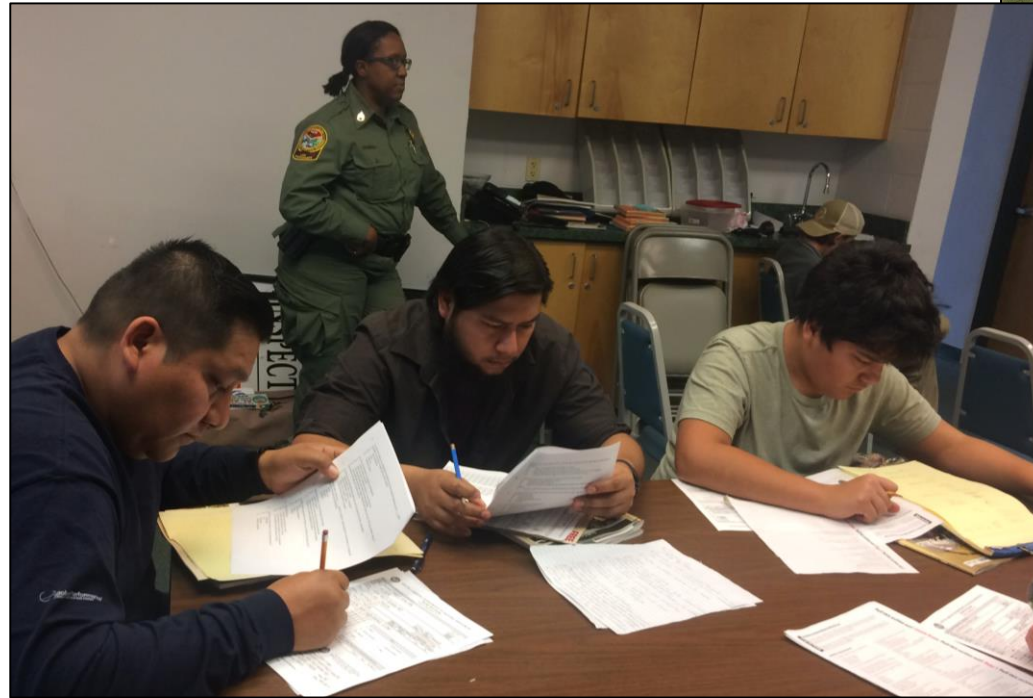


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# Success with Law Enforcement

- Hunter Education Classes
  - Onsite Interpretation
  - Spanish Course Materials



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# Evaluating the Success of Events

- Public events
  - Establish connections with the community and with individuals
  - Introduce outdoor opportunities to youth and adults
- Analyze and interpret the overall experience
  - How many people did we interact with?
  - Did we interact with our target audience?
  - Was the event overcrowded, or vice versa?
  - Was the event too long or too short?
    - Decide: Should we go again?



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# Evaluating the Success of Events

- Diversity Outreach events
  - 95% minority attendance
  - Avg. attendance: 20
  - New participants each event
- Analyze and Interpret the overall experience
- Positive response from participants



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# Measuring Program Success

- Website successful request per pages
- Facebook page likes, engagement and sharing
- SCDNR Spanish YouTube videos views
- Increase participation in SCDNR events and programs



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# Expanding the Program

- Diversity Outreach Specialists
- Upcoming Internship Program
- Volunteer Recognition



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# Thank you to our Partners!



TAKEMEFISHING.org



VAMOSAPESCAR.org



**ACERCAMIENTO  
HISPANO**  
de Carolina del Sur  
SC Hispanic Outreach



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# ¿ PREGUNTAS?

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