

**Strategies for Reaching
Low Belt Use Groups
Latino Motorists**
Lt. Martin Moreno (retired)
Arizona Governor's Office of
Highway Safety

**America's Changing
Demographics**

- July 2007 Census report estimates **45.5 million** Latinos in U.S.
- 1990 Census estimated **22.4 million**
- What triggered the increase? (1986)
- 2000-2006 represented ½ nation's growth

Changing Demographics

- Latinos > **3** times growth rate of U.S. population **6.1%** vs. **24.3%**
- **11.5-12** million undocumented aliens
- **76%** Latinos
- Predominantly young males median age **27.6** years old
- Critical risk group

Changing Demographics

- Largest ethnic minority in U.S.
- **2050** will be **25%** of U.S. population
- **2125** largest ethnic group in U.S.

Non-Traditional Cities

- Migrating Into Cities and States Traditionally Without Large Latino Populations 1980-2000
 - Raleigh, N.C. **1,180%** +
 - Atlanta, GA **995%** +
 - Orlando, FL **859%** +
 - Nashville, TN **630%** +
 - Las Vegas, NV **753%** +

Non-Traditional States

- Arkansas 60.9% +
- Georgia 59.4% +
- South Carolina 57.4% +
- Tennessee 55.5% +
- North Carolina 54.9% +

Traffic Safety Concerns

- Less likely to have valid license/insurance
- Inexperienced drivers
- Ingrained customs and beliefs
- Low use rates of safety belts
- Machismo-own & drive trucks

Traffic Safety Concerns

- Unfamiliar with laws
- Majority Latin American countries do not require use of safety belts
- Police not taking enforcement action-
Why? (empowers)

Traffic Safety Concerns

- Officer attitudes low fines not worth their time to issue citation
- Motor vehicle crashes leading cause of death for Latinos 1-34 years of age
- Latino teenage males almost twice as likely to die in crash despite driving fewer miles

Outreach Obstacles

- Fear of government & especially police
- Fear of deportation (235 program)
- Language barriers-monolingual
- Different dialects of Spanish
- Low levels of literacy

Outreach Errors

- Failure to provide bi-lingual personnel
- Dialect used in printed materials not suitable for target audience
- Translating English written documents word for word to Spanish
- Waiting for Latinos to come to you & your event

Outreach Errors

- Use of Castilian Spanish
 - Some Latino immigrants offended
 - Low levels of education
 - Exceeds person's ability to understand your message
 - Use easy to understand vocabulary
 - Have at least 2 Latinos of different origin review translations

Educate

- Tremendous need to educate
- Traditional information sources- family, friends, neighbors, word of mouth
- Misinformation exists within Latino community that we need to correct

Educate

- NHTSA materials, other highway safety offices, etc.
- Develop materials that appeal to family structure
- Use wives, girlfriends, children as a means to an end

Effective Strategies

- Officers wearing “soft clothes”
- Participate in Latino events
 - Cinco de Mayo
 - 16 de Septiembre
- Be gregarious, light hearted, have fun!
- Decorate booth to match event

Effective Strategies

- Games @ booth (prize wheel with prizes)
- Prepare short quiz for adults or teens with traffic safety questions & hand out prizes to participants
- Create “festive/fun” atmosphere

Effective Strategies

- Educate children in schools
- Couples-establish “Seat Belt Contract”
- Partner with business community that traditionally employs Latinos
- Distribute printed materials
i.e. hot dog or taco carts, churches, businesses catering to Latinos

Effective Strategies

- Head Start facilities
- Enforcement
 - Select areas based on crash data
 - Highway safety offices fund deployments outside of national campaigns
 - Community pressure on PD/SO/HP year round enforcement

Media

- Active media campaign using paid media and free
 - Live call in radio programs w/Latino audiences welcome participation to discuss important programs such as
 - Television programs w/Latinos as target audience also welcome participation
 - Spanish language newspapers

Contact Information

Martín Moreno
AZ Governor's Office of Highway
Safety Tucson
(520) 790-5124
mmoreno@azgohs.gov
Web site-www.azgohs.gov
