

## **Very Simple Instructions for Targeting Language Groups**

### **First: Be sensitive**

Working with unique and different cultures can be challenging, particularly if you don't have specific knowledge of that culture. At all times, it is critical to attempt to understand those issues that could potentially damage your relationships—and thereby hamper your attempt to reach—certain user groups. Don't be afraid, but do be sensitive.

### **Find out the problem**

Use the attached survey (*Appendix A*) to reach out to your own officer and education personnel to understand the issues in your State or target geography. *Finding out the situation on the ground is the key step before starting any marketing effort.*

### **Identify Resources**

Any marketing program will need several pieces of marketing collateral. You will need to locate appropriate translation services, culturally appropriate videos and still images, and other marketing collateral prior to launching your marketing initiative. Because literacy issues exist in every community, you cannot rely on only written material, so images and diagrams are also critical resources. Partial lists and examples can be found in *Appendix B*.

### **Locate Spokesperson**

The Holy Grail for a spokesman resource is an employee of your organization, either an officer or education coordinator. The survey (*Appendix A*) will help you find any internal spokespersons. If you cannot locate an internal spokesperson, consider reaching out for other resources. Community centers, your advertising or public relations firm or a local college or university are great places to start finding native speakers.

### **Identifying Outlets**

Once you have a spokesperson, marketing resources and an idea of the issues, you must identify those ways to connect to your target culture. Many specific cultures and audiences have certain preferred methods that they use to collect information. Consider outreach using radio stations, community centers, local businesses and even religious organizations, institutions and celebrations. Some examples of successful outreach can be found in *Appendix C*.

### **Appendices**

*Appendix A: Officer Survey*

*Appendix B: Resource List*

*Appendix C: Examples of Outreach*