**NEEDED: A BETTER CONNECTION**

**six**
Maryland state parks are favored by Hispanic visitors

**COMMON FACTORS**
- day use and water access

**COMMUNICATION BARRIERS**
- 650,000 visitors each year
  - 86% prefer Spanish
  - 20% can’t read Spanish
- Limited: bilingual staff, outreach and signage
- Lack of understanding regulations leads to violations, fines, fatalities and lack of stewardship

**RESULT**

**THE PROJECT**

Provide park-specific information on fishing, water safety and environmental stewardship— in Spanish

**FUNDING AND STAFFING**

$3,000 leftover from the FY’16 budget and a small team of determined employees and volunteers

**Children are the gateway to reaching adults**
- demonstrations
- giveaways
- games
- posters
- programs
- mascot

**MOVING FORWARD**

- **STAFFING**
  - Bilingual outreach coordinator
- **FUNDING**
  - Support from outdoor recreation industry
  - Governor’s Commission on Hispanic Affairs, the outdoor recreation community and youth conservation corps

**INTERACTED WITH**

700+ visitors

**RESULTS**

- 700+ visitors interacted with es mi parque

- 2017 RBFF R3 Grant

**FISHING REGULATIONS AVAILABLE IN SPANISH**

- Translated boating safety course
- Continued agency support and 2017 RBFF R3 grant

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