



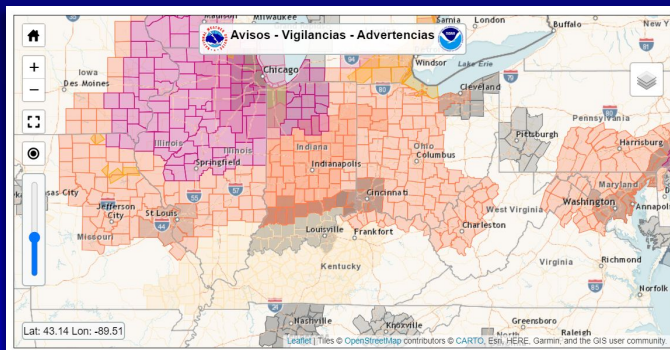
Enhancing Weather Services Through Spanish Outreach



National Weather Service (NWS) Challenges, Efforts, and Best Practices



Meteorologists *Cody Moore, Steve Considine, & Adrian Lopez*



Barriers & Challenges to Effective Outreach in Spanish

NWS

Barriers & Challenges

- Limited or no spanish speaking employees at each NWS office
- Not knowing where to start
- NWS websites are NOT user friendly for limited English proficient individuals

Community

Barriers & Challenges

- Lack of trust in government
- Language barriers
- Limited or no knowledge of NWS and its products
- Limited access to technology

Best Practice - Partnerships! Reach out to others within and outside the NWS for outreach help

NWS Detroit Multicultural Communities (MC) Ambassador Initiative

NWS Detroit (Forecasts, Warnings, Safety Material)



Utilize Weather Ready Nation (WRN) program -and/or- develop a local MC Ambassador Initiative to build partnerships



Common Barrier to Partnerships:

No Spanish speaker or Spanish services at local office

The Importance of Partnerships

In order to **build trust** and provide **better, more consistent services** to Spanish Speaking communities, the NWS is partnering with **organizations which already serve and have a trusted relationship with them**

Learn more about NWS Detroit's Multicultural (MC) Ambassador Initiative



Best Practices

- Don't let that stop you from making new partnerships!
- While it can help, you do not need to speak Spanish to reach out to organizations who work with Spanish speaking communities.
- Focus first on learning about new partners and their unique needs and challenges. Do not assume!

Overcoming Challenges to Spanish Outreach

Common Barriers:

- NWS does not have an app
- My office has no online Spanish products

Building Trust Meet Partners Face to Face

NWS Indianapolis hosts service equity conference with partners including the Consulate of Mexico, Red Cross, and other organizations serving limited English proficient communities



Best Practice

- Advertise Spanish version of partner weather alerting apps
 - Red Cross Emergency App
 - FEMA Mobile App
 - Both provide NWS weather alerts in Spanish



Common Barrier:

Not knowing where to start looking for organizations serving Spanish speaking communities

Best Practice

- Current partners may already be doing Spanish outreach
- Local or regional Consulates
- Local non-profits
- Immigration centers
- Faith based organizations



NWS Partner Examples

- NWS Indianapolis and Louisville partner with regional Consulate of Mexico
- NWS Indianapolis does quarterly weather safety interviews in Spanish with Consulate of Mexico
- NWS Detroit partners with Centro Multicultural La Familia, which operates a Spanish language radio station



Common Barrier to Spanish Outreach

No Spanish speaker at my office

Best Practice

- Partner with other NWS teams and offices who have Spanish speaking experience
- Utilize NWS programs and resources for help

NWS Spanish Language Teams

Multimedia Assistance in Spanish (MAS)



Spanish Outreach Team



Create a Spanish web page for your local office!

- Contact Adrian Lopez and Kevin Farina from NWS Louisville for Spanish web page template
- Share your Spanish page with partners
- Message it on social media and in email briefings



The Importance of Intra Agency Partnerships

No Local Spanish Resources? No Problem!

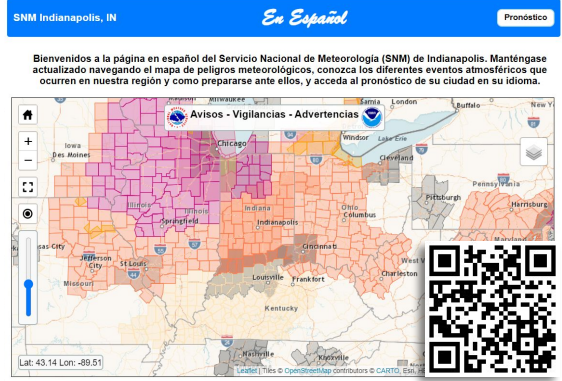
Check out Spanish language content, resources, and tools others have created on the NWS Community Engagement Portal



Select NWS offices are part of an AI translation program with products translated into Spanish



Find safety & preparedness graphics and pre-made social media posts in Spanish



Turn on automatic Spanish convective warning posts on Twitter/X to better reach Spanish speaking communities during severe weather

