



# Fighting COVID-19 among Spanish Speakers

With so many ongoing developments in the spread of COVID-19, it is extremely imperative for organizations and businesses to proactively provide accurate, accessible and timely communications to our non-English speakers who are disproportionately impacted.

Limited English Proficient (“LEP”) audiences are better served by facilitating language access through a variety of strategies including targeted digital and social media placements. This is a crucial part of keeping all individuals safe and ensures each person receives the information they need in their primary language. Statistically, LEP audiences also use social media platforms (particularly Instagram and YouTube) and mobile technology at a proportionately higher rate than home broadband, indicating tactics to connect with these audiences should be customized and specifically placed where they are most useful and accessible during this critical time.

More information on the disproportionate impact can be found here:  
[latinousa.org/2020/04/08/pocccovid19/](https://latinousa.org/2020/04/08/pocccovid19/)

There are key public arenas with which it is particularly important to engage for LEP audiences. Here’s what we can do together to help the community:

## EDUCATION

- Work with the Department of Education, school districts and charter schools to launch a Spanish texting campaign updating constituents on COVID-19
- Add Spanish language captions and subtitles for Facebook live streaming sessions or other broadcasts
- Add Spanish caption and subtitles to YouTube instructional videos created by teachers for students in order to help parents understand the material covered
- Create Spanish YouTube, Facebook and Instagram videos updating families on COVID-19
- Develop strategies to help school districts reach out to Spanish speaking families that have not been contacted in their primary language
- Partner with non-profit and philanthropy organizations that are providing technology and WiFi for students to ensure parents are being contacted in Spanish

## HEALTH CARE

Health literacy — the ability to understand and communicate health information — is dependent on culture, context, knowledge, key skills and many other factors. Developing health information at the appropriate literacy level and targeted to the language and cultural norms of specific populations help promote health literacy.

- Help health departments develop ads in Spanish giving advice on how to prevent the spread of germs
- Translate materials from health officials at the local, state and federal levels to keep non-English speakers informed
- Help stop the spread of social media rumors and misinformation by leveraging ties to the community and business leaders and the ethnic press in diverse areas to bolster vital and reliable information. Immigrants have strong word-of-mouth communication networks that can amplify inaccurate information, unless better information gets to them first.
- Create direct outreach with reliable information in Spanish using virtual videos via WhatsApp, YouTube, and Facebook
- Provide virtual interpreters to partner with telemedicine providers

## POLITICS

- Translate captions & subtitles for tele-townhalls
- Create Spanish language texting and email programs
- Translate captions & subtitles for online rallies, digital Q&As and live-streams
- For elected officials to share on their websites, provide translated materials from health officials at the local, state and federal levels
- Work with Emergency Management Departments to launch a Spanish texting campaign updating constituents on COVID-19

## NON-PROFITS

- For non-profits providing social services to low-income and immigrant communities, provide tactical strategies to reach non-English speakers who have not been receiving Coronavirus updates in their primary language
- Translate materials from health officials at the local, state and federal levels
- Create direct outreach related to the social services they are providing with reliable information through virtual videos for the website and social channels

For more details or help developing a COVID-19 plan for your diverse audiences, please email S360 Cultura VP Ylenia Aguilar at:

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