Mujeres de la Tierra
Relevant Cultural Messaging/Platforms

EL DEMONIO DE LA BASURA
TELENOVELAS IN THE PARK
BEAUTIFICATION AND RESTORATION
CELEBRATING CULTURE
MUJERES DE LA TIERRA
GUIDING PRINCIPLES

• Engage to Empower
• Cultivate and Amplify Voices to Speak Up and Speak Out
• Educate and Inform not Indoctrinate
• “Replace Fear in our Hearts with Facts in our Head”
• Be Transparent: Communications are based on Facts, Science and Data
LESSONS LEARNED
(partial list)

Replacing FEAR in their Hearts with FACTS in their Heads

• It is important to listen
• It is important to ask the right questions
• It is important to not only listen with our ears but with our hearts.
• People do not want fear tactics
• Don’t expect community to come to you
• Speak the language of the community
• It’s OK to say “I don’t know”
BROWNFIELDS WORKSHOP
Transitioning into an Effective Platform
CONSIDERATION

- Develop Relevant Educational Workshops
- Listen to Community Needs to Understand
- Research Impacts to Community Health
- Research Impacts to Environmental Health
Muñoz’ Wish List

• SB205
• More attendance from community members at meetings
• Making no assumptions
• Rethink “traditional” engagement models
• And... and... and...
Q&A

¡MUCHAS GRACIAS! / THANK YOU!