

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Residential Water Surveys for the Spanish Speaking Community

Presented by
Juan Garcia



www.waterwise-consulting.com

Background : The Latin American Culture



Resources ?

- **Latin America**

- How is water controlled.....
- Is the water safe?
- ADERASA
 - Panama highest user of potable water per capita(106 gpd)
- More than a third of children and teenagers in Latin America lack access to safe drinking water



Viewpoints

- **Mexico**

- Water scarcity in the North and Central regions
- Drinking water quality; 55% of Mexicans receiving water only intermittently
- Insufficient share of wastewater receiving treatment
- 96 gallons per person/per day
- Water rationing!!!!

- **Already aware**

- Re-teach what is known



Cultural Views



**Water is a
"Safe Guard"!**

Cultural Practices

Tinacos

The water storage tanks on roofs



Cultural Practices

Well & pumps for domestic use
and irrigation



Cultural Practices



Tinajas
Rain Barrels



Aljibes
Underground water
cisterns

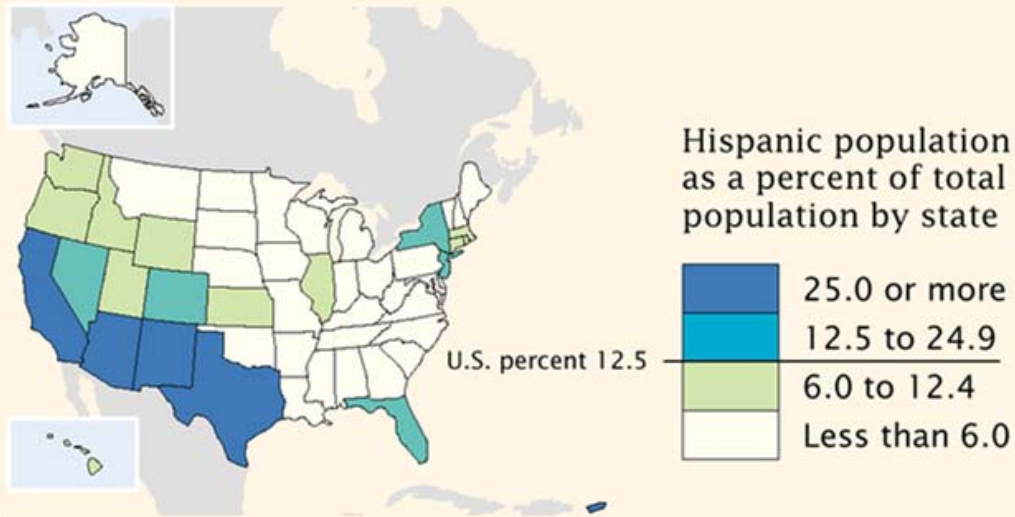
Obstacles to Participation in RWS Programs

- Marketing materials
- Understanding water bills
- Reporting household number
- Fear or distrust of government
- Comfort that we have enough resources in this country
- WE NEED TO BREAK THE BARRIER!!!



Latino Population the U.S.

Hispanics and Latinos constitute 15.4% of the total United States population, or 46.9 million people



Source: US Census

Angles for Marketing and Outreach Advertisement Works

- **Materials in Spanish:**

- Direct Translation????
 - Slang
 - Spanglish
- Mail/bill inserts
- Flyers
- Door hangers
- Use of Cartoons
- Sports



Conservar Agua es el Gol!



Angles for Marketing and Outreach Advertisement Works

- Radio ads or other media in Spanish



Angles for Marketing and Outreach Combine Forces

- **Team up with Local Latino Organizations**

- State
- Clubs & Universities
- Non Profit
- Cities from other Latin American countries
- Church groups

- **Latino Expos or Water Fairs**

- Spanish Speaking Helplines



El Proyecto del Barrio

Promoting Families, Health, Education, Business and Careers



Angles for Marketing and Outreach Go to The Community

- **Places where Spanish-speakers congregate**
 - Community Events
 - Churches
 - Parks
 - Supermarkets
 - Money Transfer
 - Other Locations?



Angles for Marketing and Outreach

- **Education**
 - water conservation
- **Working with their children**
 - School programs
 - Free residential water survey
 - Parents can now relate



Water Conservation in Latin/Hispanic Countries



World Wide



Bolivia

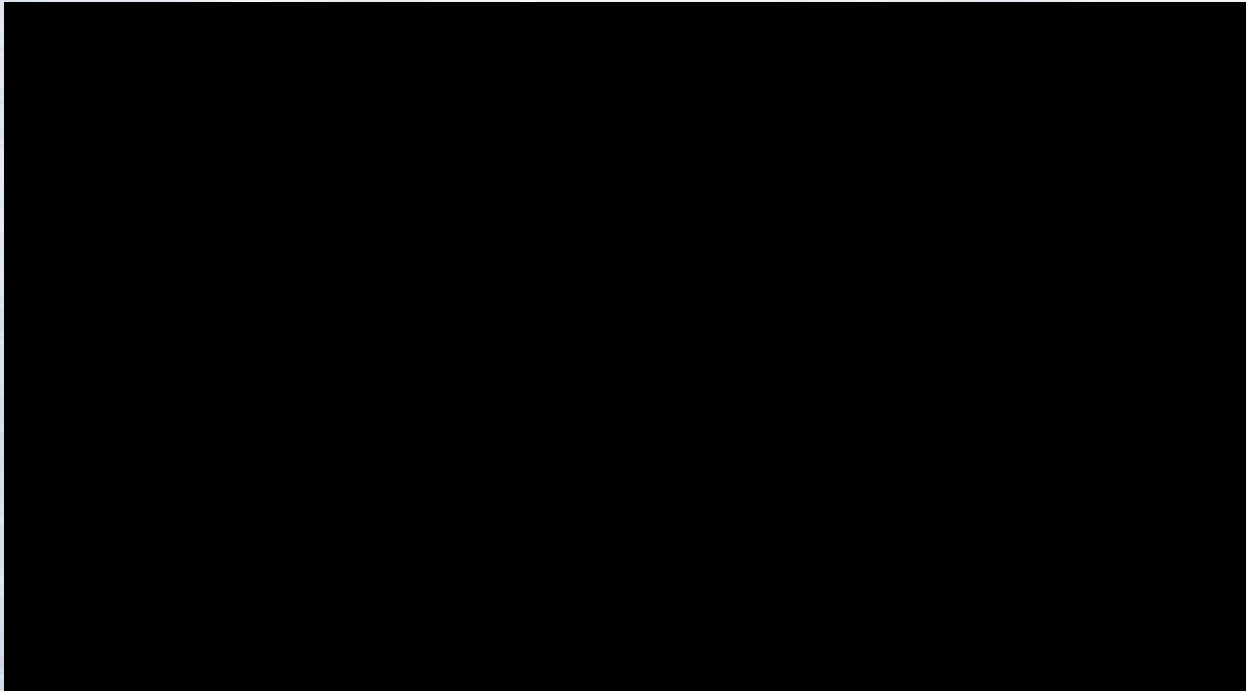


Colombia



España

Spanish Speaking Homeowners Video



Residential Water Surveys for the Spanish Speaking Community

Thank you for Attending!



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