



### Bilingual campaign

In an awareness campaign, the goal is to inform your community, but you may have people in your community who do not speak English. For this reason, you may want to consider carrying out a bilingual campaign to reach a wider range of the population. Here are a few things to keep in mind when planning a bilingual campaign.

This campaign idea was successfully implemented by A.L.A.S. - Alianza Latina Aplicando Soluciones, Milwaukee, Wis.

### Project implementation

1. Decide what materials need to be translated.
  - Include information about the Blue Ribbon Campaign, the importance of prevention and what individuals can do to prevent child abuse.
  - You may want to include parenting information so parents are able to recognize or avoid abuse and neglect within their own families.
  - Consider using the Blue Ribbons for Kids Spanish stickers that are available at [www.blueribbonsonline.org](http://www.blueribbonsonline.org).
2. An important factor to consider beyond language is culture.
  - Some other cultures may have different views on discipline. It is important to stress that there are effective ways of disciplining children without using physical methods.
  - You may want to hold a discussion about abuse facilitated by someone fluent in the language to answer any questions families may have.
3. The next step is to translate your materials.
  - Contact cultural centers in your community to see if anyone is willing to translate your materials free of charge.
  - It is a good idea to have parents or volunteers fluent in the language proofread your materials to be sure they are properly translated.
4. Distribute your translated materials to the appropriate audience.
  - Target areas of the community where the population of those speaking non-English languages is heavier.
  - Ask businesses in these areas to distribute materials to their customers.
  - Keep materials on hand at your organization and at any campaign events to give to anyone who may find them useful.