Spanish and Multilingual Media for “At Risk” Audiences

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Is the Spanish Language New in North America?

• In 1620, if the Pilgrims had sailed up the Rio Grande,
• they could have eaten Thanksgiving in a “5-star” European Hotel in Santa Fe, NM,
• and enjoyed Spanish songs and wines!
However, Spanish is becoming more wide-spread in America

- Hispanics fastest growing group in U.S.
- In 2002, Hispanics became the US’s largest ethnic group.
- By 2040, or before, the majority of America’s school-aged children will be Hispanics.
New Mexico State University Produces Multilingual Media

- Video (especially dramas)
- Songs and animations
- Web-based and interactive learning
- Educational games
- Streaming video & audio
- Podcasts and other innovative media
Video Gets a Facelift!

• “Old” technology
• “New” distribution
  – DVD
  – iTunes, YouTube, Web
Preparing Safe Mexican Foods

- Spanish and English
- Targets food preparation workers
For samples of the Spanish and English video samples shown here

Visit
http://cahe.nmsu.edu/demos
Videos Fun and Funny

- The BAC Files and Story of BAC
- Spanish and English
For samples of the Spanish and English video samples shown here

Visit
http://cahe.nmsu.edu/demos
Matilde: Food Safety for Home Child Care Providers

- Spanish and English
- Website and DVD video delivery
- Free print docs on the DVD
Wash Hands and Surfaces Often

Why Is Handwashing Important?
Children in diapers present special health challenges for other children and for child care providers. According to some studies, diarrhea is 30 percent more common in day care children than in children cared for at home, and day care workers have higher rates of diarrheal illness.

Remember these handwashing instructions:

- Wash with soap and warm, running water
- Scrub for 20 seconds
- Rinse
- Dry with a paper towel

View the short video clip about the importance of handwashing.
Review Questions

Section 1: Clean

1. When should you wash your hands?
Wash your hands before fixing or eating food; after touching raw meat, raw poultry, raw fish, or raw eggs; after meals and snacks; after using the toilet; after changing diapers (remember to wash the hands of the diapered child too!); after helping a child at the toilet; whenever hands come in contact with body fluids including vomit, saliva, and runny noses; and after playing outside or touching animals. Basically, wash your hands as often as possible to avoid spreading bacteria.

2. How should you wash your hands?
Wash your hands with soap and warm, running water. Scrub for 20 seconds and then rinse. Use paper towels to dry your hands.

3. How long should you scrub your hands?
Scrub your hands for 20 seconds. Then rinse.
Mexican Food & Salsa
America’s #1 Ethnic Food Choice
**Video results for 'food safety'**

1. **Public Speaking About Food Safety**
   - Duration: 05:23
   - Description: Interviews of American Public about their attitudes toward using a food thermometer when cooking meat.
   - Tags: food, safety
   - Added: 3 months ago
   - Category: People
   - Views: 72

2. **The McDonald’s You Don’t Know: Food Safety**
   - Duration: 02:12
   - Description: Find out about how McDonald’s works with chicken farmers to insure high safety standards and high quality chicken products.
   - Tags: mcdonalds, mcdonalds fast, food, chicken, safety, treatment, eggs, mcnuggets, sandwich
   - Added: 3 months ago
   - Category: Pets & Animals
   - Views: 761

3. **Super Safety**
   - Duration: 05:10
   - Description: Mockumentary: Local activist organizes efforts to make fast food restaurants safe after getting burned.
Samples of bilingual games
www.fooddetectives.com/

• Food Detectives Fight BAC!®
  – Addresses Fight BAC!® recommendations
  – Online games for 3rd-5th grades
  – Available in English and Spanish
  – Kids *would* recommend to friends and *do* play voluntarily
Kids,

We need your help to fight an enemy...

**Bacteria**

Bacteria lives on the food you eat if it isn't cooked and handled properly. It also lives on dirty hands. Eewww!

Come with us, and we'll show you how to fight this disgusting enemy.

You should have a recent web browser (version 4 or later of Netscape Communicator or Internet Explorer). Your computer also needs the Flash 6 plug-in. Click the button on the right to download, then come back to this page.
ON THE STREET

I'm here on the street with BAC! TV. Choose one of the music videos below.

THE FOOD DETECTIVES CHILL THE FOOD WASH 'EM FIGHT BAC COOK IT
Conozca a los Detectives de Alimentos

Los Detectives de Alimentos ¡Combaten a BAC! al hacer cosas importantes para prevenir que usted se enferme:

- **Cocinar** la comida a temperaturas seguras
- **Lavar** las manos, superficies de cocina, y platos
- **Mantener** los alimentos crudos y la carne cruda **separados** de la carne cocida y las verduras cocidas y
- **Mantener** la comida fría.

**Selezione un detective para aprender más.**
Congratulations on solving the cases! Now you can design your own certificate!

Type your name in the box below and hit "OK".

Barbara
The Case of the FILTHY Fingers

In fact, fingers don't even have to look dirty to have bacteria...
That is why you should always wash your hands...

After going to the bathroom &
Before eating or touching food.

Next
El Caso del ¡BAC! que seguía creciendo

Para cambiar de arma,
dispare al horno o a la bomba de jabón.
The Case of the Kid Who Knew Enough

The Food Detectives know kids are learning how to Fight BAC!®, but other people who live with them may not know enough.

Solve this case by making signs and stickers for your house.
Navajo Videos, Interactive Media

- New Meat Processing Plant Orientation
- The BAC Files
- Food Smart
- Walk in the Beauty
- Eat Right For Life
- Processing Salsa at Home
Web and Interactive Learning

• Powerful for distribution and interactive learning

• Chinese Food Safety Project
  – All web delivery
  – Animations, songs, interactive programs, downloadable files, other content
Program and games for Chinese Food Service Workers

- PowerPoint Presentations and resources for instructors
- Songs
- Animations
- Games for participants
- English, Chinese, Mandarin
For Samples of the Chinese Food Safety Songs Shown in this Presentation

Visit

http://cahe.nmsu.edu/demos
NMSU’s Learning Games Lab
The Science and Fun of Learning
How can we work together?

• Our interests:
  – Finding the right educational approach for the audience
  – Innovative practices

• Possible projects
  – Interested in museum and public education pieces
  – Strengths in multi-lingual and multi-cultural approaches
How to contact me…

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New Mexico State University is an equal opportunity/affirmative action employer and educator. NMSU and the U.S. Department of Agriculture cooperating. This material is based upon work supported by the Cooperative State Research, Education, and Extension Service, U.S. Department of Agriculture, under Agreements No. 00-51110-9720, 2003-51110-01715, 2001-5110-11425, 99-41560-0774, 2003-5110-01718, and CD-D-FST-7057-CG.