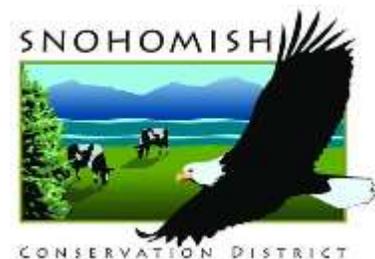


# Snohomish County, Washington Latino Audience Research Results

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## I. Background

Project Summary: The Everett waterfront in Snohomish County is an important resource, serving local and regional needs for business and industry, recreation, housing and cultural activities. The waterfront borders Port Gardner Bay at the mouth of the Snohomish River. There are eleven contaminated sediment sites in Port Gardner Bay, and the Washington State Department of Ecology is overseeing the cleanup at these sites by site landowners.

Many residents in Snohomish County are unaware of the cleanup sites. Futurewise, WSU Snohomish County Extension, Snohomish County, City of Everett, and Snohomish Conservation District are working to help raise awareness about the sites and to encourage participation in Ecology's public process. An important audience for public engagement is the growing Latino population in Snohomish County. To date, the Latino audience has largely not been engaged by conservation and governmental organizations.

This project is intended to provide insight into local Latinos' attitudes about the place they live, their views on water pollution and toxicity, and the best ways to engage them in Port Gardner cleanup efforts. It is anticipated that the process will be stepwise, with initial engagement to raise simple awareness about the cleanup sites and water pollution in general, and future steps to further engage the Latino audience over time.

For this project, we decided to take a social marketing approach. The *Latino Audience Research Results Report* is the second phase of this effort. Initially, we conducted a literature review and consulted local experts to determine background information about the Latino audience nationally and in Snohomish County, potential motivators and barriers, and potential behavior change strategies. This was summarized in *Port Gardner Latino Situation Assessment and Market Research Plan* (Futurewise et al. 2014). That information was used to design the interviews and focus groups which are discussed in this report. In turn, this research will inform a social marketing strategy which is anticipated to be finished in Winter 2015. Staff will test messages and concepts with follow-up interviews and then conduct a pilot behavior change strategy in Spring 2015.

Audience Research Intention: With limited information about the environmental attitudes of the Snohomish County Latino population, this audience research allowed program partners to learn about:

- Latinos' knowledge, behaviors, and attitudes regarding water pollution;
- Barriers and motivators regarding learning about, sharing opinions about environmental issues and participating in environmental activities;
- Perception / acceptance of potential ecological terminology;
- Trusted messengers and communication channels;
- Receptivity to taking personal action;

Overall, we seek to gain information that will help us create effective behavior change strategies (including product, price, place and promotion).

## II. Methods

Marketing Objectives: The following social marketing objectives guided the audience research content.

- *Knowledge Objective:* Learn about the 11 toxic waste sites in Greater Everett area and become familiar with types of pollutions and impacts to lifestyles.

- *Belief Objective:* Believe that the Greater Everett area is a place that has value to families, jobs and quality of life; that Latino voices are important in the public engagement process and that it is safe and worthwhile to share opinions on issues that relate to home.
- *Behavior Objective:* Become more receptive to messages and become involved in toxic clean-up conversations. The team refined this objective to be more specific since initiating the project. It is now “Take action to communicate to Washington Department of Ecology their opinion about water pollution in Snohomish County.”

Refinement of the target audience: As described in the *Port Gardner Latino Situation Assessment and Market Research Plan* (Futurewise et al. 2014), the Latino population in Snohomish County is diverse and non-homogenous in terms of nationality, immigration experience, educational level, socio-economic status, occupation, length of residence in the county, and other attributes. Additionally, because Latinos have a large percentage of younger residents in comparison with Anglo-Americans and other minorities, the project team decided to partition the population in two categories: Young Adults (18 – 30 years of age) and Adults (Over 30 years of age). In addition, the team focused on the geographic area from Edmonds / Lynnwood north to Marysville because this area has the highest Latino population in Snohomish County. Focus Group recruitment targeted Latinos who were either first generation (Adults) or second generation (Young Adults). The majority of participants have lived in Snohomish County for more than five years.

#### Research Activities

Several audience research methods were employed from July to October 2014 after completing a situation assessment (Futurewise et al. 2014). To date we have conducted:

- Five interviews with Latinos in Snohomish County,
- A survey at a local event (Latin Expo) and,
- Three focus groups.

To ensure there were adequate numbers of Latino focus group members, participants were recruited at local Latino-hosted events and through contact with individuals that run programs or have relationships with the Latino population in Snohomish County. This resulted in some focus groups members being familiar with one another and / or with the facilitator. Recruitment materials for all three Focus Groups are Appendix A. Focus Group Facilitator Guides are Appendix B.

### **III. Results and Discussion**

#### Interviews

Five preliminary interviews were conducted with Latinos (2 Young Adult, 3 Adult) to answer known data gaps and to help frame the focus group content. Interview transcripts are Appendix C. These interviews, coupled with Situation Assessment findings, provided the foundation for development of the facilitator guides for the subsequent focus groups. The key insights that were learned in the interviews included:

- Latino interviewees felt that most focus group participants would be most comfortable in settings where they were familiar, such as churches and schools.
- English-only conversations would act as a barrier to focus group engagement (i.e., focus groups should be in Spanish or bilingual).
- Family health and safety are major concerns for the Latino community.
- Snohomish County Latinos have created a connection with the place in which they live.
- Understanding and awareness of water quality problems in Snohomish County are limited.

## **Survey at Latin Expo**

An outreach booth was hosted at the Latin Expo in the Edmonds Community College on August 9, 2014. As part of the booth, there was a survey graphically presented on a large poster board in which participants could write opinions and / or place stickers to “vote” for their preferred answers. The main objective of the survey was to gather information regarding what Latinos valued about living in Snohomish County and how they liked to spend time outdoors. The key results were:

- Latinos from Snohomish County value the nature and cleanliness of Snohomish County more than other write-in comments recorded in the survey (see Appendix D).
- The most common outdoor activity Snohomish County Latinos practice is visiting natural areas such as water bodies and parks.

The full survey results of the 132 respondents are shown in Appendix D. This event was the only opportunity that included opinions from Latinos under 18 years of age.

## **Focus groups**

A total of 33 Latinos were engaged in three focus groups over a one month period (9/10/2014 – 10/1/2014). There was one Young Adult focus group with 11 participants and two Adult focus groups with 22 total participants. Overall, 42% of the participants were male and 58% were female. All participants lived in Snohomish County except for two individuals at one of the Adult focus groups. The reported demographics of all attendees are in Appendix E.

All focus groups were lively and full of discussion. The Young Adult focus group was conducted in English and held at Snohomish County’s Washington State University (WSU) Extension. Most of the young adults recruited were members of the Latino Leadership Institute at Edmonds and Everett Community Colleges. The Adult focus groups were conducted in Spanish and held at Spruce Elementary School in Lynnwood and at Iglesia de Cristo Roca de Ayuda (a church) in Everett. All three focus groups were facilitated by a WSU faculty member experienced in conducting focus groups and transcribed by the project Outreach and Evaluation Coordinator.

## **Key Themes from Audience Research**

Following is a description of the key themes that arose predominantly in the focus groups, with correlating support from the more limited interview discussions and event survey. Where the opinions were consistent between both the Young Adult and Adult focus group participants, no distinction is made; otherwise the distinction between the two groups is described. Throughout the discussion below, quotes from the interviews and focus group transcripts are provided to reinforce key findings. Quotes that support the stated findings can be found in Appendix F. Quote citations are coded with ‘Interview’ or ‘FG #’, and the page number where it can be found in that transcript. FG 1 is the Young Adult Focus Group, FG 2 is the first Adult focus group and FG 3 is the final Adult focus group. Dates and locations for each interview and focus group can be found in Appendix G. Focus group transcripts are in Appendix H.

A. Values: There are five clear themes that arose to describe what Snohomish County Latinos most appreciate. The primary values that were identified in the audience research include:

*Nature and Cleanliness:* Most Latinos expressed a connection to and appreciation of Washington’s natural world in the context of active recreation as well as passive viewing. One attendee stated “*The sea, watching the sunset. Fresh air all the time. I am in love with the sea.*” (FG 2, p.5). While the words and natural elements varied, many others connected nature to cleanliness and freshness.

*Family Connection and Responsibility for Future Generations:* Family is important. In particular the Adult Latino groups strongly stated a sense of responsibility to their children and the elderly. One Adult Latino stated *“We have to set an example for those who are here now to show what we are going to leave behind. Because it is not just how we live but what we will leave to them.”* (FG 3, p.7) For the Young Adults, family was included as one of the primary trusted messengers.

*Opportunities for Education and Enrichment:* Personal and family betterment drives many of the Latino respondents and they are eager for additional opportunities. *“...I would like to see education in Spanish to Hispanics directly...”* (FG 2, p.6); *“With all the things that have been said I come to one conclusion: education. When they throw the liquids down the drain...Why? Because of lack of education”* (FG 2, p.9).

*Safety and Security:* Fairness, safety and a consistent adherence to rules for all were important to focus group participants. They appreciate that everyone is subjected to the same rules and treatment. They also discussed their desire to keep their families safe and to be personally safe and secure from harm. One focus group member shared *“I like everything there is about safety”* (FG 2, p.1) and a few others shared stories of being marginalized or treated unfairly by police.

*Local Latino Identity:* There is no homogeneous single Snohomish County Latino community, as it is diverse with many nationalities, ethnicities and education levels represented and spread out over a large area. This is especially true for Young Adults who primarily identified with their families. However, there was definitely an expression of a Latino Identity. Latinos feel that they share a common culture and it gives them a great deal of pride and kinship with one another. When talking about what he liked about his community, a Young Adult said: *“The culture. There is lots of Hispanic culture around here. You can go out and play soccer with your people from where you are from”* (FG 1, p.1). Participants discussed common experiences of marginalization and discrimination which they said further fuels a sense of solidarity. There is a sense of power in numbers that comes with being a Latino as stated by this focus group member. *“...it is necessary for people who are in command to realize that we are many and they have to open their eyes and give us opportunities that we actually deserve”*. Someone else added *“And respect”* (FG 2, p.4).

B. Sense of Place: A strong sense of place for Snohomish County, as described below, was evidenced throughout this phase of the audience research. Latinos stated that they gain a great deal of enjoyment, satisfaction and value from living in Snohomish County, suggesting that the participants have created an emotional bond and personal attachment with the region.

*Sense of Ownership within the county:* Some interviews suggested that Latinos consider Snohomish County to be their home and thus expressed a sense of ownership. *“This is their home...”* (Interview, p.6). This was clearly observed throughout all focus group discussions where participants' comments demonstrated a local sense of place by mentioning specific places they frequented that are near their homes. Some examples of these places were Silver Lake in Mill Creek and the Edmonds beach area.

*Appreciation of natural environment:* Focus group participants made many comments that indicate they highly value the local natural environment. They specifically mentioned the beauty, vegetation and green areas, water bodies (Puget Sound, sea, beaches, lakes and rivers), mountains, scenic views, wildlife and weather. *“...there are so many beautiful places to see. It's incredible”* (FG 2, p.2). *“[I like] the nature, the trees, the beach, the mountains, the view”* (FG 3, p.1). Participants also expressed that they value this area because of its tranquility, quietness and freshness. *“I like that area because it is a very*

*tranquil area. The ambient [air] there is fresh*" (FG 3, p.1). These characteristics were usually associated with living in or near to natural areas.

*Established Latino Population and Culture:* Participants' comments during the interviews and the Young Adult focus group suggested that the already established Latino population and culture in Snohomish County and Washington are an important aspect of their sense of place. *"Latinos value those two things, the location and the folks from their own community that are already here"* (Interview, p.3). These comments indicate that Snohomish County Latinos seem to find comfort in the already established Latino population and culture because they see this aspect as part of their identity where they share a common ground such as the Spanish language.

C. Family: Four main themes describing Latino perspective on families were identified from this phase of the audience research. These main themes are:

*Strong orientation towards the family:* Literature research suggests that Latino families rely on advice from family members and that they tend to do activities together as a family (Futurewise et al., 2014). Young Adult Latino respondents mentioned that they seek advice from their parents and Adult Latinos mentioned that they consult with family members. A Young Adult said: *"...I still go to my family for reliable information..."* (FG 1, p.15). In answering the question "Who in the community do you believe will give you reliable information?" one Adult said: *"People that one knows that know many other people and know a lot of things. For example, my son..."* (FG 3, p.10). At the Latin Expo, we observed that Latinos attended as families. Also, participants' comments suggested that it is important for them to do activities where both the adults and children can participate. The following quote is a comment about hosting a family-oriented event: *"...a place where everyone can meet, with activities that include adults and children and everyone..."* (FG 3, p.10).

*Enjoy Family Time Outdoors:* Many participants in the Adult focus groups mentioned they enjoy spending time outdoors with their families. *"...there are so many [places] where one can take the kids to learn about a place and relax outdoors. It's very nice"* (FG 2, p.2). Outdoor activities mentioned included going to parks, lakes and beaches, going for walks, hiking, biking, fishing and playing sports. *"For me, when it's summer we go out to walk on the lake or my children go biking around the lake."* (FG 3, p.3). Although the types of activities mentioned were diverse, adult Latinos who mentioned spending time outdoors always mentioned doing so with their family.

*Parents Want the Best for Their Children:* Latino parents and grandparents who participated in our focus groups strongly stated that they want the best for their children. *"I am grateful to the State of Washington for my kids, because they are preparing for the future"* (FG 2, p.2). This particular quote also reflects a sense of appreciating better chances and opportunities. Adult Latinos frequently mentioned wanting the best for their children. Besides seeking a good education for their children, maintaining family health also concerned them. *"Everywhere there are people who do not care about the safety or the health of others, of those who are around because I've seen people illegally throwing asbestos and lead, exposing other people. I've seen that a lot. I've seen people scraping old paint containing lead and that is dangerous, especially for children"* (FG 2, p.5).

This health concern wasn't as strongly shared among Young Adult Latino participants, possibly because their highest priorities seem to revolve around school, college and jobs. Young Adults, however, seemed to agree that Latino parents want the best for their children. In describing Latino parents' views, a Young Adult said: *"...they want the best for their children and they know that by sticking together as a*

*family they have more probabilities that their children won't get involved with drugs or gangs"* (Young Adult Interview, p.17). Adult focus group members' comments not only demonstrated a great desire for their children to be educated and have a future, but also an aspiration to serve as role models, not only for their children, but also for others, such as neighbors. *"All that of recycling is to set an example to the children so that they too, in the future, and their children, and grandchildren, can teach them [to their children] so one can keep the water because it is very important because everybody needs it."* (FG 2, p.10).

*Desire to Work Towards Stability:* Latino participants' comments throughout this research gave the impression that Latinos work towards two types of stability: financial and immigrant status. Participants in both the interviews and the Young Adult focus group clearly mentioned that many Latinos have multiple jobs and that they are working towards financial stability to support their families. *"Having a secure job [is] very important."* *"You don't know if you are going to get paid or not, or something suddenly goes wrong, it means that you won't have a job, so it makes it very difficult to have a steady income. And once you have it, you try to keep it and have it steady. It's quite a concern I believe"* (Young Adult Interview, p.8). In addition, some interviewees indicated that, in general, Latinos are concerned about immigration status. *"...they want to be US citizens, so immigration is a great concern to them."* *"...folks that have been established here for years unfortunately aren't still documented and so, they have those same concerns with immigration"* (Interview, p.3). It should be noted, however, that comments about these topics were always about other people and not about personal experience.

D. Environmental Views: Overall, both Adult and Young Adult Latino participants demonstrated knowledge about environmental issues and that they care about the environment. Five major themes arose and are further explained below:

*Washington Environment is Healthier than Home Countries or States:* Participants perceived the environment in Snohomish County to be healthier than the place from which they immigrated (nations in Latin America and California were specifically mentioned in focus groups). Participants considered Washington to be a better place in terms of environmental quality and cleanliness. *"...everything here is very well cared for and protected. It's not like that in Mexico"* (FG 2, p.2). This particular quote suggests that the participants compared the places where they used to live with Snohomish County to come to conclusions of which place is best.

*Aware of Visible Pollution, Including Developmental Pressures:* Participants expressed awareness of visible pollution such as trash, but also of new development pressures and its consequences. Their comments suggested concern about the effects of pollution and development pressures on the quality of life. When asked to rank problems, Adult Latino focus group participants' greatest concern was increasing development, especially manifested by 'deforestation'. *"...deforestation is not good for the air. But at the same time, the deforestation means that we are also overpopulating cities, we are building more business or whatever. So we do not give the opportunity to these trees to help us clean the air"* (FG 2, p.8). The second greatest ranked concern for Adult Latinos was water pollution. For the Young Adults, the greatest concerns ranked were litter and water pollution. Table 1 summarizes the ranking in which participants picked their top three concerns from a list generated by each group as a whole. This is an important theme to consider as the Port Gardner Clean-Up Sites are largely hidden from view with impacts invisible to a local resident.

Concern	Young Adults	Adults	
	Focus Group 1	Focus Group 2	Focus group 3
Deforestation	2	8	6
Water pollution	6*	7	4
Litter	6		
Insecticides		5	
Air pollution	5	5	1
Climate change	1	5	4
Lack of education/information		4	
No recycling		3	
Misuse/ no recycling of water. Waste of water		3	
Trash on the beach		3	
Water depletion		1	
Toxic materials in Puget Sound (oils, diesel)			1
Unfertile/desert lands		1	
Overpopulation	5		
Overconsumption	3		
Contamination of the ocean	1		
Too much advertising	1		

**Table 1. Main environmental concerns ranked by focus group participants.**

\* Young Adult participants knew the topic of the focus group was water pollution which ranked as one of the main environmental concerns. This led us to change our subsequent advertising language during the recruitment for Adult participants to avoid biased results.

*Awareness of Environmental Causes and Effects:* Many participants made numerous cause / effect connections between pollution, new development pressures, littering and lack of recycling to the personal and family level. Participants mainly commented about health effects and showed great concern about children’s health. *“If there are chemicals in the air, we are all breathing the polluted air and that affects all of us, especially the children”* (FG 2, p.8). Diseases, allergies and cancer were a few examples of the types of health effects explicitly mentioned.

*Care about the Environment and its Issues:* In general, participants showed great care about the environment and its issues. Many participants demonstrated this by mentioning that they recycle, pick up trash or their pets’ waste. More details about the types of activities they do that show they care about the environment can be found in Table 2. However, some focus group participants recognized that the lack of personal conservation practices is an issue in society that they are concerned about: *“...when I go to taco trucks for example, and all the recyclables are thrown in the same garbage, they don’t separate it and is very sad to see so many bottles there in the same trash”* (FG 2, p.6). On the positive side, Adult Latino participants demonstrated a desire for education for everyone including adults and children, about how to take care of the environment, suggesting they want to contribute to resolve environmental issues.

Activities Latinos Do To Prevent Water Pollution				
Activity	FG 1 (Young Adult)	FG 2 (Adult)	FG 3 (Adult)	Cumulative
Washing car at car wash	8	4	2	14
Picking up dog poop	2	4	3	9
Using least toxic cleaning products	6	15	6	27
Picking up beach trash	3	6	2	11
Minimizing use of chemicals in yard	8	13	5	26
<b>Write-In comments</b>				
Recycling oils	2			2
Picking up litter anywhere	1			1
Reusing water bottles	1			1
Trying to use less chemicals		1		1
Avoiding throwing trash in public places		1		1
Recycling at home		1		1
Recycling toxic chemicals		1		1
Avoiding throwing plastic bags in the trash			1	1

**Table 2. Focus Group Individual Questionnaire Result Compilation: Activities to Prevent Water Pollution**

*Environmental Issues are Not a Priority for Young Adults:* Although Young Adult Latino participants appeared to have a better understanding of environmental impacts than the Adult Latinos, their comments indicated that environmental issues were not a high priority. In addition, Young Adults mentioned their perception that environmental issues were not high Latino priorities because other things are considered more pressing, such as having a steady income. *“The Latino community is not thinking about that [environmental protection] at the moment. I think that people get here [USA] with the idea that they want to economically overcome that they forget to think about what is happening in the environment”* (Young Adult Interview, p.18). However, in both Adult Latino focus groups, participants demonstrated that they consider environmental issues important, since they want to be able to enjoy nature with their families and avoid negative health impacts. Young Adult Latino participants did not mention a desire for more education about environmental topics or how to take action on environmental topics, whereas the Adult participants did.

E. **Water Quality:** Four main themes were identified from the audience research in this phase that revolves around water quality. These themes are:

*Drinking Water is Top of Mind:* In conversations with most Latino participants, drinking water was the immediate connection made when the term “water quality” was raised. When asked why they chose the concerns they did during the ranking exercise, a focus group participant explained his choice of water pollution as follows: *“Water pollution, because it can be that through that motive, diseases like epidemics come. Because, how many problems [we are] having right now with the children that are*

*having problems of an illness or disease. There are children that don't travel to other countries or don't drink water over there. This is happening right here, then where is that coming from? [Facilitator: Then, are you talking about pollution of drinking water?] Yes, of the water that we drink" (FG 3, p.4). Latino respondents highly value the good quality drinking water available in Snohomish County. There were many stories about lack of availability of clean water in their previous communities. "I don't know if anyone here knows Mexico City. My aunt told me 'Don't drink this water. We have to buy water.' And I was left with the doubt: why can't you drink that water? Then I tried the water, the water that they [said] not to drink. That water once you taste it, it smells and tastes like stagnant water, rotting water]...It's being an expense for people because they can no longer drink water from the tap, and they need to purchase and that is an expense they must have" (FG 3, p.7). This does not mean that surface water pollution is unimportant, but it does mean that it does not necessarily come to mind first when the term 'water quality' is used. This will be an important consideration in the outreach and communication strategies are designed for the Latino community.*

*Pollution Responsibility and Action:* When talking about sources of water pollution in focus groups, most participants spoke of others who contribute to water pollution problems, rather than themselves. Only a few participants claimed personal polluting behaviors. *"In the same houses, how many tons we use per year, of 'Clorox', for example?" (FG 2, p.7) (emphasis added). Latino participants, however, expressed a level of personal responsibility and a few people spoke about their actions to limit their pollution practices. In the individual questionnaires each participant completed at the end of the focus groups, many noted a range of non-polluting behaviors that they currently practice (Table 2). It should be noted, however, that the discussion of others as polluters could have been a "face-saving" act in group conversation or a natural outgrowth of culture that emphasizes interpersonal relationships and preferring group harmony. It does not seem to indicate a disbelief in each person's own responsibility, as discussed in the Stages of Awareness section below (p. 13).*

*Young Adults Believe Washington Waters are Fine:* Despite the Young Adult participants' awareness of visible water pollution, overall, they believe Washington waters were still fine today. There were numerous strong comments about Washington waters not being polluted when compared to other places in the world; most comments were from personal experience in Latin countries as well as places in the United States like Texas. Furthermore, Young Adults that have spent most of their lives in Washington also stated their belief that local waters are clean, as described by one participant: *"...as I grew up I realized that Washington's water is amazing; it's very pure and clear and everything" (FG 1, p.7).*

*Water Pollution Affects Future Quality of Life:* Comments from focus group members demonstrated there was a great concern about water pollution effects on quality of life, mostly *in the future*. Their present day concern was related to their own and their family's health. The future concerns mentioned include long-term water scarcity (many mentioned water will be the world's main problem), what will remain for future generations and effects on recreational harvest of fish and crab. One focus group member expressed the concern about direct impacts with the statement *"...if you are using polluted water, the product is going to be contaminated, it's going to have contaminants. It will have the nutrients, but also contaminants. And that's how the health is affected" (FG 2, p.9). Latino participants care about water quality because it affects them directly and the concern is largely for the future state of water quality.*

*Water Pollution Affects Wildlife That Live in the Water:* Focus group participants also described effects of water pollution on wildlife. They mentioned salmon and fish in general, as well as other aquatic

species, suggesting that these organisms are important to them. *“Water pollution and pollution of the sea affects the animals. It’s a cycle we are affecting”* (FG 2, p.8). One of the interviewees particularly mentioned that Latinos do worry about the effects on fish and crab and that they wonder why sometimes the populations decline or the fishing/crabbing seasons are shortened. The participants’ comments suggest that Latinos care about the effects of water pollution on organisms they appreciate or value for food, recreation, sightseeing or simple presence.

#### **IV. Application of Results to Social Marketing Approach**

The discussion below highlights the insights gained from this phase of research that will help partners design a new social marketing strategy approach to encourage and motivate the Snohomish County Latino population to communicate with Department of Ecology about protecting water quality of water bodies in the County.

##### **A. Stages of Awareness and Behavior Change (Readiness to Act)**

Achieving behavior change requires a multi-stage process including 1) becoming aware that there is problem; 2) become knowledgeable about the issue and its impact; 3) facilitated behavior change; and 4) independently taking action. This section addresses findings from this phase of research related to each of these stages.

*Awareness of Problem:* Latinos in all focus groups listed water pollution in Snohomish County as an environmental concern. It is unclear if that ranking related to drinking water quality or surface water quality and, if it is surface water, how they defined pollution. During the focus groups, participants were able to connect their actions with surface water contamination in fairly detailed ways (see Water Quality on p. 11) On the other hand, similar to the population at large in Snohomish County, there was no evidence of any awareness about the cleanup sites in Port Gardner Bay as there was no mention by participants of the sites nor prompting given by the facilitators.

In addition, Young Adult participants did not feel that current water quality was a high priority issue for them, although they did express the recognition that water quality can degrade without care and attention. This opinion was typified by this statement *“...because I feel like we talk a lot about how good water is here but I don’t think we ever, because we have such a good situation, that we are not actually concerned about other issues that are happening or that could possibly happen”* (FG 1, p.8).

Comparably, Adult Latinos do seem to be more aware of water pollution and behaviors that contribute to it, although the perception of unhindered access to clean drinking water and reality of non-visible surface water pollution may be responsible for a lack of a sense of urgency.

*Knowledgeable about Issue and its Impact:* When prompted about the areas where surface water pollution is generated (in schools, on roads, in yards, etc.), participants described mechanisms of pollution as well as impacts to quality of life. Many Latinos have direct experience with polluted water and landscapes from previous residences and clearly value the perceived clean water we have in Washington. On the other hand, without prompting, no participants mentioned cleanup sites in Port Gardner Bay indicating a likely lack of awareness about the sites.

Many Adult Latino participants did indicate an awareness of how current actions causing water quality problems that could leave a legacy for future generations. *“I’m worried right now because it is a strong point right now for the future of our children”* (FG 2, p.10) *“If one likes to fish, one goes fishing, the fish*

*is contaminated so one gets sick*” (FG 2, p.9) *“We will not see it, those coming behind us will”* (FG 3, p.7) Female Young Adult Latinos described this concern for future water quality, but it did not seem to be mirrored by the male Young Adult participants. A male Young Adult said *“I think, personally, that water pollution here in Washington is really irrelevant to me”* (FG 1, p.9).

*Facilitated Behavior Change:* When focus group attendees were asked “Who, in the community, do you believe will give you reliable information?”, existing change agents / agencies working on water quality issues were not mentioned. Adults Latinos seemed eager for accessible, credible information and expressed a desire to make changes in their lifestyle. *“We are missing much education for that. We don’t think about the future”* (FG 2, p.10). There was less interest expressed in changing behaviors or taking action related to water pollution by Young Adult Latinos. This audience also expressed more cynicism about the role of money in decision-making, as well as concern about the role of industry in creating water pollution problems.

*Independent Action:* Adult Latino participants demonstrated a willingness to be role models for their families and for their neighbors. *“I think we can begin educating ourselves to serve as example...”* (FG 2, p.11). In addition, the participants expressed a sense of hopefulness and a positive outlook on human capacity to fix water pollution issues and other environmental problems. *“It can be solved.”* [Another person] *“I think it’s never too late to start”* (FG 3, p.7) *“I think everything has a solution except death”* (FG 3, p.8). Adult Latinos seemed to be more ready than Young Adults to take independent action since most of the Young Adults indicated that environmental issues are not their priority and they believe Washington waters are fine.

## B. Maximizing Effectiveness of Messages and Delivery

### *Language Use*

Adult participants were more likely to request information in Spanish than Young Adults. Thus, English-only information will not be appropriate for the Latino audience, however bilingual information can meet that need. Current language used by conservation organizations to discuss water pollution may evoke different images or connotations than is perceived by traditional conservation-oriented audiences. The frequent inference of Snohomish County Latinos that the term “water quality references” pertain to drinking water may confuse messaging on the topic.

### *Trusted messengers*

In questionnaires filled in by focus group participants, several trusted information sources were consistently mentioned. Neighbors, known people / organizations and texts were the most frequently cited categories of reliable information. Television, specifically Univision, was consistently mentioned although ranked second. The internet, including social media and news streams, ranked third. Local newspapers (Everett Herald, Seattle Times, La Raza) and radio followed. Schools and churches were also mentioned although one focus group attendee stated that there are communication barriers between Latinos and schools. Table 3 shows a compilation of individual results as well as interview mentions of trusted communication sources.

In focus group conversations, many of the same information sources were raised by attendees. In addition, public utility notices, on-the-ground front line government staff (firemen, policemen), pamphlets and the phone number ‘211’ were also mentioned. By some, there was a stated belief that more trustworthy information comes from more local branches of government than state or national government.

Those Who Use These Information Sources				
Sources of Information	FG1 (Young Adult)	FG2 (Adult)	FG3 (Adult)	Cumulative (including Interview Mentions)
Local Newspapers	3	6	4	16
Internet	6	6	3	17
Neighbors	2	8	4	17
Local TV	5	10	3	22
Local Radio	5	8	2	17
Community Bulletin Boards	3	9	3	15
<b>Write-In Comments</b>				
Health Clinics		1	0	1
Library		1	1	2
School	1	3	1	5
Known Person / Organization	4	1	2	11
Texts				1
Social Media			1	1
Church		1	3	4
None	1			1

**Table 3. Focus Group Individual Survey Result Compilation – Sources of Information**

C. Significant Barriers and Motivators

From this phase of research, a preliminary set of barriers and motivators was identified for Adult Latinos to accomplish stated social marketing objectives. These barriers and motivators are listed below in order of frequency mentioned. The numbers at the end of each statement indicate the number of times a barrier or motivator was found in the transcripts of the Adult Latino focus groups.

**Barriers:** These barriers were based on the nature of comments made.

- Concern more with drinking water than other water (& lack of distinction) 14
- Lack of awareness about the issue 11
- Most concern for visible pollution 9
- Focus on family, not community at large 5
- Discouraged by lack of action by others (professionals, neighbors) 5
- Lack of accessible and available information for Latino community (includes Spanish language only speakers) 5
- History of being treated unfairly and not being listened to 4
- Isn't highest priority 2
- Belief that our waters and land are healthy (including drinking water) 1
- Fear from repercussions from talking to government (less so with local government) 1
- Time 1

**Motivators:** These motivators were specifically mentioned in focus groups. Some of these were also motivators for the Latinos that voted on the survey at the Latin Expo (see Appendix E).

- Appreciate cleanliness, parks, beauty, vegetation and nature (including firsthand experience living with polluted water in other places) 28
- Significant care and understanding about the environment 27
- Concern about development pressures 25
- Protecting family health 21
- Enjoy time outdoor at beaches, parks, mountains, trails and lakes (including seeing wildlife) 19
- Care about drinking water (and abundance) 16
- Desire to be educated about issues and actions to take 15
- Care about safety 10
- Willingness to take environmental action—for example, recycling 9
- Enjoy walking along the water 7
- Desire to leave a healthy world for children and grandchildren 5
- Desire for respect 5
- Willingness to show they care (some people: in contrast to neighbors) 4
- Belief that environmental solutions exist 4
- Want a better future for children 3
- Awareness of growing strength of Latino communities 2
- Willing to act on advice of trusted leaders 2
- Enjoy fishing and crabbing (some people) 2
- Desire for recognition 2

## V. Conclusion

Based on findings from this phase of research, it appears that the Snohomish County Latinos aged 30 and older are ready to take action related to their own personal behaviors affecting water quality. Clean and available water for drinking as well as natural areas for family activities and recreation are both highly valued by this population. There is a lack of urgency to protect water quality because water pollution is largely invisible and drinking water is high quality and abundant.

Both Young Adult and Adult Latinos have a detailed understanding about water pollution issues despite a lack of awareness of water pollution as a current problem. There is a lack of accessible and available education resources on this topic, designed for Latinos in Snohomish County. Adult Latinos appear to be eager for education for themselves and their children, want to protect their health and the health of future generations and are ready to act as role models to teach children, neighbors and friends. Traditional outreach mechanisms and channels must and can be adapted to reach this growing population.

## VI. References

Futurewise, WSU Snohomish County Extension, Snohomish County, Snohomish Conservation District and City of Everett. (2014). Port Gardner Latino Situation Assessment and Market Research Plan.

# Get paid for your opinion!

## Earn \$50



### Join us for a discussion group!

*A discussion group is a meeting with 8-12 people about their views and experiences on a specific topic.*

The Natural Resources team from Washington State University Snohomish County Extension and Futurewise are recruiting:

Latinos who moved to the United States (first generation) over 30 years old  
AND  
Young adult (18-30 years old) Latinos regardless of birthplace

The topic of the meeting will be learning your opinions about water pollution in Snohomish County.

#### Young adult discussion group

**Date:** Wednesday, September 10, 2014

**Time:** 6:30 – 8:30 PM

**Location:** WSU Snohomish County Extension (behind McCollum Park)  
600 128<sup>th</sup> St. SE Everett, WA 98208

#### First generation discussion group

**Date:** October 1, 2014

**Time:** 6:30 – 8:30 PM

**Location:** Iglesia De Cristo Roca de Ayuda  
2201 Everett Ave. Everett, WA 98201

Parking will be available. Child care and light refreshments will be provided.

The discussion will be in Spanish. All information will be confidential.

Each participant will receive \$50 at the end of the meeting.

To register for a focus group or for any questions, please contact Yolimar Rivera Vázquez at 425-357-6029 or [yolimar.rivera@wsu.edu](mailto:yolimar.rivera@wsu.edu)



Snohomish County

WASHINGTON STATE UNIVERSITY  
EXTENSION

# Get paid for your opinion!

## Earn \$50



### Join us for a discussion group!

*A discussion group is a meeting with 8-12 people about their views and experiences on a specific topic.*

The Natural Resources team from Washington State University Snohomish County Extension and Futurewise are recruiting:

**Latinos who moved to the United States (first generation) over 30 years old**

The topic of the meeting will be learning your **environmental concerns in your community.**

### Join us one of the following days

#### **Tuesday, September 23, 2014**

**Time:** 6:30 – 8:30 PM

**Location:** Spruce Elementary School Library  
17405 Spruce Way Lynnwood, WA 98037

#### **Wednesday, October 1, 2014**

**Time:** 6:30 – 8:30 PM

**Location:** Iglesia De Cristo Roca de Ayuda  
2201 Everett Ave. Everett, WA 98201

Parking will be available. Child care and light refreshments will be provided.  
The discussion will be in Spanish. All information will be confidential.  
Each participant will receive \$50 at the end of the meeting.

To register for a focus group or for any questions, please contact  
**Yolimar Rivera Vázquez at 425-357-6029 or [yolimar.rivera@wsu.edu](mailto:yolimar.rivera@wsu.edu)**

## Appendix B. Focus Group Facilitator Guides

### Latino Audience Research: Focus Group 1 Facilitator Guide (120 minutes available)

**Research Goals:** *To understand Snohomish County Latino Young Adult and First Generation:*

- *knowledge, behaviors, and attitudes regarding water pollution;*
- *barriers and motivators regarding learning about in environmental issues (if time, participating in environmental activities);*
- *perception / acceptance of potential terminology;*
- *perception of trusted messengers and communication channels;*
- *Explore receptivity to taking personal action;*
- *gain information that allows us to create effective behavior change strategies (including product, price, place and promotion).*

**Facilitator:** Jose García Pabón

**Note Taker:** Yolimar Rivera Vázquez

#### 6:30 INTRODUCTION & GROUND RULES (20 min)

MAKE NAME TAGS, printing clearly

WELCOME guests and introduce moderator (Jose) and note taker (Yolimar)

PURPOSE – As you know, you have been invited here today to talk about water pollution. We want to understand Latino Young Adults' ideas and perspectives about water quality in Snohomish County.

HOW THIS WORKS:

- We'd like to hear each of your opinions. We won't be offended by whatever you say!
- Share your opinions (how you feel and why)
- We're expecting to hear a range of opinions and experiences
- Speak one at a time and speak up
- Keep us moving – we may cut you off in an effort to keep the discussion moving and to get you out of here as promised.
- All comments that are shared are confidential - name will not be attached to them
- Please complete the forms giving us permission to use the information shared today
- Turn cell phones to vibrate. If you need to take an emergency call, please step out of the room and return as quickly as possible.
- The session will be taped for later analysis and will complement data gathered by the note taker– OK?
- Please help yourself to snacks throughout the evening, as we won't have a formal break

- Those who have children in the child care next door are welcome to check on them as you see fit. There is no penalty for leaving the room, however we ask that you return as soon as possible since there are trained people taking care of your children.
- Payment will happen immediately after the focus group ends, before you leave the room

### **6:50 Introductions / Values (20 minutes)**

I'd like to jump right into our discussion this evening. Let's talk about where you live.

Question 1: To start out, please share your name, the town you live in and how long you've lived there.

Question 2: I'm sure there are things that you really like about your community, places where you like to spend time, opportunities that living here presents. Now, please share one thing that you really like about where you live. We'll go around the room to make sure everyone can share.

Question 3: Now that we've talked about what we like, please share what you don't like. It can be any aspect or ideal!

Question 4: How do you like spend time outdoors? (if needed prompt: things like going to the beach or river, going to the park, fishing, etc.)

### **7:20 PM Environmental Quality Discussion (20 minutes)**

We'd now like to transition into a conversation about the environment.

Question 5 / Activity 1: What, if any, environmental concerns do you have? We'll be writing these on the board. (Compile a list). If water pollution is not mentioned, ask "Is there any other environmental concerns you are missing? How about water pollution?"

Now that we have listed out these items, we have a few to add (add in water pollution or water quality if it is missing form list). Please now take a few minutes to put a dot on the three items that you think are the most important.

(10 minutes)

Question 6: Please tell us why you choose the three items you did? Why were these three items the most important?  
(10 minutes)

### **7:40 PM Water Quality Discussion (20 minutes)**

*Facilitator Note: Depending on if water quality came up in any way in above list, please transition into topic in an appropriate way.*

Introduction: Let's talk more specifically about water pollution. When we talk about water pollution, we are talking about contamination of streams, lakes and the ocean / bays.

Question 7: How do you think water pollution relates to you and your family? (If prompts are needed to describe water pollution, use: oil sheen on water, trash on beach, automobile emissions and leaks, industrial discharges, animal waste, fertilizers and pesticides, toxins)

Question 8: What does water pollution make you think of or feel?

**8:00 PM Communication and Messaging (25 minutes)**

Question 9: How do you get information and news? (Prompts can include newspaper, radio, neighbors, Church leader, Social Media, Internet, etc.)

Question 10: What types of community activities have you participated in? (Prompts: fairs, church, neighborhood, school, sports, etc.)

Question 11: Are there any different ways you learn about community activities?

Question 12: Who, in the community, do you believe will give you reliable information? (Prompts could be Church Clergy, Teachers, Neighbors, Scientists, Government, University, etc...)

Additional Questions if Time Allows:

IF TIME PERMITS: Question 13: Describe some types of activities that you can do to prevent water pollution (washing car at car wash, picking up dog poop, using least toxic cleaning products, etc.) What are the obstacles that prevent you in helping or participating in these types of activities to reduce water pollution?

**8:25 Thank you and we are almost done.** Thank you all so much for coming today and sharing your thoughts with me. I really appreciate it. Please complete this questionnaire as we prepare your stipend payment. The bottom portion will serve as our receipt that you have received payment. Thank you.

**8:30 PM**

Adjourn

**Questions for Survey:**

1. What languages do you prefer to receive information in?

English                      Spanish                      Other                      Both English and Spanish

2. How long have you lived in Snohomish County?

Less than 1 year              1 – 5 years              5 – 10 years              10 – 20 years              More than 20 years  
Lived here all my life.

3. How long have you lived in the United States?

Less than 1 year              1 – 5 years              5 – 10 years              10 – 20 years              More than 20 years  
Born here

4. How old are you?

18 – 25              26 – 35              36 – 45              46 – 55              56 – 65              Over 65

5. Please check all the places that you get information about community activities and / or local news.

\_\_\_ Local newspapers (Please name): \_\_\_\_\_

\_\_\_ Internet Calendar (Please Name): \_\_\_\_\_

\_\_\_ Neighbors              \_\_\_ Local TV channel              \_\_\_ Local Radio              \_\_\_ Community Bulletin  
Boards

\_\_\_ Other (Please Describe): \_\_\_\_\_

6. What type of activities do you do to prevent water pollution?

\_\_\_ Washing car at car wash              \_\_\_ Picking up dog poop              \_\_\_ Using least toxic cleaning products  
\_\_\_ Picking up Beach Trash              \_\_\_ Minimizing use of chemicals in the yard  
\_\_\_ Other (Please Describe): \_\_\_\_\_

# Latino Audience Research: Focus Group 2 and 3 Facilitator Guide (120 minutes available)

**Research Goals:** *To understand Snohomish County Latino Young Adult and First Generation:*

- *knowledge, behaviors, and attitudes regarding water pollution;*
- *barriers and motivators regarding learning about in environmental issues (if time, participating in environmental activities);*
- *perception / acceptance of potential terminology;*
- *perception of trusted messengers and communication channels;*
- *explore receptivity to taking personal action;*
- *gain information that allows us to create effective behavior change strategies (including product, price, place and promotion).*

**Facilitator:** Jose García Pabón

**Note Taker:** Yolimar Rivera Vázquez

## 6:30 INTRODUCTION & GROUND RULES (20 min)

MAKE NAME TAGS, printing clearly

WELCOME guests and introduce moderator (Jose) and note taker (Yolimar)

PURPOSE – As you know, you have been invited here today to talk about water pollution. We want to understand Latino Young Adults' ideas and perspectives about water quality in Snohomish County.

HOW THIS WORKS:

- We'd like to hear each of your opinions. We won't be offended by whatever you say!
- Share your opinions (how you feel and why)
- We're expecting to hear a range of opinions and experiences
- Speak one at a time and speak up
- Keep us moving – we may cut you off in an effort to keep the discussion moving and to get you out of here as promised.
- All comments that are shared are confidential - name will not be attached to them
- Please complete the forms giving us permission to use the information shared today
- Turn cell phones to vibrate. If you need to take an emergency call, please step out of the room and return as quickly as possible.
- The session will be taped for later analysis and will complement data gathered by the note taker– OK?
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- Payment will happen immediately after the focus group ends, before you leave the room

### **6:50 Introductions / Values (20 minutes)**

I'd like to jump right into our discussion this evening. Let's talk about where you live.

Question 1: To start out, please share your name, the town you live in and how long you've lived there.

Question 2: I'm sure there are things that you really like about your community, places where you like to spend time, opportunities that living here presents. Now, please share one thing that you really like about where you live. We'll go around the room to make sure everyone can share.

Question 3: Now that we've talked about what we like, please share what you don't like. It can be any aspect or ideal!

Question 4: How do you like spend time outdoors? This can be things you do in your neighborhood or further away (if needed prompt: things like going to the beach or river, gardening, going to the park, fishing, etc .)

### **7:20 PM Environmental Quality Discussion (20 minutes)**

We'd now like to transition into a conversation about the environment.

Question 5 / Activity 1: What, if any, environmental concerns do you have? We'll be writing these on the board. (Compile a list – Be sure to differentiate water pollution from drinking water contamination). If water pollution is not mentioned, ask “Is there any other environmental concerns you are missing? How about water pollution?”

Now that we have listed out these items, we have a few to add (add in water pollution or water quality if it is missing form list). Please now take a few minutes to put a dot on the three items that you think are the most important.

(10 minutes)

Question 6: Please tell us why you choose the three items you did? Why were these three items the most important? (10 minutes)

### **7:40 PM Water Quality Discussion (20 minutes)**

*Facilitator Note: Depending on if water quality came up in any way in above list, please transition into topic in an appropriate way.*

Introduction: Let's talk more specifically about water pollution. When we talk about water pollution, we are talking about contamination of streams, lakes and the ocean / bays.

Question 7: How do you think water pollution relates to you and your family? (If prompts are needed to describe water pollution, use: oil sheen on water, trash on beach, automobile emissions and leaks, industrial discharges, animal waste, fertilizers and pesticides, toxins)

Question 8: What does water pollution make you think of or feel?

**8:00 PM Communication and Messaging (25 minutes)**

Question 9: How do you get information and news? (Prompts can include newspaper, radio, neighbors, Church leader, Social Media, Internet, etc.)

Question 10: Where do you go outside, besides going to work, home or school? (Prompt to ask about items close to home (backyard) and further away (parks).)

Question 11: Who, in the community, do you believe will give you reliable information? (Prompts could be Church Clergy, Teachers, Neighbors, Scientists, Government, University, etc...)

Question 12 / Activity 2: We have some ideas of ways that information about water pollution could be shared. We would like your opinion. Here is a quick description (show list on butcher paper).

- Host a family-oriented event at a local park that involves food, children's games and some information about where we live.
- Provide research-based information to organizations, schools and churches that already work with Latinos that they can then share themselves.
- Create a social media campaign (radio and internet) that shares information about water.
- Create small slide shows that run continuously that can be displayed in places in Snohomish County where Latinos go.
- Put information on natural area or community garden signage.
- Bus ads

Which of these do you think you would participate in or read yourself and which do you think other Snohomish County Latinos might participate in or read?

**Additional Questions if Time Allows:**

IF TIME PERMITS: Question 13: Where do you think the best places are to get information to Snohomish County Latinos?

IF TIME PERMITS: Question 14: Describe some types of activities that you can do to prevent water pollution (washing car at car wash, picking up dog poop, using least toxic cleaning products, etc.) What are the obstacles that prevent you in helping or participating in these types of activities to reduce water pollution?

**8:25 Thank you and we are almost done.** Thank you all so much for coming today and sharing your thoughts with me. I really appreciate it. Please complete this questionnaire as we prepare your stipend payment. The bottom portion will serve as our receipt that you have received payment. Thank you.

**8:30 PM**

Adjourn

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English                      Spanish                      Other                      Both English and Spanish

2. How long have you lived in Snohomish County?

Less than 1 year      1 – 5 years      5 – 10 years      10 – 20 years      More than 20 years  
Lived here all my life.

3. How long have you lived in the United States?

Less than 1 year      1 – 5 years      5 – 10 years      10 – 20 years      More than 20 years  
Born here

4. How old are you?

18 – 25      26 – 35      36 – 45      46 – 55      56 – 65      Over 65

5. Please check all the places that you get information about community activities and / or local news.

\_\_\_ Local newspapers (Please name): \_\_\_\_\_

\_\_\_ Internet Calendar (Please Name): \_\_\_\_\_

\_\_\_ Neighbors              \_\_\_ Local TV channel              \_\_\_ Local Radio              \_\_\_ Community

\_\_\_ Bulletin Boards

\_\_\_ Other (Please Describe): \_\_\_\_\_

6. What type of activities do you do to prevent water pollution?

\_\_\_ Washing car at car wash      \_\_\_ Picking up dog poop      \_\_\_ Using least toxic cleaning products

\_\_\_ Picking up Beach Trash      \_\_\_ Minimizing use of chemicals in the yard

\_\_\_ Other (Please Describe): \_\_\_\_\_

**Latino Audience Research Project  
Stakeholder Interviews**

## List of Interviewees

Interview #1: Female Adult.....	3
Interview #2: Male Young Adult.....	8
Interview #3: Female Adult.....	11
Interview #4: Female Adult.....	14
Interview #5: Female Young Adult.....	17

## Interview #1: Female Adult

### Questions:

#### Concerns

1. What do you think Latinos value about living in Snohomish County?

That there is a community of Latinos already here. It's location, because is near Seattle and close to the Skagit Valley rural area; it's an ideal location between the two. The existing Latino community that is here embraces the new Latinos that come to establish here. Latinos value those two things, the location and the folks from their own community that are already here. There are other factors, but those are the ones I often hear them (the Latinos) say.

2. What are the three most important concerns that you believe Snohomish County Latinos hold today?

Clearly, the first one I see is that they want to be US citizens, so immigration is a great concern to them. Secondly, the parents really want their children to be educated. So it's wonderful that we allow the children to attend the K-12 and that we accept them in the college system through the HP 1079. This is a really big benefit for them to know that there is a way to pursue it (education) for their children. But we need more; we need to really embrace them. Those are the two that I see are really great concerns: being accepted as a citizen and education for their children. And number three: jobs. They are really important. When the economy had a downfall, they were the group that got affected first; the laborers and the folks without a college education.

3. Do you think this is different for first generation immigrants and young adult Latinos?

In my opinion, it seems that they are the same because these same folks that have been established here for years unfortunately aren't still documented and so, they have those same concerns with immigration. Living conditions would be very important for the ones that are already established. [Stops to think] Would they be the same? No, I would say it's a little different actually; it's still immigration, housing and probably jobs. Education would be low on the list because if they are not going to have a place to live, they are not going to have a place to... [Stops to think]. Probably not, (education) it's important.

Motivators and Barriers:

4. Do you think Latinos in Snohomish County are involved in community activities? (This is a yes or no question. Follow up with the questions below. If yes, ask question 5. If no, ask question 6)

Yes.

5. [Follow up question] Why do you think Latinos get involved in community activities?

Personally, what I see in my own area is through the church. A lot of Latinos are faith based and they work with their churches and, the churches get them involved in the community. That's what I see. Also, in the college that I work at, we work very hard with the Latino community to establish programs to help them. For example, this coming Saturday we have the Latino Expo. So, those kinds of things that the college does, and we also hold HP 1079 conferences. We have done some events geared towards educating, specially the parents, about what HP 1079 is and how it allows their children to come to college without a social security number and then, they get to use in state tuition, which is substantially less than out of state tuition. So, we do community events to educate the parents about this and we work with the high schools and work with Edmonds School District to do that; they are our greatest avenue to reach the parents and the community. And we have some Latino businesses, and some of those Latino businesses help to get folks interested in community events. We work with a couple of folks from the community, Rosario Reyes and also, Rosa Maria Graciani; they are really on the pulse of the community here in Snohomish County. Rosa Maria works quite a bit with LETI (Latino Educational Training Institute) and teaches a lot of English to folks that are Latinos and can only go in the evenings and the weekends. So, she accommodates her schedule and teaches them English and she doesn't charge for it.

6. [Follow up question] What are the obstacles for Latinos getting involved in community activities?

*Not applicable.*

Community Relationship Dynamics

7. Do you believe Latinos in Snohomish County are a connected and supportive community? Please explain your answer.

Yes, I do believe that. I see that with the students and I see that in our culture. We like to network to meet people, just because we are very friendly and open, and most people are, and by doing that it's extending their social network and they are helping each other. I see students do it with other students all the time. We just connect. You can tell with people's last names or

their voice inflection that they are Latinos. Is a really nice gesture that this culture is that way; they are very open to helping each other. I definitely see that. I am proud to say I see that.

### Reaching Target Audience

8. How do Latinos in your area get information about local news or activities?

We get it through many of the same ways that others do, which is TV, radio and newspapers. Those are the main avenues for getting reliable information. And of course they would be bilingual or Spanish publications. Univision, for example (TV channel).

9. We would like Latinos to participate in discussion groups about pollution and the environment that we will pay them to attend. How do you think we can best arrange these discussion groups to encourage them to attend (for example, when to hold them, where to hold them, providing family care, etc.)

All of those for sure. Make it in the evening or late Saturday afternoon. A time slot that accommodates the work schedules that a lot of them have in the community. Some people work 2 or 3 jobs, but I find that it works in the evenings. Be aware of people's work schedules and their family time; try to avoid those times and make it very convenient to them. Make them in central locations that are really well known locations. For example, if you could work it in a college or community college or one of the schools, that would be ideal, or even the WSU Extension office which is a very nice location. Paying them is wonderful and that helps to respect their time. I am happy to hear that definitely child care, if you can provide that on site, so that they are really comfortable that their child is in the other room real close by, that would be great. Maybe light snacks, some people would be coming straight from work. Those things to meet their immediate needs would be good. Time of year will matter as well. If we are talking about students that are going into high school or college, you wouldn't want to be doing that around late September because they are all going into school. I would really try to avoid doing them in the third week of September. Find out when children go to school in the K-12 system school, I do believe is a little earlier than the college students; it could be right after Labor Day. I'd suggest that you really try to avoid that time because parents are going to be so busy getting their children ready for school. Parents are going to be stressed, is a tough time for them. Maybe you could just delay it for a week and maybe start the last week of September or the first week of October. Once they are all into synchronization with the kids going to school and the parents going to their jobs, they already know their schedule, so that might help as well.

Water Quality:

10. Is environmental protection relevant and meaningful to Latinos in Snohomish County? Why or why not?

Absolutely yes, for the same reasons they would be important to anybody else. This is their home and the pollution would directly affect their health and their children. They need to be aware of what industries are here and how those industries could affect them. They need to know their rights to protect themselves. Their health, there is nothing more important than a person's health if we want to live in this world and Latinos are just as aware as anyone else that pollution will hurt them; it can cause cancer, it can cause diseases. But some bits are insidious, so they can't see it, they don't know it. So that is what worries me and probably others as well. What is it that we don't see that is hurting us right now? We don't know that. I think we can bring an awareness about these things, so that they can arm themselves with information and know how to prepare and how to deal with that, where to get help. There will be a language barrier, so I hope that there are agencies or folks that can help them if they can't express themselves in English and perhaps they can express themselves in Spanish. So, to provide translators definitely. People are more comfortable in their own "lengua".

11. How do you think local Latinos feel about pollution?

When they can see the pollution it helps them to be aware. I notice when I talk to people that they are fearful of what they can't see. If you are on the beach and you see some foam or non-biodegradable items floating up in the beach, you can tell there is a problem somewhere because you got pollution coming up on these beautiful beaches. But, if it's chemicals from a plant up the street in Everett let's say, that they are putting into the water, and we can't see it, that makes people a little fearful. Why do they close the beaches sometimes? I do notice that the folks that are here ask those questions that they don't understand. None of us does. All cultures. We don't know sometimes why they'll do that and then it's a little frightening when they tell us it's an outbreak of this or too much of that.

12. [Follow up if needed] How do they feel about water pollution in particular?

They worry that is going to affect our fishes and that is going to affect those folks that depend on fishing; folks that crab and fish locally. They are noticing there are some declines. Sometimes fishing seasons are shortened and that makes them worried. They wonder what's going on or what is happening to the fishing.

## Notes

The participant added that she would like to help us distributing information. She has the capability of sending information to all the Edmonds Community College Latinos students that have self-identified, as long as she gets approval from the college president. She said that they not only have the typical age college student, but also older ones. The ages range from 16-56 years old, but the median is 29. Most of their students would be 1<sup>st</sup> generation immigrants pursuing a college education. She also mentioned that it would be good to connect with Rosa Maria.

## Interview #2: Male Young Adult

### Questions:

#### Concerns

1. What do you think Latinos value about living in Snohomish County?

The tranquility of the neighborhood. That is very Latino populated, small town, everything is within reach, everything is within 5 min drive. I like it.

2. What are the three most important concerns that you believe Snohomish County Latinos hold today?

Having a secure job, very important. Is difficult for undocumented Latinos that work here illegally. It's quite difficult sometimes. You don't know if you are going to get paid or not, or something suddenly goes wrong, it means that you won't have a job, so it makes it very difficult to have a steady income. And once you have it, you try to keep it and have it steady. It's quite a concern I believe. Family health, considering that, for the same reasons, they are not working legally, so Medicare and other medical services are actually not available to them. Therefore, health is probably a concern.

3. Do you think this is different for first generation immigrants and young adult Latinos?

Most definitely, yes. There is quite a difference between first generation and younger Latinos. Adult Latinos tend to be a lot more on the conservative side and have patriotic homes. Whereas, young adults are very liberal, they start caring more about environmental issues I suppose, and if they are young enough they would be worrying about college, not necessarily a job or medical health; they are more culturally aware than the arriving Latinos. This is a major barrier that sometimes causes conflicts in the family. This comes from personal experience.

#### Motivators and Barriers:

4. Do you think Latinos in Snohomish County are involved in community activities? (This is a yes or no question. Follow up with the questions below. If yes, ask question 5. If no, ask question 6)

No. I've done a lot of work at Everett Community College, trying to get the community involved. We try to reach out to the arriving Latinos or the migrant Latinos. It's very difficult, very very difficult. It causes not only conflicts at home it also cause conflicts in the educational process of

their children as well as the development of their education. Un-involvement probably comes from lack of language or lack of ability to speak the English language.

5. [Follow up question] Why do you think Latinos get involved in community activities?

*Not applicable.*

6. [Follow up question] What are the obstacles for Latinos getting involved in community activities?

Language barrier, time, also many times they are not even aware of activities. We ran into this issue when we were doing a tasking? project, where we were trying to get the parents involved in their children education and we passed this out to their children and the children wouldn't get them to their parents. So many times when the parents come and we ask them question, they are not even aware of what's going on in their neighborhood or culturally in the County. For instance, I was helping out Edmonds Community College on their Latino day or Latino night and reaching out to Latinos in the community is quite difficult. Many of them don't have time or some don't care. We really need to work on reaching out to them.

#### Community Relationship Dynamics

7. Do you believe Latinos in Snohomish County are a connected and supportive community? Please explain your answer.

They are not very supportive with other Latinos. Only connected and supportive with their immediate families. Outside of a cultural group (Mexicans VS Puerto Ricans etc.) there is a huge lack of support among Latino groups that are not family related.

#### Reaching Target Audience

8. How do Latinos in your area get information about local news or activities?

I personally get a lot of the news on Facebook. Others, probably through local TV channels and people that talk to you. The internet; if it's first generation immigrants they definitely use the internet.

9. We would like Latinos to participate in discussion groups about pollution and the environment that we will pay them to attend. How do you think we can best arrange these discussion groups to encourage them to attend (for example, when to hold them, where to hold them, providing family care, etc.)

They have more immediate worries and they don't see how pollution affects them. The pollution might affect us but it's so farther down the road that we just ignore it right now because we are not aware of the effects. I believe that is the perspective of many Latinos. They don't see the immediate effect of pollution in their own community. Maybe a way to attract them would be to show them previous effects of pollution that have affected their communities in the past and they have been unaware of. Local elementary or middle schools would be a good place to hold the discussions, definitely elementary schools. The parents don't go necessarily for the meetings for their topics; they go because they were called to go to school. When to hold them: Go to other Latino group and share with them an event. For example, the Edmonds Community College is hosting a Latino night on August 9; that would be a good event.

#### Water Quality:

10. Is environmental protection relevant and meaningful to Latinos in Snohomish County? Why or why not?

No, it's not relevant to them. They don't see the first hand environmental impacts on them.

11. How do you think local Latinos feel about pollution?

They are not aware of it. They have not culturally learned these things (pollution).

12. [Follow up if needed] How do they feel about water pollution in particular?

Water pollution is an interesting thing. If you look at the bottled water that is sold, they come from Latin countries. They don't trust tap water (Mexicans); many rivers in Latin America are dirty. They drink bottled water. I've seen a lot of Latino families that have a consumerism relationship with bottled water. But they don't really care about water pollution.

#### Notes

Participant wanted to keep him posted on the project. He offered help if I ever come into a barrier with the project.

## Interview #3: Female Adult

### Questions:

#### Concerns

1. What do you think Latinos value about living in Snohomish County?

That it's less dense than King County, more availability of housing, and more access to jobs.

2. What are the three most important concerns that you believe Snohomish County Latinos hold today?

The relationship with the schools. I think that the Latin families don't feel they can easily communicate with the schools and therefore, especially teenagers, frustrate and the percentage of young people that leave the schools increases. I think that is one of the biggest concerns for the families. A second concern would be the economic/financial part. We are in a time where one or two members of the family are still without stable jobs, so there isn't enough money to sustain the family. The employment rate has not yet reached the levels of 2006 and 2007. The third concern would be resources in general: education for adults, employment assistance, and assistance with obtaining resources more easily.

3. Do you think this is different for first generation immigrants and young adult Latinos?

I think is different. For example, in the first concern I mentioned about the families, the young adult is not concerned about that, but there is still a concern of the possibility of studying, especially if we are talking about the young adult who left high school. So now for them, trying to get into the education system is difficult. But they have the same variable (issue), which is the accessibility (to resources). I think young adults are also concerned about jobs, especially if they don't have an education; they will have obstacles to obtain a decent job.

#### Motivators and Barriers:

4. Do you think Latinos in Snohomish County are involved in community activities? (This is a yes or no question. Follow up with the questions below. If yes, ask question 5. If no, ask question 6)

No.

5. [Follow up question] Why do you think Latinos get involved in community activities?

*Not applicable*

6. [Follow up question] What are the obstacles for Latinos getting involved in community activities?

Sometimes they don't know; simply lack of knowledge that the activities exist. Sometimes is transportation because if the activity is at a time in which the person who works is at the job, the person in the house doesn't have the availability of transportation. Another reason is child care (who will take care of their children?).

#### Community Relationship Dynamics

7. Do you believe Latinos in Snohomish County are a connected and supportive community? Please explain your answer.

I don't think we are at a level where we could say we are connected. We are still on a very diverse level. I will give you an example. The GED test in Spanish has existed for over 30 years in Edmonds Community College. I have lived in South Snohomish County for 30 years and it wasn't until 2 years ago that I learned it existed there. Two years ago, the opportunity presented and we (LETI?) started spreading the word. In less than 2 years, we graduated 55 adults. Therefore, I think that we are not connected enough. The information doesn't reach the masses. This could be because we don't have a community center sharing the information systematically. All the information that arrives is isolated.

#### Reaching Target Audience

8. How do Latinos in your area get information about local news or activities?

From mouth to word. Possibly more recently, through text messages from family members or acquaintances.

9. We would like Latinos to participate in discussion groups about pollution and the environment that we will pay them to attend. How do you think we can best arrange these discussion groups to encourage them to attend (for example, when to hold them, where to hold them, providing family care, etc.)

I think you need to do them either on the evenings or Saturdays. If you can do them on a Saturday afternoon, that would be better, and you definitely need to provide child care.

Water Quality:

10. Is environmental protection relevant and meaningful to Latinos in Snohomish County? Why or why not?

I think there hasn't been an emphasis on why they should engage on that. There is no involvement. They have no reason why to care. So, I believe that basically your project is going to be like "breaking the floor".

11. How do you think local Latinos feel about pollution?

The families that have experienced the consequences of pollution are the ones that truly are giving testimonies (about pollution). For example, there is a little more interest from families that have a member that has some allergy, so those people are becoming more aware of the [pollution] impacts.

12. [Follow up if needed] How do they feel about water pollution in particular?

I don't think they are paying it much attention.

## Interview #4: Female Adult

### Questions:

#### Concerns

1. What do you think Latinos value about living in Snohomish County?

They think that there isn't a lot of crime here, in comparison to other places. Before, I don't know if this is true anymore, they used to like that there was less traffic. That there are more parks here.

2. What are the three most important concerns that you believe Snohomish County Latinos hold today?

Jobs/employment. Housing: Where are they going to live? Is rent going to be high (expensive)?  
Immigration.

3. Do you think this is different for first generation immigrants and young adult Latinos?

Maybe, some are the same. The young adults are also thinking about employment. There is a great difference in the young adults that, if they are second generation, then they were supposed to have been born here (USA), and perhaps they don't have as many concerns about jobs but they do have concerns about careers and what are they going to do and what do they need, education, and if they can achieve these things. Maybe they (young adults) themselves are not concerned about immigration, but they do have relatives, they have friends, they have neighbors, and they too are affected by what is happening with immigration.

#### Motivators and Barriers:

4. Do you think Latinos in Snohomish County are involved in community activities? (This is a yes or no question. Follow up with the questions below. If yes, ask question 5. If no, ask question 6)

I think it's not that easy to answer yes or no because some get involved and some others don't.

5. [Follow up question] Why do you think Latinos get involved in community activities?

It is easier for the people that speak English. When the people that don't speak English get involved is because someone invited them or they are being offered the opportunity to participate so they can be part of the "bigger society". Some of the activities in which Latinos participate are festivals, serving as volunteers, taking classes... There is a variety of things. There are some that work with their children in

the schools. It depends on what are the opportunities and how safe or accepted they feel in those environments.

6. [Follow up question] What are the obstacles for Latinos getting involved in community activities?

Many times, the language and the culture. They don't understand the language and perhaps they don't feel that they fully understand the [American] culture and what the expectations are. All of this plays a role in Latinos getting involved or not. Latinos not getting involved has a lot to do with the presence of people speaking Spanish or people that appreciate their culture.

#### Community Relationship Dynamics

7. Do you believe Latinos in Snohomish County are a connected and supportive community? Please explain your answer.

In general, no, because there is no neighborhood that is the "neighborhood of the Latinos" or a city where there is a great majority of Latinos. We live in all parts of the County and a lot of times if it's not because we are members of a church or a family center, sometimes we don't have the opportunity to meet one another and that is an impediment. There are also a lot of people working more than one job; they don't have time [to get involved in activities].

#### Reaching Target Audience

8. How do Latinos in your area get information about local news or activities?

Many watch Univision (TV channel) and listen Latin radio stations. In the stores, people chat and pass information. Newspapers.

9. We would like Latinos to participate in discussion groups about pollution and the environment that we will pay them to attend. How do you think we can best arrange these discussion groups to encourage them to attend (for example, when to hold them, where to hold them, providing family care, etc.)

That last point (providing family care) is perhaps one of the most important. It has to be an activity that takes into account the entire family. The majority are not going to leave their children so they can go chat or answer questions. It's important to have an activity that takes into account the children. Also, is better, if one has to talk to the people (Latin community), to do it for the majority of them in the afternoons, in the evenings, Saturday after work or the weekend. It's also better if you find (partner with) organizations in the community recognized by the Hispanic community: churches or centers like Familias Unidas or centers in different cities where there is a Hispanic demographic that participates.

Water Quality:

10. Is environmental protection relevant and meaningful to Latinos in Snohomish County? Why or why not?

I think that it is important, that it should be important to everyone. First, a lot of us work different jobs that have to do with the environment: crops, landscaping, construction... All these jobs have to consider the environment. Additionally, when people don't have a lot of money to rent or buy houses, they end up renting or buying in areas with problems. For example, there are not many stores where you can find fresh fruits and vegetables. This is related to "environmental justice" and where a person that doesn't have a lot of money can live. Any person that doesn't have a lot of money ends up living in a place that is not the healthiest. For example, I live in South Everett where there are casinos, few stores with fresh food... but, it does have other things where one can buy cigarettes, alcohol, go spend money on casinos, etc. Those [unhealthy] things are everywhere.

11. How do you think local Latinos feel about pollution?

I think that they feel like the majority of the people, they don't like it, but sometimes they don't have the time to focus on that. Maybe they wish they could provide organic food for their families, but is so expensive that "who can do that?" I think that they know about it, but maybe in many cases they are busy working to sustain and maintain the family that they don't have their focus on pollution.

12. [Follow up if needed] How do they feel about water pollution in particular?

Nobody likes to think that the water one drinks or uses is polluted. Now, if the person has the time or the access to that information that is another thing. I doubt that water pollution information reaches Latinos because since we are in Washington, the information is probably in English.

## Interview #5: Female Young Adult

### Questions:

#### Concerns

1. What do you think Latinos value about living in Snohomish County?

They value that is a quiet County, that there isn't much violence and that you can live in peace.

2. What are the three most important concerns that you believe Snohomish County Latinos hold today?

We are starting to see more gangs. Drugs. Racism towards Latinos.

3. Do you think this is different for first generation immigrants and young adult Latinos?

I think they are the same.

#### Motivators and Barriers:

4. Do you think Latinos in Snohomish County are involved in community activities? (This is a yes or no question. Follow up with the questions below. If yes, ask question 5. If no, ask question 6)

I don't think they are involved so much because of the racism. Also, many times Latinos are not informed about the activities they can do (participate).

5. [Follow up question] Why do you think Latinos get involved in community activities?

They get involved because they are on agreement that they want the best for their children and they know that by sticking together as a family they have more probabilities that their children won't get involved with drugs or gangs. Latinos get involved in family activities. In my area (Monroe), Latinos get involved primarily on family activities planned by the churches.

6. [Follow up question] What are the obstacles for Latinos getting involved in community activities?

That the activities are not family events. They are events for parents only or children only. We, the Latinos, have difficulty letting go the children; either letting them go (to events) by

themselves or us (the parents) having to find someone to take care of the children so we can attend an event.

#### Community Relationship Dynamics

7. Do you believe Latinos in Snohomish County are a connected and supportive community? Please explain your answer.

I don't believe so. The variety of people from different Latin countries is so big that we need to learn how to relate with other people from different places and that, sometimes, scares people (getting involved with other people). So they prefer keeping to themselves.

#### Reaching Target Audience

8. How do Latinos in your area get information about local news or activities?

Sometimes through newspapers and TV channels. *Univision* (channel #51) has local commercials. *La Raza* newspaper. All of these are not really local, but they are from Seattle and sometimes they announce things from Everett and bigger cities.

9. We would like Latinos to participate in discussion groups about pollution and the environment that we will pay them to attend. How do you think we can best arrange these discussion groups to encourage them to attend (for example, when to hold them, where to hold them, providing family care, etc.)

I think that participation of the Latino community in something requires a place that is not too far away from where they are located, so that they don't have to drive too much. For the people that have children, like I said before, one has to find someone to take care of them, so if you can provide that (child care), then that would be better for us. In my case, I live in Monroe and I think that, for example, going to Everett wouldn't be too distant because is a place that almost everyone has to go to sometimes anyways, to buy things that we can't find here in Monroe. Therefore, I think that place (Everett) is not too distant and that people would be willing to collaborate (go there).

#### Water Quality:

10. Is environmental protection relevant and meaningful to Latinos in Snohomish County? Why or why not?

The Latino community is not thinking about that at the moment. I think that people get here (USA) with the idea that they want to economically overcome that they forget to think about what is happening in the environment.

11. How do you think local Latinos feel about pollution?

I think that Latinos know there is a pollution problem, but they are so focused in their business or making money that they don't get educated about what can really happen in the environment.

12. [Follow up if needed] How do they feel about water pollution in particular?

I have noticed that Latinos do worry about water pollution because they know we all depend of water.

## Appendix D. Latin Expo Results Report

**Staff:** Yolimar Rivera Vázquez and Chrys Bertolotto, WSU Snohomish County Extension

### Objectives

- Gather information about what Latinos value about living in Snohomish County and what they like to do outdoors
- Share information about our Latino Audience Research project and recruit volunteers to participate in focus groups
- Share information about WSU Extension and its programs: Household Hazardous Wastes, Food Cycling and Beach Watchers
- Educate about pet waste disposal and water quality with the “Scoop the Poop” game

### Outcomes

- Approximately 200 visited Snohomish County’s WSU Extension booth.
- Contacts with potential partners were made.

### Panel with questions

- A total of 62 Latinos answered “**What do you value about living in Snohomish County?/¿Qué valores de vivir en el Condado de Snohomish?**”

English	Spanish	Votes
You meet different nationality people	Conoces gente con nacionalidades diferentes	7
Green and clean areas	Areas verdes y limpias	30
Clean air	Aire limpio	5
Graffiti free/No gangs	Libre de grafitis/Cero pandillas	6
Quiet area	Area tranquila	5
Warmth	Calor/calidez	1
Wet weather	Clima húmedo	1
Parks/Water-beaches	Parques/Agua-playas	5
Respect	Respeto	2

- A total of 70 Latinos answered “**How do you like to spend time outdoors?/¿Cómo te gusta pasar el tiempo al aire libre?**”

English	Spanish	Votes
Picnic	Picnic/Comer en el campo	7
Playing soccer	Jugando fútbol	9
Going to the park, river or beach	Ir al parque, río o playa	23
Riding a bike	Andar en bicicleta	5
<sup>1</sup> Playing with kids	Jugando con niños	8

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<sup>1</sup> This was originally written by a parent as “playing with my kids” (more than one parent voted for this), but later it was changed to “playing with kids” because children started voting for this category. Therefore, this includes both, parents playing with their children, and children playing together.

Walking in the park	Caminando por el parque	3
Going for a walk	Ir a caminar	9
Fishing	Pescar	4
Gardening	Jardinería	1
Library	Biblioteca	1

- People were more eager to participate answering questions as they observed others participating. Some others stopped to observe the panel and mentioned that they were interested in the results, but not in participating (answering questions).
- One Latino pointed out that it may have been more useful to ask “what do we NOT like about living in Snohomish County?”

#### Recruiting Latinos for focus groups

- A total of 23 Latinos signed up voluntarily to participate in focus groups. One person emailed asking about the focus groups after the event.
- Many Latinos were concerned about signing up and then not being able to participate due to the date and time the focus groups might be held. They asked “*When are they going to be? Where are they going to be? Can I take my kids?*”
- We got the contact information for the church “Iglesia Bautista Edgewood” from Edmonds and the Consulate of Mexico in Seattle, who work with Mexican communities established in all Washington, as a way of reaching Latinos.

#### “Scoop the Poop” game

- Most Latinos that came to our booth were interested in the game--most due to children’s interest, but many adults were interested as well.
- A total of 57 people signed the pledge to “Scoop the Poop, Bag it and Place it in the Trash”

#### Other notes

- Lemonade provided an incentive for attendees to consider engaging.
- For future events, bringing the following may help:
  - WSU Extension banner
  - Business cards
  - Trash can or trash bags

## Appendix E. Participant Demographics

	Interviews	Focus group 1 (Under 30)	Focus group 2 (Over 30)	Focus group 3 (Over 30)		Total
<b>Total number of participants</b>	5	11	15	7		38
<b>Town</b>						
Bellingham				2		2
Bothell			1			1
Edmonds		1	1	1		3
Everett	1	8	1	2		12
Lynnwood	2		12	2		16
Marysville	1	1				2
Monroe	1					1
Snohomish		1				1
<b>Gender</b>				<b>Snohomish County</b>	<b>Whatcom County</b>	
Male	1	6	5	4		16
Female	4	5	10	3		22
<b>Age range (years)</b>						
18-25		9				9
26-35		2	3		1	6
36-45			5	2	1	8
46-55			1	1		2
56-65			3	2		5
Over 65			3			3
<b>Years in Snohomish Co.</b>						
> 1						0
1-5		2				2
5-10		3	5		1	9
10-20		6	5	5	1	17
> 20			5			5
Live here all their life						0
<b>Years living in the U.S.</b>						
> 1						0
1-5		1				1
5-10		1	2		1	4
10-20		7	8			15
> 20		1	5	4	1	11
Born here		1		1		2

## Appendix F: Supportive Quotes for Sessions II. B-E

### Session II. B: Sense of Place

#### Ownership

*"This is their home..." (Interview, p.6)*

#### Tranquility, quietness and freshness

*"I like that area because it is a very tranquil area. The ambient there is fresh." (FG 3, p.1)*

*"I do like the tranquility..." (FG 2, p.1)*

*"It is an area so pretty and so tranquil..." (FG 3, p.2)*

*"They value that is a quiet County..." (Interview, p.17)*

#### Natural environment

*"...there are so many beautiful places to see. It's incredible." (FG 2, p.2)*

*"It's beautiful around here." (FG 2, p.8)*

*"[I like] The nature, the trees, the beach, the mountains, the view." (FG 3, p.1)*

*"I love the vegetation because it changes color..." (FG 2, p.5)*

*"What I like is the vegetation that exists in this State..." (FG 2, p.1)*

*"I like that this State is called the Evergreen State, because throughout the year is always green." (FG 2, p.2)*

*"...I've always liked this State because I lived 2 years in California and [here] the environment is green." (FG 2, p.3)*

*"From here, what I like the most is the sea. We can go to Edmonds and see the ferry. I really like the sea. I've always liked it as a girl and I didn't have the chance to see it, but here I can and I like it a lot." (FG 2, p.2)*

*"...I really like the beach..." (FG 2, p.6)*

*"In the mornings there are some birds that whistle in one of the big pine trees that is in front of our house. It is very pretty that tree, the nature that we have here." (FG 3, p.1)*

*"Something that I have liked a lot is that one can have the four weathers in a day. It can snow, it can be sunny, it can rain... One can enjoy the four weathers in a single day. There are states that do not have that fortune and I like that." (FG 3, p.1)*

*"I love the weather [here]; I'm in love with the weather." (FG 2, p.3)*

#### Established Latino population and culture

*"Latinos value those two things, the location and the folks from their own community that are already here." (Interview, p.3)*

*"The culture. There is lots of Hispanic culture around here. You can go out and play soccer with your people from where you are from."* (FG 1, p.1)

## Session II. C: Family

### Latinos are family oriented

*"...I still go to my family for reliable information..."* (FG 1, p.15)

An answer to *Who in the community do you believe will give you reliable information?*: *"People that one knows that know many other people and know a lot of things. For example, my son..."* (FG 3, p.10)

A comment on hosting a family-oriented event: *"...a place where everyone can meet, with activities that include adults and children and everyone..."* (FG 3, p.10)

*"...activities for the children to participate with their parents."* (FG 2, p.11)

### Enjoy family time outdoors

*"...there are so many things where one can take the kids to learn about a place and relax outdoors. It's very nice."* (FG 2, p.2)

*"...when it is summer when we go out to roast meat and play with my daughter..."* (FG 3, p.3)

*"Going to the park and playing soccer with my children"* (FG 2, p.5)

*"I live near the beach and we like to go there to walk on the mornings or the evenings. Also, there is another beach for the dog and it is where we take our dog."* (FG 3, p.3)

*"For me, when it's summer we go out to walk on the lake or my children go biking around the lake."* (FG 3, p.3)

*"Go to the beach and the park to walk with my children."* (FG 2, p.5)

*"I like the area where I live because it is like a block from Silver Lake. We can get up and walk, one can exercise in the outdoors or fish, the people that like to fish."* (FG 3, p.1)

### Parents want the best for their children

*"...the parents really want their children to be educated."* (Interview, p.3)

*"...they want the best for their children and they know that by sticking together as a family they have more probabilities that their children won't get involved with drugs or gangs."* (Young Adult Interview, p.17)

*"I am grateful to the State of Washington for my kids, because they are preparing for the future."* (FG 2, p.2)

### Want to serve as examples to children and others

*"...we will not leave our grandchildren, our great-grandchildren a death trap. We have to set an example for those who are here now to show what is what we are going to leave behind. Because is not just what we live, [but] what we will leave to them."* (FG 3, p.7)

*"...from here to I don't know how many more years the water will be scarce and is very important to do something right now. That way our children are watching how one as an adult, if you are involved or do something, they focus on "my dad is doing this." I do the same with my children. With the trash, I put on one side what is trash and on the other recycle boxes or soda cans. All that of recycling to set an example to the children so that they too, in the future, and their children, and grandchildren, can teach them [to their children] so one can keep the water because it is very important because everybody needs it." (FG 2, p.10)*

*"If my son sees this, he will do it." (FG 2, p.10)*

*"I think that we need to start educating ourselves first, to serve as example, example for our children and for our neighbors." (FG 2, p.10)*

*"Educate the ones growing. If they see that you are not throwing (i.e. trash) they say 'my parents are not doing it, why should I?'" (FG 3, p.8)*

#### Concerned about family health

*"I think that something that is important for our health and for the health of our children, are the people outside the stores smoking, and suddenly that smell of cigarette." (FG 2, p.5)*

*"Everywhere there are people who do not care about the safety or the health of others, of those who are around because I've seen people illegally throwing asbestos and lead, exposing other people. I've seen that a lot. I've seen people scraping old paint containing lead and that is dangerous, especially for children." (FG 2, p.5)*

*"Family health, considering that, for the same reasons, they are not working legally, so Medicare and other medical services are actually not available to them. Therefore, health is probably a concern." (Young Adult Interview, p.8)*

*"...and if they are young enough they would be worrying about college, not necessarily a job or medical health..." (Young Adult Interview, p.8)*

#### Working towards financial stability

*"We are in a time were one or two members of the family are still without stable jobs, so there isn't enough money to sustain the family." (Interview, p.11)*

*"Having a secure job [is] very important." "You don't know if you are going to get paid or not, or something suddenly goes wrong, it means that you won't have a job, so it makes it very difficult to have a steady income. And once you have it, you try to keep it and have it steady. It's quite a concern I believe." (Young Adult Interview, p.8)*

*"...most Hispanic communities are working communities where they work full time and extra hours and just the community that works all the time." (Young Adult FG 1, p.14)*

#### Concerned about immigration

*"...they want to be US citizens, so immigration is a great concern to them." "...folks that have been established here for years unfortunately aren't still documented and so, they have those same concerns with immigration." (Interview, p.3)*

*"[Having a secure job] is difficult for undocumented Latinos that work here illegally. It's quite difficult sometimes." (Young Adult Interview, p.8)*

*"Maybe they (young adults) themselves are not concerned about immigration, but they do have relatives, they have friends, they have neighbors, and they too are affected by what is happening with immigration." (Interview, p.14)*

#### Session II. D: Environmental Views

##### Washington is better

*"...everything here is very well cared for and protected. It's not like that in Mexico." (FG 2, p.2)*

*"I moved from LA, so when I got here it looked really cleaned like there would be no graffiti anywhere and all of a sudden like if you go towards the Mariner area, like the high school areas, all of a sudden there is like graffiti everywhere and I just wouldn't want that to keep going because is nice to see a clean place for once. It's getting bad." (FG 1, p.2)*

*"...I came from California and the air compared to here is completely different. To actually breathe here is really nice." (FG 1, p.6)*

##### Aware of visible pollution, including developmental pressures

*"If you are on the beach and you see some foam or non-biodegradable items floating up in the beach, you can tell there is a problem somewhere because you got pollution coming up on these beautiful beaches." (Interview, p.6)*

*"...since last year, many trees are being cut. Around where I live, they are constructing a lot and I do not like that they are destroying the vegetation." (FG 2, p.4)*

*"I like all about the environment as it is, it's very nice. But unfortunately they are destroying it to have like, more resources. Maybe [for] economic [resources] or to have more businesses they are destroying the forests. Not a moment passes when a house is sold and they demolished it already and did a condominium or apartments. So, they are seizing on any bit [of land] for business. Although I live here on this side, in Seattle they are already transforming it totally; I say they are doing miracles with that piece of land. But it makes me sad because they are slowly destroying." (FG 2, p.4-5)*

*"The deforestation is very important because if there are not many trees the water is going to be scarce and there are going to be climate changes..." (FG 2, p.7)*

*"Referring to deforestation, years ago, someone said 'if you are going to cut down a pine tree, you have to plant 1'. And what happened? In our land is a tremendous problem because everyone is suffering the heat, that weather environment so unpleasant that we cannot stand it." (FG 2, p.8)*

*"I heard that the landslide in Oso was also due to deforestation. The trees planted were helping to keep the earth in place." (FG 2, p.8)*

*"...deforestation is not good for the air. But at the same time, the deforestation means that we are also overpopulating cities, we are building more business or whatever. So we do not give the opportunity to these trees to help us clean the air." (FG 2, p.8)*

*"Where we live, by the side of Fred Meyer, there used to be a lot of trees and now that is where all the new buildings are. And in the front side where we live, there were also many [trees]. There is nothing [now]. I think that all of that causes harm." (FG 3, p.2)*

*"Deforestation also has to do with wildlife. The deer come down to the city, then there is more danger of running over them because they don't have many places left to camp. The other animals too. [Jose: Then, what you are saying is that they lose their habitat?] Yes. There are many dead animals on the streets because they have been ran over because of the same thing." (FG 3, p.5)*

*"...they are cutting down trees to [construct] more buildings and more apartments, but they are also cutting down [trees] in part of the mountain, and because there are no trees, when it rains the landslides come..." (FG 3, p.5)*

*"There is a lot of construction, not only neighborhoods but Snohomish County and they are just constructing houses or building in like random areas. They are just like knocking stuff out and you know, places that you grew up at, it's like completely different now because there used to be trees in a certain area; now is just like houses after houses everywhere. [Too much construction] is kind of negative." (FG 1, p.2).*

*"We are the evergreen state, but like I said before we see a lot of construction now. They are getting rid of a lot of trees-logging" (FG 1, p.4).*

#### Cause and effect (making connections)

*"...the pollution would directly affect their health and their children." "...Latinos are just as aware as anyone else that pollution will hurt them; it can cause cancer, it can cause diseases." (Interview, p.6)*

*"The families that have experienced the consequences of pollution are the ones that truly are giving testimonies (about pollution). For example, there is a little more interest from families that have a member that has some allergy, so those people are becoming more aware of the [pollution] impacts." (Interview, p.13)*

*"...insecticides and pesticides also go there (air pollution) because when apples are irrigated, that enters the air. That's why there are so many allergies." (FG 2, p.6)*

*"If there are chemicals in the air, we are all breathing the polluted air and that affects all of us, especially the children." (FG 2, p.8)*

*"...our children get sick by eating contaminated food and then they don't go to school. The air damages the eyes and the children don't have [a good] vision anymore." (FG 2, p.9)*

#### Care about the environment and its issues

*"I think that [environmental protection] is important, that it should be important to everyone. First, a lot of us work different jobs that have to do with the environment: crops, landscaping, construction... All these jobs have to consider the environment." (Interview, p.16)*

*"Teaching the people, adults and children, that we have to care and not throw trash in parks, near lakes." (FG 2, p.6)*

*"My daughter and I take a bag [to the beach], she picks up the recyclables and I pick up the trash. The other time a police officer told me 'thank you because you are doing something that no one does'." (FG 2, p.7)*

*"...when I go taco trucks for example, and all the recyclables are thrown in the same garbage, they don't separate it and is very sad to see so many bottles there in the same trash." (FG 2, p.6)*

*"...the improper use and handling of water we have sometimes inside the house. For example, it is not recycled." "...it is not recycled to use it to wash or such." "We waste a lot of water." (FG 2, p.6)*

*"We are also polluting more with plastic bottles." (FG 3, p.7) Also reinforced in FG 1, p.10*

*"I'm worried about the people burning garbage in their yards: 1) because of the fires and 2) because of the smoke." (FG 1, p.4)*

*"[Light pollution] it's actually affecting the night animals and I read something about even the universe and like the stars, like how much we can see and stuff." (FG 1, p.4)*

#### The environment is not their priority

*"...they don't like it (pollution), but sometimes they don't have the time to focus on that." "I think that they know about it, but maybe in many cases they are busy working to sustain and maintain the family that they don't have their focus on pollution." (Interview, p.16)*

*"The Latino community is not thinking about that (environmental protection) at the moment. I think that people get here (USA) with the idea that they want to economically overcome that they forget to think about what is happening in the environment." (Young Adult Interview, p.18)*

*"I think that Latinos know there is a pollution problem, but they are so focused in their business or making money that they don't get educated about what can really happen in the environment." (Young Adult Interview, p.19)*

*"...the people with the less money are struggling to pay their essentials, so who is going to pay to throw away their garbage?" (FG 1, p.7)*

#### Session II. E: Water Quality

##### Aware of visible water pollution

*"That pollution that you are talking about in the lakes and the sea, that is all based on insecticides." (FG 2, p.7)*

*"In the same houses, how many tons we use per year, of 'Clorox', for example?" (FG 2, p.7)*

*"I do not like people throwing trash everywhere. If it rains, all that water is going to go to the sewer and it is going to be stuck there (the trash)." (FG 3, p.2)*

*"...there is much water pollution due to so much agriculture that there is and so many chemicals that they spray on the fields." (FG 3, p.3)*

*"Since there are more people coming to live here, they are building more apartments, more buildings and there is more traffic. And with the traffic there is more pollution that gets into Puget Sound: oils from cars, asbestos, copper that runs when it rains. Everything goes directly into the Sound." (FG 3, p.3)*

*"...there are cars that are leaking oils. Then, they leave the oils [on the street/land] and when it rains everything runs through the sewers that go to the treatment plants or directly to the seawater." (FG 3, p.4)*

*"...when it rains the landslides come and they also bring all the fertile land, it also brings all the chemicals with which they treat the land for agriculture, the fertilizers and all of that pollute lakes, rivers and the sea. So, they bring all the chemicals and fertilizers to the lakes and rivers and also to the Sound." (FG 3, p.5-6)*

*"...there are many people that the medicines that they don't use, sometimes they throw in the bathroom all those medicines, all those chemicals go to the water." (FG 3, p.6)*

*"...when they use different chemicals to clean the bathrooms, one rinse with water and that water goes with the chemical." (FG 3, p.6)*

*"...a lot of people don't really think about what they do with their water, the runoff." (FG 1, p.6)*

*"A lot of people wash their cars in their driveway, contaminate all that instead of going the proper way." (FG 1, p.6)*

*"Industrial waste on rivers and oceans." (FG 1, p.7)*

*"Oil released from vehicles and fossil fuels gets in runoff when it rains and then gets to river." (FG 1, p.8)*

#### Young Adults Believe Washington waters are fine

*"We always have clean, safe drinking water..." (FG 1, p.6)*

*"...as I grew up I realized that Washington's water is amazing; it's very pure and clear and everything." (FG 1, p.7)*

*"...we talk a lot about how good water is here..." (FG 1, p.8)*

*"I think, personally, that water pollution here in Washington is really irrelevant to me. Especially, because where I come from, I came from 'Aguas Calientes', and the water pollution there is a lot worse..." "...when I think about water pollution here in Washington, to me it's not really a big problem, not really significant, compared to the other places." (FG 1, p.9-10)*

#### Water pollution affects quality of life

*"...there are times that I hear 'throw it on the toilet', the pills, everything." "Everything that is thrown in the water at the end goes against us." (FG 2, p.6-7)*

*"I think that one of the most important things at world's level are the insecticides used because in one way or another, they get to the sea through water, and from the sea to the fish, and from the fish they come to us." (FG 2, p.6)*

*"As a child, if one drinks water with chemicals, that is going to affect from childhood until you die." (FG 2, p.8)*

*"If one likes to fish, one goes fishing, the fish is contaminated so one gets sick." (FG 2, p.9)*

*“They say that depending on what water you drink, it affects your brain and a small child will be affected for the rest of his life; there is no way of cleaning him.” (FG 2, p.9)*

*“...if you are using polluted water, the product is going to be contaminated, it’s going to have contaminants. It will have the nutrients, but also contaminants. And that’s how the health is affected.” (FG 2, p.9)*

*“Water pollution because it can be that through that motive, diseases like epidemics come. Because, how many problems are we having right now with the children that are having problems of an illness or disease. There are children that don’t travel to other countries or don’t drink water over there. This is happening right here, then where is that coming from? [Jose: Then, are you talking about pollution of drinking water?] Yes, of the water that we drink.” (FG 3, p.4-5)*

*“...they purify it and everything but I don’t think that they purify it enough with no residuals. So then, when you drink [the water], you are also drinking many chemicals.” (FG 3, p.6)*

*“...by polluting the water, the pollution that goes to the Sound, all those toxic materials are polluting salmon and fish that we also eat.” (FG 3, p.6)*

*“Many allergies also come because last year we went with friends to the lake and they got to swim in freshwater but they came out with many hives after they left the water. They turned red like mosquito bites but they were not mosquito bites, they were from the same water in which they were in. I guess it was contaminated water because they had many hives.” (FG 3, p.6)*

*“I have worked in some schools and washed and disinfected bathrooms with water at pressure and we pour [the chemicals] in the water and there goes the water with the chemicals to disinfect the bathrooms. And, where is the water going to end? And then we drink it. What happens there?” (FG 3, p.6)*

*“...even though [water] goes to the treatment plants to be treated and purified, chemical residuals remain anyway; contaminants. Because the government uses many million units, certain acceptable parts, an acceptable risk, there is always risk, but one would need to drink too much water to affect him/her. But little by little, it affects anyway.” (FG 3, p.7)*

*“Chlorine is basically pure poison and it is in the water.” (FG 3, p.7)*

*“Water pollution is wrong. It affects the health.” (FG 3, p.8)*

*“Disease control. It’s harder to keep people healthy if the water is polluted.” (FG 1, p.7)*

*“A lot of times you would get sick from the drinking water...” (FG 1, p.8)*

*“...antibiotics that we give to our cattle, their feces get washed up by water and those antibiotics are getting in our water. That’s why we are getting sicker and sicker, because the antibiotics, we keep building it up and they don’t react anymore.” (FG 1, p.9)*

#### Water pollution affects animals

*“They (Latinos) worry that is going to affect our fishes and that is going to affect those folks that depend on fishing; folks that crab and fish locally. They are noticing there are some declines. Sometimes fishing seasons are shortened and that makes them worried. They wonder what’s going on or what is happening to the fishing.” (Interview, p.6)*

*“One of my things I’ve heard early about this year in school was the sea, I guess edible seafood production, fish, and animals in the sea are contaminated by the water.” (FG 1, p.4)*

*“Water pollution and pollution of the sea affects the animals. It’s a cycle we are affecting.” (FG 2, p.8)*

*“Water pollution also affects, like the lady said, the animal aquatic life.” (FG 2, p.9)*

*“All the salvage fauna/wildlife that it also affected due to water pollution.” (FG 3, p.5)*

*“There are mercury residuals in salmon. Then, the salmon goes back to the mountains, so it’s like being in a vicious circle of pollution.” (FG 3, p.6)*

*“How the salmon are dying because they are getting sick and contaminated through the water, because of how we dispose of our trash. It’s not only salmon, it’s all kinds of fish.” (FG 1, p.7)*

**Appendix G. Interviews and Focus Groups Dates and Locations**

<b>Interviews</b>				
<b>Interviewee</b>	<b>Audience Type</b>	<b>Date</b>	<b>Time</b>	<b>Type of interview</b>
Female	Adult	August 5, 2014	3:30 PM	In person
Male	Young Adult	August 6, 2014	12:00 PM	Phone
Female	Adult	August 14, 2014	10:00 AM	In person
Female	Adult	August 19, 2014	2:00 PM	Phone
Female	Young Adult	August 29, 2014	1:00 PM	Phone

<b>Focus Groups</b>			
<b>FG # and Audience Type</b>	<b>Date</b>	<b>Time</b>	<b>Location</b>
FG 1 – Young Adult	September 10, 2014	6:30 – 8:30 PM	Snohomish County’s WSU Extension, Everett
FG 2 – Adult	September 23, 2014	6:30 – 8:30 PM	Spruce Elementary School, Lynnwood
FG 3 - Adult	October 1, 2014	6:30 – 8:30 PM	Church “Iglesia de Cristo Roca de Ayuda”, Everett

## Appendix H. Focus Group Transcripts

# Latino Audience Research: Focus Group 1 Discussion Notes September 10, 2014

Facilitator: Jose García Pabón

Note Taker: Yolimar Rivera Vázquez

Observers: Hayley Bonsteel and Chrys Bertolotto

### Introductions / Values

I'd like to jump right into our discussion this evening. Let's talk about where you live.

Question 1: To start out, please share your name, the town you live in and how long you've lived there.

Male, Everett, 12 years.

Male, has lived in Snohomish County for 10-11 yrs.

Male, 15 yrs.

Male, Everett, 13 yrs.

Male, Everett, 13 yrs.

Female, Everett, 8 yrs.

Female, Everett, 14 yrs.

Female, Marysville, 8 yrs.

Female. Almost 2 yrs.

Female, has been living in Edmonds for 1 yr, but has been living in Snohomish County for 4 yrs.

Question 2: I'm sure there are things that you really like about your community, places where you like to spend time, opportunities that living here presents. Now, please share one thing that you really like about where you live. We'll go around the room to make sure everyone can share.

- The **culture**. There is lots of Hispanic culture around here. You can go out and play soccer with your people from where you are from.
- **Safety** is something I really like about the area I live in. I can go out without having a gang or somebody come and rob.
- I like there is **diversity** within Snohomish County. You can go out to a water front and see the coast and at the same time you can go to the other side of Snohomish County and see farm land. I like that aspect of it.
- I like the same aspect (diversity), but I mean like **diversity in culture**. How there are different cultures from all over the world and somehow it just mashes into one and you learn about other cultures very easily.
- I like that it is a **city**, but at the same time is not an enormous city like New York city or even Seattle. It's a small, centered city and **you know a lot of people** around here, especially if you have lived here about 10 years.
- Based on that (previous comments), you **still have access to bigger cities** like Seattle for example, typically they are not too far away, so you have access to different towns.

- I want to add the **outdoors** because I live in north Marysville, close to Highway 9, so I really like having easy access to just going down or up the mountain. I really like those areas. There is hikes everywhere; that is awesome.
- Also, living in Edmonds, the beach is like 5 min away and the ferry is there to go to Kingston for example, so you have that kind of **outdoor experience** as well.

Question 3: Now that we've talked about what we like, please share what you don't like. It can be any aspect or ideal

- It depends with the large variety that is within Snohomish County, especially in cities like Downtown Everett, **after a certain time you probably don't want to be walking around**. You do see there are certain areas that have taken a huge toll by **drugs** and what not, so it's something that you see that it didn't had a lot of prospects at the time, but now you see that it's really going down.
- Adding to that, I see a lot of **homeless** growing in Everett, especially in Downtown area. You see more and more **people standing in the corner asking for money** or just to get something to eat and part of it I think is, a lot of those people decided to go through or started getting into drugs or stuff like that. I mean I've had people asked me for money just, you know: "Buy me some alcohol. That's really all I need", because you know, they are homeless.
- Something else that I have really noticed, is that, well I moved from LA, so when I got here **it looked really cleaned** like there would be no graffiti anywhere and all of a sudden like if you go towards the mariner area, like the high school areas, **all of a sudden there is like graffiti everywhere** and I just wouldn't want that to keep going because is nice to see a clean place for once. It's getting bad.
- (Regarding the above comment) Luckily, since Washington just passed a law something (DACO?), anyone from other states, especially California, moving up to Washington it's because they have these opportunities of getting a license without having to be a citizen, so it's kind of attracting more Hispanics over here. I'm not saying that's a bad thing but it has its pros and cons.
- One thing that I have noticed, kind of away from that since I've lived here pretty much all my life, is the **construction** that is going on. There is a lot of construction, not only neighborhoods but Snohomish County and they are just constructing houses or building in like random areas. They are just like knocking stuff out and you know, places that you grew up at, it's like completely different now because there used to be trees in a certain area; now is just like houses after houses everywhere. [Too much construction] is kind of negative (In response to Jose's question: do you see the construction as something negative?), I feel like it's unnecessary in a way. A lot of people live here but it doesn't seem to me like tons of people are moving here. It's getting crowded.
- Little houses that used to have bigger yards are getting demolished to make houses with smaller yards to make more houses. So it's kind of taking away like your childhood. There is nowhere to put your tree house or anything but [someone else]: they make four houses where one used to be. [Person who was speaking before]: Yeah, they are making it really **crowded**.
- Back, probably about 6-7 years ago, you would see a lot more **trees**, just in general. Along the freeway, now you see a lot of houses; replacing old building with new ones. Also,

depending on the city you are from, say Mukilteo and Everett are really close by, but they are completely different. They are right next to each other and you can really see the difference in the community and how they take care of it. And Mukilteo VS Everett, or even Marysville and Edmonds, I see that probably Everett is the worse of, the circle I guess; even Snohomish is a lot better.

- It's a pretty **big county** I feel like, which I'm not sure if it's positive or negative but maybe it has its pros and cons but when it comes to that kind of topic like be more pro-community, I can see that difference. Sometimes I have struggles knowing where I am because I just cross the street and I'm in Lynnwood. Like Edmonds Community College is in Lynnwood, which is kind of weird.
- The community is growing culture-wise, but there is **not a lot of interaction between different cultures**.

Question 4: How do you like spend time outdoors? (if needed prompt: things like going to the beach or river, going to the park, fishing, etc.)

- Playing soccer
- Beach
- Hiking and trails
- Bike riding
- Parks
- Evergreen speedway (race track)
- It varies because it's one of the rainiest cities. When it rains there is a lot of indoor activities you can do, but for the most part I don't like going out when is raining, I just stay home. But when it's sunny and it's nice, the parks, the river, going out to play some soccer.
- Snowboarding
- Fishing
- Swimming
- I like going outdoors throughout the whole year. I play soccer year round. I like going running when it's raining.
- Interurban trail; I like to go jogging there. There is a bunch of little trails throughout Snohomish.
- We have one (trail) next to my house and they are extending it, so I'm like YES! The longer the better for me. [Someone else]: Uhum, I agree.
- Soccer, no matter the weather conditions, even if it's snowing.

## **Environmental Quality Discussion**

We'd now like to transition into a conversation about the environment.

Question 5 / Activity 1: What, if any, environmental concerns do you have? We'll be writing these on the board. (Compile a list). If water pollution is not mentioned, ask "Is there any other environmental concerns you are missing? How about water pollution?"

- I'm worried about the people burning garbage in their yards: 1) because of the fires and 2) because of the smoke.
- Littering, 9 years ago is was a lot cleaner.
- Water pollution [Jose: I have a question for you (the person who said "water pollution") and I want an honest answer, are you really concerned about water pollution or is it just because we are talking about it?]. Well, half is because we are talking about it but I did read an article where they mentioned something about it could get to the point where countries can go into war for water. So that really came to mind.
- Recently Oregon had a big thing were their main local water was not safe. [Someone else]: Same with California. My friend just went down to California and he said that the water, some parts you can't drink the water.
- Air pollution.
- I just wanted to add, not just the "burning garbage", but the actual garbage, like how much we consume, and it's all plastic or something we just throw away, and as we all know, I mean, not everyone [knows], it has to end up somewhere eventually. That and like actually throwing garbage in the street. And just, garbage in general. [Someone else]: waste. Even if you throw it in the garbage can, that trash is going to end somewhere and it's not composting and it's contaminated. The world, I mean we keep consuming as much as we do. How much [garbage] we produce and how much are we getting rid of it.
- One of my things I've heard early about this year in school was the sea, I guess edible seafood production, fish, and animals in the sea are contaminated by the water. Contamination of the ocean.
- I think the consumption is a pretty important thing. (Overconsumption of seafood/fish)
- I just learned about, I mean I already kind of had an idea but I guess lighting pollution? I am not sure if that's the name of it but so many lights it's actually affecting the night animals and I read something about even the universe and like the stars, like how much we can see and stuff. Lighting, how much light we use. I didn't know it was an actual issue, which is kind of stupid, but now I do. I was surprised. I learned at Mt Rainier.
- What about, just in general, our trees I guess. We are the evergreen state, but like I said before we see a lot of construction now. They are getting rid of a lot of trees-logging (Jose: deforestation). Also, not too long ago I was looking at how much people get paid for doing that and it's actually really well paid and so it seems like is growing (logging). Anywhere from \$25-35/hr. They make a lot of money.
- Another one I think is visual contamination. Like, so many advertisements: flyers, billboards. A lot of the times you can't see the landscape because they have billboards and it's just too much. There are things that we need to advertise and we think of so many things but there's definitely boundaries. You can think of a lot of things that could work for advertisement, but it's really getting to a point where is too much. [Other people]: It should be in the radio or the TV. Facebook.
- What about climate change? Climate, climate concerns, climate changing. I know like in Mexico it snowed a couple years ago, and it doesn't (normally) snow much; it was pretty weird. [Someone else]: I heard it snowed in "la República Dominicana" (Dominican Republic). We have had a lot of, in the past two or three years here, our summers have been extended and also I believe we've reached even limits of heat that we hadn't experienced. [Someone else]: Adding to his comment, I guess these last two winters... (have been different from before?) It used to snow a lot more, now it's all rain.

- The other thing I'm not sure how to name it is how sometimes people want to sell certain products at other parts of the world or even country. They bring like different kind of trees, cross contamination kind of thing where it alters the natural ecosystem of the place. [Jose: invasive species?] Yeah, something like that, I don't remember exactly. It was a while ago that they brought an animal to this country because they were having a really good selling of certain kind of [leather?] and they brought it to this place and now there are too many and is just not part of the ecosystem, so it's like this entire little cycle that keeps going. [Someone else]: There is a pond behind Cash? Park and there is a sign that says to make sure no pets drink water out of there, because there is an invasive species in here. [Person who was speaking before]: Yeah, it's because a people bring for whatever reason and a lot of it is money.
- Does overpopulation count? [Someone else]: Yes.
- Can we change "production of garbage" to something a little bit more general like overconsumption? [The term "overconsumption" was just added to the board]

Now that we have listed out these items, we have a few to add (add in water pollution or water quality if it is missing form list). Please now take a few minutes to put a dot on the three items that you think are the most important.

Concern	Votes
Litter	6
Water pollution	6
Air pollution	5
Overpopulation	5
Overconsumption	3
Deforestation	2
Contamination of the ocean	1
Too much advertising	1
Climate change	1
Smoke	0
Thrown away garbage	0
Production of garbage	0
Lighting pollution	0
Logging	0
Invasive species	0
Burning garbage	0

Question 6: Please tell us why you choose the three items you did? Why were these three items the most important?

- I marked water pollution because I work in painting and the amount of water we put in the paint is like over 50 buckets of 5 gallons a day.
- I marked down litter. There isn't a lot of, especially around the community where I live, I guess education of how to actually go about recycling and I was just looking at that sign right there, and I recently started working landscape last week somewhere in Redmond and over there they are really good about doing that, their compost, their garbage and the recycle. Where I live at, nobody really cares. They just throw everything in the black bag in the garbage.
- I marked litter too. The main reason why was that I was watching a documentary called "the human footprint". They focus on two people, and they talk about how the amount of things that we waste and the amount of stuff that is used is ridiculous, and that is just two people, who knows with the amount of people in the world. At least in the United States; it's pretty crazy.
- Well, I chose litter like they talked about it, but I also chose air pollution, because I came from California and the air compared to here is completely different. To actually breathe here is really nice.
- That is why I also chose deforestation, because I feel like building more, especially cement foundations is just kind of like, makes the water pollution worse and the air pollution worse.
- Adding to that, I also chose deforestation just because our plants produce oxygen and that is why we breathe a lot better the air and that is why that is one of my main concerns as well.
- I went with water pollution just because, well, it's one of our basic needs. In the area that we are we regularly really concerned about it. We always have clean, safe drinking water, and you notice that a lot of people don't really think about what they do with their water, the runoff. We don't have a plan B when it comes to our water here. So I think it's something that we really need to make sure we as community treat proper. A lot of people wash their cars in their driveway, contaminate all that instead of going the proper way.
- Also, overpopulation, because there is more people packed into smaller amounts of space. People tend to care less and everything gets dirtier. If you look back in history, the ghettos was where there were hundreds of people packed into a small place and slowly that is what our cities are turning into, hundreds of people living in tiny apartments. It's getting to a point where is really unhealthy and really unsanitary. That's something that we should really be careful of because if we are packing so many people into one city, overpopulating, things are going to... Is easier to contaminate and spread diseases and all that, especially because of the water and air (spreading diseases via these).
- Overpopulation: I honestly think that is the main reason in Everett things happen like deforestation, because we need more people to fit in. Washington is expanding, so that is why you see less and less of this area, and we are going to end up like going all the way to the border packed. I mean, you can just relate overpopulation with pretty much every single topic that we put up there (in the board).
- Adding to the "lack of awareness", I've known people who complain about this state actually doing something for the environment, because they pollute and do whatever they want and now the state is saying "No you can't", and they are like "Why? The environment is going to last forever" [they say] basically. So I think people need a little bit more information about it because the world is not going to last forever if we keep going the way we are. [Someone else]: I think part of that is, in the area you live in, the poor areas, have a lack of, like she said, you know, knowledge, of recycling

and all that stuff and the richer areas do the recycling, even though they live closer together as well. [Someone else]: The thing is that they charge you to throw away garbage and I'm not sure if they charge you to recycle, but the people with the less money are struggling to pay their essentials, so who is going to pay to throw away their garbage? And the people in the higher status can hand out the money to throw away their garbage.

- Another thing I was just thinking about is urbanization. When you think about that you think about the major cities, the big cities. And you think, about it like, "oh they are the ones polluting, they are the ones, you know, air contamination and everything", but if you really think about it, most of the people that go to the big cities don't actually live there, they just kind of go work there. For example, Seattle. You see a lot of people coming from the north side like Marysville or even all the way from Mt. Vernon, they go all the way to Seattle for work. So they are polluting the air there, but they don't actually live there. Another thing is that people kind of want to have that lifestyle, a lot of people want to become urban and have all that technology and all of this and all of that, those kind of jobs over there. So that is why I feel like society tries to expand that kind of lifestyle and so they are expanding it making more, kind of like Everett and Marysville, making it more city-like and stuff like that. And that is also contributing to all of our concerns.

## Water Quality Discussion

Introduction: Let's talk more specifically about water pollution. When we talk about water pollution, we are talking about contamination of streams, lakes and the ocean / bays.

Participants' thoughts about water pollution:

- Drinking water; not being able to have drinking water.
- How the salmon are dying because they are getting sick and contaminated through the water, because of how we dispose of our trash. It's not only salmon, it's all kinds of fish.
- Industrial waste on rivers and oceans.
- Disease control. It's harder to keep people healthy if the water is polluted.
- One thing I think about, so, I was born and raised in Mexico and I obviously didn't, I mean I was younger, so I didn't really know or think about any kind of pollution issues. But as I grew up I realized that Washington's water is amazing; it's very pure and clear and everything. And then I remembered about Mexico and it wasn't the same but not only that, I remember the lack of resources that we had back in my country pushes people to not take so much care of the water and it's not necessarily their fault. I mean it has to do with lack of knowledge or awareness, but it's like they don't have, poor areas don't have sewage or anything like that. So they go to the river, wash everything off, which you know, it's going all to the pure water and it's combining with different kind of pollution, but it's just based on the lack of resources that they already have. I think [about] that and they have so many problems like that about poor areas where, I mean that's all they have. And now people are drinking that water and it's a problem. [Someone else]: Yeah, I was speaking to a family member, and they were telling me [that] in Mexico they don't have sewage lines. All of the waste goes directly into the river or the canal; they call them "canals". And it's seemed weird to me because I'm so used to having sewage lines, so you don't see all the sewage or all the waste, but they apparently can see everything going through the canals. And even the canals, they turn black, because of everything that goes in there.

- I also think about how we have a lot of, especially the United States, it's really easy to find water anywhere. And then we have a lot of countries, usually developing countries where you have to walk miles to get some water. I haven't got too deep into it to see if it's a lot about demographics or if it's more about money resources. It probably has to do with money resources, but it's just not, we are not thinking about making sure we share our resources when it comes to water, it's just like we take it all. We would do the ice bucket challenge kind of thing.

Question 7: How do you think water pollution relates to you and your family? (If prompts are needed to describe water pollution, use: oil sheen on water, trash on beach, automobile emissions and leaks, industrial discharges, animal waste, fertilizers and pesticides, toxins)

- Sickness, by the type of water that we drink. A lot of times you would get sick from the drinking water, so that relates to my family.
- I think that how it relates to my family is that we are responsible for keeping it safe. So for example, recycling your oils; that is a big one. That is mainly why I came here, because I remember in high school one of my teachers said "oh you guys, make sure you recycle your oils" and I was like "what?". I was like "what are you talking about?". And then, I asked him and then he said you know every time you cook you have the little extra oil, don't just dump that in the sink; that is bad. So now me and my family, we have a little jar that we just put all of the used oil and keep it in the jar. Because it's kind of like you are contaminating the water by doing that. So that's a change that we can make and that is how I relate it to me and my family. [Jose: When the jar is full, what do you guys do?] You have to recycle it. It's like a solid waste.
- Sometimes you go camping with a friend and you would imagine you'd expect the water to be clean in the river or you just think "it looks super clean", but you never know because chemicals or bacteria aren't really visible, so just things like that, even just going out to nature and grabbing some water, you would expect it to be clean, but you can't tell. [Someone else]: Yeah, I read somewhere that the water is so bad that it actually harms your skin. So I can see that happening around the world especially here too.
- Going back to the area that you live in, not too long ago I was living on Casino Road, in these apartments and their sewage pipes are completely horrible. Sometimes the water would turn brown, just randomly. I think it had to do a lot with their piping. So going back to that, I actually had to move out of there because of that. I tried to complain about it to the apartments and what they came back with was "a little copper never harms anybody". That is pretty much what I got, then I moved out. But it has to do a lot with where you live and the building that you live in. I think that is another concern that I had that affected my family at that point in time. The dirty water would come out of the sink or when you were taking a shower, it was disgusting.
- To me, I honestly think, how it applies to me and my circle is the unawareness because I feel like we talk a lot about how good water is here but I don't think we ever, because we have such a good situation, that we are not actually concerned about other issues that are happening or that could possibly happen. I don't think in my circle is a concern and I think THAT is a concern.
- Oil released from vehicles and fossil fuels gets in runoff when it rains and then gets to river. That is what they say that is better like for example if you are doing a house, not have a lot of sidewalk or driveway in cement, potentially have more forest type of materials so the

water doesn't just run with all of the oils from the cars. [Someone else]: I actually don't even know how you would recycle oil. (Participants exchanged ideas): Taking it to places (facilities), they burn it to provide heat.

- Water is poured into the vegetables to grow. In Marysville they water the fields, what if water is contaminated, we are eating what is coming out of those fields. A lot of times farmers use pesticides in their crops to prune? from being bad, and then you got a lot of that in runoff and kind of creates a cycle. We use water to make the actual food and we eat that and I think if we are not taking care of our water, then we are not taking care of ourselves and that is probably why there are a lot of different diseases now, things I couldn't even here about and maybe like 6, 7, maybe 8 years ago, there's all kinds of diseases, you know, cancer, and they can't really explain where they come from. [Someone else]: I would say that is why they are having to make so many recalls on food because bacteria getting in the water are not supposed to be there and what not, on veggies and different food.
- (Participants all eat meat-Jose asked). Animals drink the water with all the diseases and stuff that come with it. [Someone else]: Same thing with pesticides. They (animals) drink the water and then a lot of times they have to feed them and there is a bunch of different types of medicine to prevent bacteria they harbor in, so at the end of the day we get food that now has been treated with a bunch of other stuff that probably could have originated from the drinking water that didn't need to be super safe because it was just for agriculture use or what not. And then we spend a lot of our water on agriculture, on livestock and what not; a huge portion of our water goes towards that. [Someone else]: Isn't how the mad cow disease started? Water pollution? Because of the manure and that is what cause mad cow disease.
- It's a weird connection, but antibiotics that we give to our cattle, their feces get washed up by water and those antibiotics are getting in our water. That's why we are getting sicker and sicker, because the antibiotics, we keep building it up and they don't react anymore.
- I think, personally, that water pollution here in Washington is really irrelevant to me. Especially, because where I come from, I came from "Aguas Calientes", and the water pollution there is a lot worse because we don't have... Here we have reservoirs that are actually cleaner water, so when we talk about animal waste, the animal waste is being cleared when is going through the water, so water here in Washington is actually pretty clear compared to when we think about other regions. But if you want to talk about water pollution here just in the state of Washington, like I said I feel like is really irrelevant the water pollution here because a lot of the water we get is freshwater coming from the glaciers, or not the glaciers but the mountains. To me the water here is like gold. I have a lot of friend from Nigeria or from a place in Africa they tell me the water they drink they know is polluted because they have low source of water, and that water is not being cleared by the reservoirs, they have no method of actually clean their water. So when I think of water pollution, I always think of that. When I think of water pollution here in Washington, it's so irrelevant you know. [Jose: So, do you think actually that water pollution is not necessarily a major issue in Washington?] I don't believe so. Of course if we want to be dramatic about it, I think, then yeah we can say there is water pollution. I think is going to be pretty much, is almost logical there is going to be polluted. I mean there is 7 billion people living in Earth now, so of course we are damaging our water sources, so I understand that, but compared Washington to other regions like I said, I mean if you go to Texas, water tastes really bad. When I went to Texas and went I went to Mexico, especially in Tijuana, those regions where the water can't be cleared out to the ocean and can't be cleared out by reservoirs, etc., they always tell you "buy water; don't drink water from the fountain", because there is a lot of

bacteria they can't clean it out due to the low water movement, compared to Washington. So that is why when I think about water pollution here in Washington, to me it's not really a big problem, not really significant, compared to the other places [Someone else]: Though, one thing that we could do is prevent us getting to be like them. Since we know we have good water, raise awareness about keeping your water safe. Especially here. We don't want to be Texas, we don't want to be like Tijuana. [Someone else]: All those topics in the board, they might not be really big problems yet, but there is no reason for us to let them grow. We got to keep them to a minimum. [Another person]: I think they might not be big problems, but they are problems regardless. [Someone else]: Yeah, take care of it.

- Water bottles could be an issue not just for the contamination of plastic, but I heard that the water sitting in the bottles is actually contaminated because of the chemicals on plastic. [Someone else]: If you leave them in the sun. [Previous person]: It's such a weird industry because we are paying so much money for what's free and I've heard in a lot of campaigns about changing that, like Edmonds Community College wanted to ban, well, where thinking banning all bottled water because of that. [Another person]: SeaTac airport, you pay like 50 cents and you bring your own bottle and you get water from a machine. They don't have vending machines anymore.
- There are states in the east of the United States that gave out subsidies to water companies and what not where they had no charges on what they can get and these water companies polluted a ton of the water because they were going out pumping, and a lot of small-town communities that used to have a wonderful source of water that was something like what Martin said, continuous, they always had the nice freshwater, they no longer had it, they had to work to find water from places that were taken from their own community. There is a good documentary in Netflix, is called "Tap" and they go about the whole water industry. They go through a few towns where these things actually happened.
- Water polluted due to companies and place needed to find a new source of freshwater (documentary).
- Water waste. We waste water: bottled water and drinking water from the tap, taking showers, putting all the oil through our sewage. [Someone else]: But water is a renewable source though. [Previous person]: Yeah, I've been thinking about that lately, how they are saying there is going to be no more water on Earth someday. I don't understand how that actually would happen if we have the technology to make water pure. [Someone else]: Can you actually make saltwater into drinking water? [Another person]: Yeah, they have a company in California. In San Marcos or something like that, they were running out of water so they are actually buying water from the Colorado River. What they are doing is the actually have their ocean water and they are cleaning it up, but it is way too expensive. So you can actually clean that up, but it would cost way more money because they use way more resources like electricity and coal. It costs more money to actually clean the water. Especially because we are running out of coal, we are running out of gasoline, we are running out of those natural resources that we are depending on so much. Now they are really questioning that, how are we going to be cleaning up water when we barely have those natural resources that we use in order to get the energy to clean that water? So that is one of the biggest problems. [Someone else]: To me it sounds kind of stupid that they say that you can't do something but at the same time they are doing all these crazy things and experiments, things like going to Mars, which is stupid. I don't think we need to be doing that. Then they say you can't make water, you know, saltwater into pure water; it makes no sense. How would that be a waste of money compared to going to Mars? It just doesn't make sense.

## Communication and Messaging

Question 9: How do you get information and news? (Prompts can include newspaper, radio, neighbors, Church leader, Social Media, Internet, etc.)

- Google.
- Facebook.
- Research the right websites.
- Social media.
- Internet, for sure.
- Word to mouth.
- Community sometimes help you to be more aware. I was going through my water bill today and they information about coming up events and then they had a little calendar that said “make sure you water your plants in your garden in the days of your color”. I was like “what?”. So, what they say is like if the house number ends in a certain number, use those numbers and that would give you a color, so you only water those days and the other days you can’t water your gardens. I checked and it was every three days that I could water my plants. So, it’s like sometimes we just get the bill and then throw it away, but maybe there is a tip or maybe something like the community is doing to actually improve issues and stuff.
- [Jose: Anyone reads the newspapers?] [Several people replied]: Online.
- How about, let talk about the lack of information that is given to the community. For example, we get the idea that people are polluting water but we don’t get the idea of how much the industries are actually polluting the water. We don’t ever get that. I think my biology teacher taught me right. He is the one that told me that I believe that water polluted by the people is about 20% or I don’t know. Some really low number compared to the number of water that is polluted by the industries and that counts in a lot the agriculture, of course, but also with the car industries, basically all the manufacturing industries in the United States and lets not even talk about China, India and all those manufacturing companies that are there. But a lot of the polluted water is actually being polluted by them. I think we don’t get to see those statistics, they kind of make us see that we are the ones doing it. So I think that is also something that we should look at with the information that is given to us. And I know that is information that we can actually obtain, but that is something that we go to actually search to understand it. To me, to fix water pollution, we would need to find new methods of actually doing water irrigation for agriculture, or finding new methods of using the water to create whatever we are making in the manufacturing companies, but find a way to clean it up. I know some companies are actually doing ecological, I guess they call it “bio eco systems”, where they use the water and then try to reuse it by putting it in a tank and cleaning it up and then doing it again, but that is not enough. And I know that they are the ones that are actually polluting more than the actual people.
- [Jose: So another source of information is the Teachers/Instructors] Uhum.
- [Jose: If you are saying that we don’t hear or read much about the major polluters of water and we get the idea or impression that people are polluting the water more than anyone else, why that? Why don’t we hear more about industries including agriculture and others that pollute water?] I guess it comes really to that people don’t really care about it, like she was saying to get information with your bills, Facebook and stuff. People have it in their faces

but they won't actually read it. They'd rather read something about some [famous?] person's life, but they won't read actual information that is given to them.

- I feel like part of that is because the industry is the people. So if the people know about the water pollution and in their industry they are going to try to make it better. Big industries, they are all ran by people. If the people in those industries care about water pollution, they are going to try to have a better system. For example, I'm studying to be an architect. I've noticed there are different ways that you can make buildings that would be more ecofriendly; green houses and stuff like that is what I'm interested in because I know they are better for the environment. And it's also like building doing what I like, people's homes taking space, we know that, but it's also not being so hard on the environment. The industry is the people, the way we care about it.
- Well, it's everybody. Everyone is talking about the community footprint. It doesn't have to be just industries, it can be us too. But yeah, the industries are doing major works about this, but if like she cares because she is going to be an architect and that is going to affect her work, she is going to go through a different line and she is going to put her care into that input too. So it all comes up to everybody caring about what they have.
- Well, I think it goes more down to in an industry there is more red tape. For example, this summer I worked construction for a bit with a buddy and while we were doing that we ended up getting a little bit of dirt into the stream. It was mud or something like that and someone called it in. And the company ended up getting fined something like \$50,000 (they ended up asking if could be reduced to \$10,000). But it was literally, just a little bit of what we were working on ran into the stream, someone saw it and called it in. The company, if you are following the law and you are following the rules there should be more red tape, it'd be a process that you know, if you are being careful of what you are doing as if I wanted I could go change the oil of my car right now and dump it down the sewer and chances are no one would notice and I can do that every single day, and he can do that (points to someone), he can do that (points to someone) and he can do that (points to someone) or she could to that (points to someone), and there really wouldn't be a big, you know... So if we as the people just shift the blame and kind of say "oh, I'm a little guy, I can only pollute this much, they are big companies over there, they can pollute a ton, in reality the collaboration was we can do just as much damage as them, whereas there is more red tape over there and it should be a little more transparent. [Someone else]: I think we have to be realistic, that not everyone is going to care. I feel this a group that actually could care and would do something about it, but no matter how much we try there is going to be somebody who'd rather read about certain famous person versus this kind of information. That is something that we need to be realistic about, and something I have been trying to learn, I know not everyone has the same priorities that I have, the same values. Something I was going to say too was that I felt like, I'm not going to say government or name somebody, but the big powers (someone jokes about Obama; they laugh). No, like the ones who have the power, the money, do like to invest in a lot. For example, the reality TV how it came such a big thing is because they really took people's mind out of other things that were happening. So, reality TV is such a big industry and people are investing on it because they want to keep people plain. I feel like the big difference in the people who do care and just persist or are persistent, even though not everybody is on the same page, like if I were to say we need to recycle this, somebody might learn from me, but not everybody.
- I think going off of that, I think is also more of a social article type of thing, like the way that human beings are so toward going towards commodity that anything that might take us away

from it, we try to ignore. Obviously people are going to want to talk more about somebody else, something that doesn't really affect them personally, instead of talking about something that you know is going to harm them or their future. And if they really get into it or if they really want to prevent it they have to change or move away from commodity, they commodity they want. So it's more of a sociological thing, how we have to change that in order to truly prevent us going any further in the path which we are going.

- [Jose: What I understand here is that there is a bigger picture. It's not only people, not only even actually industries but really is this bigger picture in which government, laws, policies, leadership are part of. Some of them care, some others don't. I remember someone said in the comments here "those industries that pollute are ran also by people and those people don't care about water pollution". So, then the question is, what do they care about?] (several people respond) Money.
- The whole ecofriendly companies, they didn't do that from the bottom of their heart. They did that because it's a marketing structure. It's a way to specialize their company. For example Starbucks. What do they always talk about? We are specializing in the best coffee of the world, but we are also very ecofriendly. All of their cups are these and that. And that specializes their company. A lot of that happened because of greed and money, it's a way that a company can specialize themselves from other companies. That is why you see a lot of ecofriendly buildings being made now, because that gives the opportunity for other companies to say "oh we are ecofriendly as well". A lot of it, they try to make this superficial view of "oh we are doing it for the betterment of the world" but on the other side they are doing it for greed as well. And that is basically their main view; they are trying to get more money. [Another person]: But at the same time, it has to do with the demand of more ecofriendly things. When I think, people make a difference when you change your demand and what you want. Do you want something that is ecofriendly? Although they do it for money, they are going to do it because [Previous person]: It's a marketing structure. They see whatever the people are wanting, that's what they do. So right now a big thing is a lot of these you know, let's do the whole ecofriendly thing and like I said of course is going to help the environment, I'm not saying it's not, but their actions isn't to help the Earth, it's just to actually make more money. That's the incentive.

Question 10: What types of community activities have you participated in? (Prompts: fairs, church, neighborhood, school, sports, etc.)

Most people didn't seem to be involved in community events. Some are involved through college. Some used to be involved when they were in high school.

- [Jose was mentioning examples and a person said "not that"]
- School events.
- District 21?
- Honestly some night life like parties and clubs. But also a little bit about the outdoors. I've been doing a lot of hiking lately and canoeing and that kind of stuff. That is just in summer, but while school was going on I was part of the student government so we worked on a lot of issues that involved Edmonds Community College. It was a bottled water issue, we just kind of talked about it. I feel like I've done a little bit of researching when it comes to needs about our community in Edmonds, which is in south Snohomish.
- It's been a while since high school, but I was part of leadership and parks and recreation for Marysville and we helped in the food bank.

- I honestly can't remember the last time I did something like giving the community back, when I was in high school probably. I used to be part of the recycle club and there was probably only like 5 or 6 people even then. Other than that this is probably the next thing that I've done since high school, is coming to this.
- Church and community service.
- Latino Leadership Institute (LLI).
- Certain activities we do in Everett Community College, we do a lot of advertisement and all that kind of stuff.
- When it comes down to Hispanic families, don't really have the resources or don't even really care about these issues. [Jose: What issues? Like, participating in community?] Yeah, they are like their own community, I guess you can say. [Another person]: One of the issues why, because I've heard from other parents from stuff like that, that they don't feel like they are part of it; they are excluded if they were to show up for a community event. They would not acknowledge them. So they feel like they are excluded; that's why they don't have much participation. I know for example what my mom does is she's always calling the school district to ask "What's next? What's next?". Sometimes, when she doesn't hear from the district person in Spanish, usually there is a Spanish [Spanish-speaking] person that calls all the Hispanic, and if she doesn't hear from them she calls and like "Ok. You haven't called me. What's up? What's next?". I know that from my mom, but some other people don't, and they are expecting someone to call them and sometimes they don't.
- I think a lot of times we exclude ourselves. I mean I have my mom and I've lived in Washington for 15 years and she should have learned English by now, but she puts that barrier over herself, were she feels excluded because she doesn't want to include herself in learning English. People here that talk Spanish don't want to learn English, so we are excluding ourselves.
- I think it has to do to, well, most Hispanic communities are working communities where they work full time and extra hours and just the community that works all the time. So it's like when they get home, they want to watch the "novela" or something. They don't want to think about other issues. I feel is a lot about lifestyle. I think that's how my mom is. I honestly feel like this is a group that, like I said, they care, but I also know another part of Hispanic community that just wouldn't know or come out with ideas like the ones that we came about. So I just think it's an issue, within our community.

Question 11: Are these there any different ways you learn about community activities?

- Email.
- Word to mouth.
- My mom learned about it [Jose asked about the Latin Expo that happened last August] from school because she goes to English classes. So they try to get the people to learn about community stuff. That is where she got a flyer from there and she told me about it.
- Rosario Reyes told me (grass root organization).
- Edmonds, through my school. Also, Pedro (referred to as "Santiago" mistakenly in the recording) and I were in this TV organization.
- Advisement. When they strategically put posters in places where they know Latinos are going to see it. I saw the Latino Expo poster at a Taqueria. I already knew about it, but it

was really smart. They have this little hut where you can go into and get tacos and they had it right there, right next to a bunch of other posters, but it was like smack in the middle.

Question 12: Who, in the community, do you believe will give you reliable information? (Prompts could be Church Clergy, Teachers, Neighbors, Scientists, Government, University, etc...)

- Schools. Professors and staff.
- City websites. [Someone else said “not all the time”]
- I would say for example if it was about water pollution, people actually being concerned about water pollution, because they are the ones that are doing the research and stuff like that, to be honest sometimes you hear stuff from professors that you are like doubting if it’s true. So, if I wanted to get information about water pollution I would go to an institution and focus groups, like at school and stuff that you can go and be part of.
- Library.
- Confirmation bias in like-minded group discussions was pointed out by Martin. For example, if you go to a group that is all about water pollution, they are going to be biased about this. That is the hard part about breaking the barrier of getting reliable resources here or am I just “eating” up what they are advocating.
- I go to multiple places depending what kind of topic (information) I want. For example, I still go to my family for reliable information and then if don’t feel comfortable then I go somewhere else. I usually go to at least 3 different resources just to make sure because like you said it could be biased. [Jose: What would be those 3 different resources?] School, leadership center staff and students (e.g. Diana Bustos who worked at the LLI program). If they don’t know they tell me where to go. My family. I would say the internet, but there’s too many resources [in there]. [Another person]: It’s kind of hard to trust anybody really because everybody is human, they are going to have some kind of opinion or bias. When you were a little kid you would go to your teacher or your mom and now you are older and are like “No, I don’t think you are right anymore because I have my own opinion”. So it’s kind of like you don’t have a specific person for anything really, you just kind of have to go with experience and then learn it yourself. Do your own research.

## Survey summary

### 1. What languages do you prefer to receive information in?

English	3
Spanish	1
Other	
Both English and Spanish	7

### 2. How long have you lived in Snohomish County?

Less than 1 year	
1 – 5 years	2
5 – 10 years	3
10 – 20 years	6
More than 20 years	
Lived here all my life.	

### 3. How long have you lived in the United States?

Less than 1 year	
1 – 5 years	1
5 – 10 years	1
10 – 20 years	7
More than 20 years	1
Born here	1

### 4. How old are you?

18 – 25	9
26 – 35	2
36 – 45	
46 – 55	
56 – 65	
Over 65	

### 5. Please check all the places that you get information about community activities and / or local news.

#### 3 Local newspapers (Please name):

- 1 Komo 4/ King 5 News
- 1 Everett Herald
- 1 Seattle Times

#### 5 Internet Calendar (Please Name):

- 1 Marysville and Recreation
- 1 Facebook
- 1 Google
- 1 Snohomish website

#### 2 Neighbors

#### 5 Local TV channel

#### 5 Local Radio

#### 3 Community Bulletin Boards

#### 8 Other (Please Describe):

- 3 Family/Friends (Brother; FB)
- 1 None
- 1 Mail
- 1 Huffpost
- 1 Word of mouth
- 1 Everett Community College - ODE

6. What type of activities do you do to prevent water pollution?

- 8 Washing car at car wash
- 2 Picking up dog poop
- 6 Using least toxic cleaning products
- 3 Picking up Beach Trash
- 8 Minimizing use of chemicals in the yard
- 4 Other (Please Describe):
  - 2 Recycle oils
  - 1 Pick up any kind of litter anywhere
  - 1 Reusing water bottles

# Latino Audience Research: Focus Group 2 Discussion Notes September 23, 2014

Facilitator: Jose García Pabón

Note Taker: Yolimar Rivera Vázquez

## Introductions / Values

I'd like to jump right into our discussion this evening. Let's talk about where you live.

Question 1: To start out, please share your name, the town you live in and how long you've lived there.

Male. 30 years in Edmonds and Lynnwood.

Female. 4-5 years in Bothell, but a total of 26 years in Washington.

Female. 22 years living here.

Male. 4 years in Lynnwood, but a total of 10 years living in Washington.

Female. 4 years in Lynnwood, but a total of 9 years living in Washington.

Female. 12 years in Lynnwood, but a total of 22 years living in Washington.

Female. 14 years in Lynnwood.

Female. 10 years in Lynnwood.

Male. 10 years in Lynnwood.

Female. 11 years in Edmonds.

Male. 10 years in Lynnwood.

Male. 2 years in Lynnwood, but a total of 14 years in the United States.

Female. 10 years in Everett.

Female. 20 years in Lynnwood.

Female. 2 years in Lynnwood.

Question 2: I'm sure there are things that you really like about your community, places where you like to spend time, opportunities that living here presents. Now, please share one thing that you really like about where you live. We'll go around the room to make sure everyone can share.

- I like the environment in terms of the nature because I was living in Mexico. What I like is the vegetation that exists in this State and the community; how they live here in this State.
- I like everything there is about safety. We still live in a free country, with not so much corruption.
- I like to see that there is much understanding, much love for the elderly. It is what makes me like it more, what makes me feel that love, that protection. I want to stay here forever.
- I like it here a lot. Wherever, there are problems. Mexico is a very small state, everything is seen, everything is heard, everything is known. United States has the same problems. I do like the tranquility and most of all, the friendship that presents with others. Unfortunately, in the area where we are, live some people that, my respects, are from different countries, let's say they are Japanese or Chinese [living] in front of Americans. Unfortunately my wife and I

are in the front, we are limited. What we would like is that there was more unity, more Latinos to communicate with. It would be prettier that way. And I am franc; I do not want to come here (WA, USA) anymore. But she (referring to his wife), she now doesn't want to go to there (Mexico). Then we'll have to see what happens.

- (Wife of the former person) Here you see that there is love for elderly people. There is much protection. Precisely for older people, which is what I am looking for and is what makes me feel happy and feel supported. Because here I have found all of that. Because first of all, I'm sick, very sick and delicate, so I say I have not found elsewhere such as here. That protection, that support that I feel. And even with the people who are close to me, I see all that love, that respect. Even though I do not understand them (suggesting the people that surrounds her speak English), but they make me feel that way. How? With a hug. And I feel as if I understood them, as if I were (able) to speak to them.
- From here, I really like the vegetation. We have many parks nearby. I also like a lot that we have much surveillance. Here in Lynnwood we have many cameras in the streets. There are many people who don't like that, but we are safe.
- I like a lot nature; all the parks. I say that if you were to go every weekend, which is usually when people aren't working, to a different place throughout the year, you wouldn't repeat the same place twice because there are so many beautiful places to see. It is incredible. It is a beautiful thing that you can take the children and without having to pay. I am not talking about the places you need to pay. Then, there are so many things where one can take the kids to learn about a place and relax outdoors. It's very nice.
- I like this place because basically there are many things to do; many parks, lost of vegetation, there is a lot of protection for animals and vegetation, lots of sports. It's very nice for one as well as for the children. Even though winter comes, one can do other things. I like very much.
- I like security and more than anything my children have found good friends in the area where I live and I find it very quiet.
- From here, what I like the most is the sea. We can go to Edmonds and see the ferry. I really like the sea. I've always liked it as a girl and I didn't have the chance to see it, but here I can and I like it a lot. I am grateful to the State of Washington for my kids, because they are preparing for the future.
- I like the safety, the environment and that everything here is very well cared for and protected. It's not like that in Mexico.
- I really like the schools, how they educate our children and the security that they have. I have not heard of a school that has had problems in this city.
- I like that this State is called the Evergreen State, because throughout the year is always green. I like the city where I live because of the same (as mentioned before), the education and security. [I] especially [like that] where we are living right now we are from different countries; it's a community. There are about 20 houses, a small community. There are all kinds of race there: people of color, Asia and the Middle East. Different nationalities. It's nice to learn other cultures. Diversity.
- I like all the vegetation, the safety, the schools, the education, not only primary or secondary schools, but also the colleges, and I really like the order that we have in (car) transit in Lynnwood, well, in all the United States, but [I'm] speaking from our experience in

Lynnwood. One can drive quite calmly because everything is respected, the laws are respected. And like the lady said, the protection that exist for the elderly and the children. Because here, there is also a lot care for children when they cannot communicate in the English language, they protect them and help them a lot. There are many positive things that we have in Lynnwood that our communities offer. Seeing what the man said, the diversity that we have and that people are very kind here.

- I love the environment and the vegetation. Respectful people. The respect for animals. The diversity; there are so many countries. The safety.
- Everyone has already said part of what I like, but I've always liked this State because I lived 2 years in California and [here] the environment is green. When I first arrived here, when we saw a Latino, we would go ask him/her where he/she was from. When we went to the market, it was rare to see a Latino; there weren't any. I would hear [someone speaking] Spanish and I would go ask him "where are you from?". But times have changed. In the time I've been here, sometimes I like to do this. Now at least 1-2 Latinos enter the market every 5 minutes (people laugh). But what I like about here the most is the education they give to the children. The order. The respect. The respect they have for everything. The punishments are also all based on money. We, in all countries where we come from, we have the punishments, but there is a lot of corruption, like someone had said. Then, you pay and the punishment is over. Not here, here the punishment is fulfilled. Another thing that looks very nice is the cleanliness. Cleaning is something that one has to teach the children because [when] you go to other countries, you eat a chocolate and throw the wrapper. I think that perhaps, suddenly we can do it, but here, none of us is going to do it because it will cost about \$500. But in our countries sometimes we can do it. "Oh, throw it! I'm on the country; I'm on the mountain". Not here, here people respect. The education from childhood is very good and everyone, want it or not, in this country that we come from different parts of the world, we have to comply with the laws and educate our children, to continue supporting this country that has helped us all economically and those who know how to use it to educate their children, better.

Question 3: Now that we've talked about what we like, please share what you don't like. It can be any aspect or ideal!

- In the time I have lived here, the negative part at my age is the weather. Washington is the state that brings weather consequences. Older people, for example, get bone diseases. So I think that when one feels a little older, we want to be like birds, always fly south. I particularly, for example, am retired and I am living six months outside the country because of the weather change. Before, I loved it (the weather). I feel that this is one of the best states in the United States. But the downside is the weather. Now, on another aspect, I've never had any problems, or maybe I've never noticed it, a racial problem. When I came here, everyone has always been white, no one has been [people] of color, with whom I have worked, but they have always given me good tip? [Another person]: I love the weather [here]; I'm in love with the weather (people laugh). I cannot stand the heat, it gives me nausea; I can't, I can't.
- Nothing bad has happened to me. I like everything. The traffic, now [is bad], but when I came here it was a paradise. There were no queues, no people in the streets asking for money

or whatever. I have seen veterans of war, young people, etc. I would like that there wouldn't be [homeless people]; I would like everyone to have opportunities.

- I think it's something that is changing, but something I did not like was the fact that in Lynnwood especially, the police marginalized us a little. I have been stopped twice by the police without having committed a fault. And the first thing they asked me was "are you studying?" or "I'm sorry, what do you do?" "Your social security number?" and many other things. So, that week I was called to jury duty and then I asked why the police have to ask me all of these things. And they told me that the police can ask whatever they want, but you have no obligation to answer. So sometimes it's the sense that you don't know all your rights and then, one frightens. Once my daughter was "dying of cold" because I opened the window and the police, she was a woman, pointed the gun at her and said "get your hands out of there!" Imagine. Of course that was like 10-15 years ago. But is not like that, right? That is why I say that is changing a bit now. That's why I say it's good that the Latinos gather for all kinds of things because it is necessary for the people who are in command to realize that we are many and they have to open their eyes and give us opportunities that we really deserve. [Another person]: And the respect.
- Right now there is nothing that comes to mind that I do not like about this city. Like the lady said, sometimes the abuse of power. I've also heard cases (of the police), like the lady said. It also happened to me once. I was also stopped; I did not commit any fault and I got a fine for some reason.
- I'll say something contrary to what my colleagues have said. What I do not like is that since last year, many trees are being cut. Around where I live, they are constructing a lot and I do not like that they are destroying the vegetation.
- I have nothing [to say].
- What I do not like is what I have felt from my family friends. For example, when cars are stolen. My friend's car got stolen outside her home. After a few the days, they found the car dismantled and a towing truck took it and she had to pick it up and she had to pay, which is what I do not like. Why do we have to pay if it was stolen? That's the only thing I have not liked from here. That should be checked by the police or something, the government, if they are stealing your car, that at least you are entitled to get it, if you want to donate it or give it away, you can do that. But I think the people do not have to charge if a car was stolen. So that's the only thing I haven't liked. I think it's unfair.
- [Another person didn't comment]
- What I don't like are the laws that are being approved. The legalization of alcohol. The legalization of marijuana. All of that. I think that in the future, with how easy it is to get that, our children can see it is very easy and if while one tells them "you know what? That's bad", but on the streets they can get, it's no use for us telling them at home "son, don't do that, that does bad things (to your health)". But on the streets you find shops offering it. I know it's with prescription, you know that to get that, one is required to show it (the prescription). That's what I do not like.
- As our colleague says, I do not agree with the legalization of marijuana and that stuff. But there is another thing that also makes me very sad because I like all about the environment as it is, it's very nice. But unfortunately they are destroying it to have like, more resources. Maybe [for] economic [resources] or to have more businesses they are destroying the forests. Not a moment passes when a house is sold and they demolished it already and did a condominium or apartments. So, they are seizing on any bit [of land] for business. Although

I live here on this side, in Seattle they are already transforming it totally; I say they are doing miracles with that piece of land. But it makes me sad because they are slowly destroying.

- What I don't like is what was mentioned about the towing trucks. The towing truck takes one's car, one goes to get out and they charge you quite expensively. Another thing is that there are certain types of lawyers working for one and will charge you a lot of money when it is an accident claim and in the end, they keep most of the money. Years ago, I heard on the radio that to the Senator from Seattle or something, a towing truck had taken his car. Then, when he realized how much they charged, he tried arrangements to charge him less but I never heard they did that. Another thing too, about the vegetation. Yes, there are many parts where they are building, they are cutting down trees. Everywhere there are people who do not care about the safety or the health of others, of those who are around because I've seen people illegally throwing asbestos and lead, exposing other people. I've seen that a lot. I've seen people scraping old paint containing lead and that is dangerous, especially for children.
- I can sign below what everyone just said. But what I can't stand is the abuse. I hate the abuse from authorities. Perhaps at the 81 years of age that I have, life is already prejudicing me, because I see so much injustice. I did not have any preparation. I was born an orphan, grew up as an orphan. I thank the little girl [points to his wife] that I have that educated me, because she has more common sense.
- I like everything. I am protected in many ways. I love the vegetation because it changes color, and there I feel like I'm seeing God our Lord. Wherever I see a tree in one color or another, another and another, I say "Lord it is you." "How beautiful", I say. I am very happy because I see you in every color of each tree. I'm very happy because of that. Because I know that God loves me so much and I see him on every plant.
- The say the same, is very pretty here. The vegetation [José: There is nothing you don't like?] No.
- What I don't like is that they are cutting trees and building more businesses. I think that something that is important for our health and for the health of our children, are the people outside the stores smoking, and suddenly that smell of cigarette.

Question 4: How do you like spend time outdoors? This can be things you do in your neighborhood or further away (if needed prompt: things like going to the beach or river, gardening, going to the park, fishing, etc.)

- I love going to the park, throwing a blanket and throwing myself there and eat (picnicking)
- Beach
- Reading
- Going to the park and playing soccer with my children
- Trail through the woods to the beach
- Sunsets
- Go to the beach and the park to walk with my children
- Photos of sunsets in Edmonds around 5-6 PM while you walk. One gets distracted
- The sea, watching the sunset. Fresh air all the time. I am in love with the sea.

## Environmental Quality Discussion

We'd now like to transition into a conversation about the environment.

Question 5 / Activity 1: What, if any, environmental concerns do you have? We'll be writing these on the board. (Compile a list – Be sure to differentiate water pollution from drinking water contamination). If water pollution is not mentioned, ask “Is there any other environmental concerns you are missing? How about water pollution?”.

- I think that one of the most important things at world's level are the insecticides used because in one way or another, they get to the sea through water, and from the sea to the fish, and from the fish they come to us. In the fruit and everything, millions of tons of insecticides are being used worldwide.
- [A comment about Mexico] I don't like to see deforestation so they can plant a fruit, the avocado, which mostly exports here to United States. What they do is knock down the oak and pine trees, which are what pulls the moisture, the water. What happens? That if you don't give water to the avocado, it does not produce. Where will it grab the water from? If they have already cut down the vegetation. The pine and oak are what pulls the water. These things I have never particularly liked because they are depleting the water resources.
- Pollution. [José: Pollution of what?] Of the many cars there are. [José: So, we are talking about air pollution?] Yes, and insecticides and pesticides also go there because when apples are irrigated, that enters the air. That's why there are so many allergies.
- The global warming. [José: The climate change?] The climate change. Before, the summers here were not that hot. Every day is warmer.
- Teaching the people, adults and children, that we have to care and not throw trash in parks, near lakes. [José suggested: Lack of education and information] Yes.
- It makes me think, I do not know if it applies for this moment exactly, but I would like to see education in Spanish to Hispanics directly, because it makes me sad when I go taco trucks for example, and all the recyclables are thrown in the same garbage, they don't separate it and is very sad to see so many bottles there in the same trash. So it makes me very sad because there are so many bottles. So, there is like no education. I would like that an education given directly to Hispanics, in Spanish, directly. Not "oh, many already know," no. Go directly with everyone and educate them all in that regard. And I would also like, I would love to do it myself too, I really like the beach and would love to provide education about the beach, about how to protect the animals, how to take care of it, where to step and where not to step and why step there or why not to step there. I would love that.
- I don't know if it would be good to add it, but it goes on the topic about water depletion. Is not only on issues of deforestation and such, but in the improper use and handling of water we have sometimes inside the house. For example, it is not recycled. With these new filters we have, they throw the water one should not drink on one side and it is not recycled to use it to wash or such. It is also what the lady says, we need more education. [José: You are talking about water waste]. Waste. We waste a lot of water.
- In California and New York I have drunk the same water 3-4 times.
- [José: It has been mentioned already a little, but does water pollution concern you?] (2-3 people reply “yes”) [Person previously speaking]: It (water pollution) also goes there because for example, there are times that I hear “throw it on the toilet”, the pills, everything. Like

[name of one of the participants] says, we don't have the problem where we are given the same water again, but other places do. Everything that is thrown in the water at the end goes against us.

- [José: And the people that were saying that they like to go to the sea and probably lakes, does water pollution concern you?] (Several people answered “yes”)
- My daughter and I take a bag [to the beach], she picks up the recyclables and I pick up the trash. The other time a police officer told me “thank you because you are doing something that no one does”. [José: So, what you are concerned about is the trash on the beach?] Yes.
- That pollution that you are talking about in the lakes and the sea, that is all based on insecticides. For example, in Yakima they use all types of insecticides in the grape, in the peach and in the apple. All of that comes here. At the end it gets in the sea and the evolution continues. In the same houses, how many tons we use per year, of “Clorox”, for example?

Concern	Votes
<b>Deforestation</b>	8
<b>Water pollution</b>	7
<b>Insecticides</b>	5
<b>Air pollution</b>	5
<b>Climate change</b>	5
<b>Lack of education/information</b>	4
<b>No recycling</b>	3
<b>Misuse/no recycling of water</b>	3
<b>Waste of water</b>	
<b>Trash on the beach</b>	3
<b>Water depletion</b>	1

Now that we have listed out these items, we have a few to add (add in water pollution or water quality if it is missing from list). Please now take a few minutes to put a dot on the three items that you think are the most important.

Question 6: Please tell us why you choose the three items you did? Why were these three items the most important?

- The deforestation is very important because if there are not many trees the water is going to be scarce and there are going to be climate changes and the water is going to be very scarce.
- I chose insecticides. Like I said before, it's the world's largest problem. There is one company, Monsanto, which is so powerful that requires [others to] buy their products worldwide. But all the products we eat have, in part, insecticides, including the organics. The only thing that is organic is if one plants at home and does not use any insecticide. Nothing. The other one I chose [was] deforestation, like the young man (previous person) says. Deforestation is something main at the world's level because they are finishing the Amazon and [that] is in part why other parts of the world are warming. Many cut the trees in the main lakes and have nowhere to store the ice and there will be no water and it will be a problem here in Washington. And the other, I chose climate change because we are seeing it. I've

been here about 30 years and before we never had this kind of summer we are having; the climate is changing quite a bit.

- Referring to deforestation, years ago, someone said "if you are going to cut down a pine tree, you have to plant 10". And what happened? In our land is a tremendous problem because everyone is suffering the heat, that weather environment so unpleasant that we cannot stand it. I come back to the same thing again, because moisture, the cool, is pulled by the tree, the pine and the oak, is what attracts the freshness. It's a beautiful thing around here. I don't know [my way] around here very well, but they say that on the way to Canada, the hills are full of trees, with pines, with oaks, I don't know what. But in Mexico, I don't know what happened.
- I heard that the landslide in Oso was also due to deforestation. The trees planted were helping to keep the earth in place. I also voted for air pollution because it is the air we all basically breathe. If there are chemicals in the air, we are all breathing the polluted air and that affects all of us, especially the children. [Another person] Yes, because my children have allergies, because of the environment.
- [Person who commented at the beginning of this section] Again, everything is related to deforestation because without trees, we will not have a lot of rain and the trees also help to purify the air, they help to "clean up" a bit and without many trees, that cannot happen and it's all related to trees because as I said, if there are not many trees, there will be many climatic changes and there won't be much water. So I keep saying that everything is related to deforestation. I also voted for air pollution and water pollution as well.
- I think that if we see it seriously, we're like getting on a wheel. One thing leads to another. As they say, for example, deforestation is not good for the air. But at the same time, the deforestation means that we are also overpopulating cities, we are building more business or whatever. So we do not give the opportunity to these trees to help us clean the air. Also the lack of education and information, not education exactly, but information on the impacts that all of this has against our own welfare. Because even the fact that we don't recycle as it should be, don't conserve the environment, don't conserve water, we really lack a deeper orientation of what we need to do as individuals to help our air, our climate changes be less stronger, less aggressive.
- What deforest so much are the big construction companies of houses, apartments and such. I think that they also need an orientation for... Or, I don't think that they don't know that by cutting down trees they are harming the environment.
- [José: Why do you think the problem of trash in the beach is important?] Because of the water. Water pollution and pollution of the sea affect the animals. It's a cycle we are affecting.

### **Water Quality Discussion**

Introduction: Let's talk more specifically about water pollution. When we talk about water pollution, we are talking about contamination of streams, lakes and the ocean / bays.

Question 7: How do you think water pollution relates to you and your family? (If prompts are needed to describe water pollution, use: oil sheen on water, trash on beach, automobile emissions and leaks, industrial discharges, animal waste, fertilizers and pesticides, toxins)

- As a child, if one drinks water with chemicals, that is going to affect from childhood until you die. In many cases what comes in the water, for example lead or iron, if one keeps

drinking it. For example, there are times [this happens?] in the same houses that have galvanized installations. There comes a time when the water won't come out. The same with the heart that is filled with arteries; there comes the time when it keeps closing and closing until you won't bleed (no circulation?). That happens to people. It affects health. The water is going to be a bigger issue than anything else in the future. Each time we have less water.

- Water pollution also affects, like the lady said, the animal aquatic life. If one likes to fish, one goes fishing, the fish is contaminated so one gets sick.
- Economically. The misuse of water affects economically. In my opinion, we don't notice that here we are blessed to have water 24 hours a day, and in exorbitant quantities, with strength (pressure). There are other parts of the world that have 2 hours of water a day and they have to suffice with that however they can. The housewives have to make wonders to get water to wash clothes, to cook, for everything, for all their family. Here, since we have water all day sometimes we leave it running, no matter how much time it runs. Many people don't realize that we pay for water and for "desagua" (*desagua* is not an actual word in the Spanish language. When the prefix "des" is used in front of a word, it usually means the opposite, the negative or the contrary of the word. *Agua*, means *water*). What I mean is that with all the water you are letting run down the drain, you are paying double because you are paying for the fact that you have water and the fact that goes down the drain (what you use and don't use, so *desagua* meant to the participant "lack of water use").
- [José: Many of you have said that you like the education here. How does water pollution affect the schools?] Because our children get sick by eating contaminated food and then they don't go to school. The air damages the eyes and the children don't have [a good] vision anymore.
- Besides, the water is needed by the body in its totality. They say that depending on what water you drink, it affects your brain and a small child will be affected for the rest of his life; there is no way of cleaning him.
- [José: How does water pollution relate to what we eat?] By the products we eat. For example, the potato. Almost everybody eats potatoes. And if it has insecticides, you are going to eat that. The lettuce, the cabbage, carrots, fruit. One of the fruits that more insecticides has in the grape.
- Is what the man was saying, if you are using polluted water, the product is going to be contaminated, it's going to have contaminants. It will have the nutrients, but also contaminants. And that's how the health is affected.
- [José: What relation is there between water pollution and transportation? The vehicles or cars] What comes [to mind] to me, what they have in common is that sometimes there are people that make certain changes of car chemicals or liquids, and many don't care about the chemicals or the liquids and put them down the drain. I have seen sometimes and I have heard certain things that instead of taking them to, let's say an auto part store for recycling, because they can accept it there, [also] oils, if one changes their car oil oneself, or take them to Walmart; they recycle oils there and it's free, and also the water from the motor and the antifreeze. They can also recycle, but many don't do it because they don't want to or for having to go there [other people say "or because of lack of information"; "or because they are lazy"]. [Someone else]: That's where the education part comes.
- With all the things that have been said I come to one conclusion: education. When they throw the liquids down the drain, one knows that you don't have to do that, but you do. Why? Because of the [lack of] education.

- Now that you are talking about education, sometimes in certain areas in the roads there are signs saying to not pollute the streams because the water passes to the salmon or something like that. I have seen information about that, but many don't [pay attention]. Sometimes there are people drinking soda and they throw it (the can) to the water, and all of that is pollution/trash.

Question 8: What does water pollution make you think of or feel?

- I'm worried right now because it is a strong point right now for the future of our children. Right now we do not feel that punch, but from here to I don't know how many more years the water will be scarce and is very important to do something right now. That way our children are watching how one as an adult, if you are involved or do something, they focus on "my dad is doing this." I do the same with my children. With the trash, I put on one side what is trash and on the other recycle boxes or soda cans. All that of recycling to set an example to the children so that they too, in the future, and their children, and grandchildren, can teach them [to their children] so one can keep the water because it is very important because everybody needs it. [Another person]: I think this is where the education comes. [Another person] Something that also comes [into this topic] is the time of the action, the practice. If my son sees this, he will do it. [Another person]: Or it can also be reversed. Educating the child and the child will, in part, educate the parent. [Another person]: But we have to see how we can educate everyone. If we do it and the neighbor doesn't, my son tells me "daddy, I do it, but he (the neighbor) doesn't." So, how can we educate others? [Another person]: I think that we need to start educating ourselves first, to serve as example, example for our children and for our neighbors.

## **Communication and Messaging**

Question 9: How do you get information and news? (Prompts can include newspaper, radio, neighbors, Church leader, Social Media, Internet, etc.)

- Internet
- TV
- Radio
- Jaime Mendes (News Anchor from Univision Seattle-TV channel) [people laugh]
- Newspapers
- Pamphlets
- Information from schools [José: Things that come from the teachers or administrators?] Yes
- Word to mouth
- [José: In the case were you said "I recycle but my neighbor doesn't", one can talk to the neighbor] Many times they are not interested or don't listen. [Another person]: Even if you tell them, they might do it at the moment, but the next day, they throw everything to the trash again. [Previous person]: We are missing much education for that. We don't think about the future. [Another person]: Education. We need education that can (someone said "be visual") create awareness, not education of "here is this brochure, read it". It's not that, because not everyone reads or likes to read, etc. An education that can create awareness of what we are doing, of what can be achieved, of what is being done in this situation, in this

case. [Another person]: I think we can begin educating ourselves to serve as example and from there, start what she says.

Question 10: Where do you go outside, besides going to work, home or school? (Prompt to ask about items close to home (backyard) and further away (parks).)

- Garage sales.
- Especially young people buy [something] for a little bit, get excited and [then] it's not worth [what they bought]. [Another person]: That's a negative part for us, that the children from all who come from Latin America, here, they are raised, as they say, very spoiled. Almost all 15 year olds are already using cell phones [Someone says "12 year olds" and some laugh].

Question 11: Who, in the community, do you believe will give you reliable information? (Prompts could be Church Clergy, Teachers, Neighbors, Scientists, Government, University, etc...)

- Firemen
- Policemen
- I think that the municipality don't give totally correct information, but yes...
- Community offices also give information. For example, if one goes to the clinic, one tells the doctor "I have this concern". The doctor then sees the way for the social worker to help us with the information. Is also reliable there.
- Water offices (utilities). I gave my email to them and sometimes they send me information like in a brochure, but electronic form. Let's say if one waters the garden, there are certain things one can do to not use so much water (someone said "they give tips"). Yes, they give information about water.
- In the power/electricity office also orient you how to spend less.
- [José: Then, some organizations too?] Of course (various answered).
- The phone number 211, one can call there and they give you much information. [Another person]: That is new to me. [Another person]: It's a resources number. You say what you need and they refer you to an organization or their phone number.

Question 12 / Activity 2: We have some ideas of ways that information about water pollution could be shared. We would like your opinion. Here is a quick description (show list on butcher paper).

Which of these do you think you would participate in or read yourself and which do you think other Snohomish County Latinos might participate in or read?

- **Host a family-oriented event at a local park that involves food, children's games and some information about where we live. Two votes.** [One person said joking "only in the summer" because of the cold weather]
- **Provide research-based information to organizations, schools and churches that already work with Latinos that they can then share themselves. One vote.** They [organizations] could for example, do that fair that happened (Latin Expo). If you provide them the information, you can provide it as slide shows for example... There are many ways: contests, activities for the children to participate with their parents. Because reading and putting bus ads, very few people read (some laugh). On the radio, they will only give you half

a minute and they will charge you I don't know what and they say it very fast. If it's not selling for them [radio station], they don't consider you. On the other hand, the church, the school and organizations that are truly compromised in sharing with our society, with our Latin culture, I think that they will put a little more emphasis in what you would like to project.

- **Create a social media campaign (Facebook, Instagram, Twitter, etc.) that shares information about water.** Two votes. Facebook. There are many videos that one can show of how one pollutes the Earth, the planet.
- **Bus and radio ads.**
- **Create small slide shows that run continuously that can be displayed in places in Snohomish County where Latinos go.** One vote. If you could create slide shows but in apartments like, I don't know, that the government told owners that one of the conditions to have apartments is to inform the residents to, for example, take a class or teach them, for example, once a year or every time a new resident comes, show them the video with the contract/lease and tell them "look, here we recycle, it's done here, like this, not like this, etc." But at the same time in that video they should create awareness; telling them why is it important. I think it's a good technique. If they want it or not, they have to watch the video. If the video is made to create awareness, is going to create and affect probably 75% of the people that watch it. [Another person]: In the apartments where we live they placed some bins to recycle, but they picked them up (they removed them) because people didn't recycle (they placed garbage instead?). [Another person]: If it could be done like the lady says, like a punishment, if you don't take the class we won't rent you the apartment. The human being sometimes likes to be obligated to do things. Here, all of us who drive respect because if we don't they are going to give us a fine of \$100 [some agree]. [Another person]: Because they caught him. If they gave him a fine it was because they caught him, because if one doesn't get caught... [Another person]: No, but is the [bad] customs. When one does something every day, one makes things unconsciously. Like the lady says, when I go out of the country, I carry my small bag and throw my trash in there. "Why do you carry a bag? Throw it there"- someone told her. [She answered] "I can't throw it. I have to find a place to throw it" [Another person]: (In general) It doesn't matter if it's an educated person, because I have seen educated people throwing trash. [Another person]: And through the window, they ate the banana and [makes a sound like throwing]. [Another person]: People when they throw gum. Birds eat it and they die.
- **Put information on natural area or community garden signage.**

Other answers

- ✓ In the same environment where one lives; neighbor to neighbor.
- ✓ Now that we are talking about the topic of education, I was watching a video that a friend showed me in his Facebook page. I don't know if it was in Europe, but there was a man in a motorcycle with a camera (GoPro) in his helmet and he was watching people throwing trash and it was always the drivers. There was a driver that threw I don't know what, a cup? And the man in the motorcycle picked it up and reached the car and told him "stop" and he told the man "what do you want?" "You threw this" and the man in the motorcycle returned him the trash. He tossed it inside a car and taped other in the glass window.

**Questions for Survey:**

1. What languages do you prefer to receive information in?

English	1
Spanish	11
Other	
Both English and Spanish	3

2. How long have you lived in Snohomish County?

Less than 1 year	
1 – 5 years	
5 – 10 years	5
10 – 20 years	5
More than 20 years	5
Lived here all my life.	

3. How long have you lived in the United States?

Less than 1 year	
1 – 5 years	
5 – 10 years	2
10 – 20 years	8
More than 20 years	5
Born here	

4. How old are you?

18 – 25	
26 – 35	3
36 – 45	5
46 – 55	1
56 – 65	3
Over 65	3

5. Please check all the places that you get information about community activities and / or local news.

6 Local newspapers (Please name):

2 Seattle Times

6 Internet Calendar (Please Name):

1 LETI

8 Neighbors

10 Local TV channel

1 Channel 7

8 Local Radio

9 Community Bulletin Boards

8 Other (Please Describe):

1 Health clinics

1 Library

3 School

1 Information through Emma Rodriguez

1 Church

6. What type of activities do you do to prevent water pollution?

4 Washing car at car wash

4 Picking up dog poop

15 Using least toxic cleaning products

6 Picking up Beach Trash

13 Minimizing use of chemicals in the yard

5 Other (Please Describe):

1 Try to use less chemicals

1 Not throwing trash in public places

1 I recycle a lot at home

1 Recycling toxic chemicals

**Latino Audience Research:  
Focus Group 3 Discussion Notes  
October 1, 2014**

**Facilitator: Jose García Pabón**

**Note Taker: Yolimar Rivera Vázquez**

**Observer: Hayley Bonsteel**

**Introductions / Values**

I'd like to jump right into our discussion this evening. Let's talk about where you live.

Question 1: To start out, please share your name, the town you live in and how long you've lived there.

Male. 12 years in Edmonds.

Male. 23 years in Everett, Lynnwood, Renton and Burien. Last 8 years in Lynnwood.

Female. 8 years in Lynnwood.

Female. 7 years in Bellingham.

Male. 19 years in Bellingham.

Female. 15 years in Everett.

Question 2: I'm sure there are things that you really like about your community, places where you like to spend time, opportunities that living here presents. Now, please share one thing that you really like about where you live. We'll go around the room to make sure everyone can share.

- The nature, the trees, the beach, the mountains, the view.
- The nature, the safety above all. [José: What do you refer to with safety?] There is a lot of safety everywhere, for example, lots of police officers. The green areas, the parks, the beaches. We are close to the freeway, one way or the other (North or South).
- I like that area (Lynnwood?) because it is a very tranquil area. The ambient there is fresh. We have parks close by. We are close of Silver Lake, which is a very tranquil lake. Very clean the areas we have. The ambient is very tranquil. We live in a place where there are many trees. Very silent and the trees. There are not many noises. We have very big pine trees. In the mornings there are some birds that whistle in one of the big pine trees that is in front of our house. It is very pretty that tree, the nature that we have here.
- I also like nature very much. Something that I have liked a lot is that one can have the four weathers in a day. It can snow, it can be sunny, it can rain... One can enjoy the four weathers in a single day. There are states that do not have that fortune and I like that.
- The people. I like the people. The people are very friendly. The Americans are very friendly and social. I like that there are many places to walk, the trails to go exercise. All that people that walk are purely happy people. Everything is green. The nature too.
- I like the area where I live because it is like a block from Silver Lake. We can get up and walk, one can exercise in the outdoors or fish, the people that like to fish. [José: The clean and pure air] Yes.

Question 3: Now that we've talked about what we like, please share what you don't like. It can be any aspect or ideal

- The traffic
- The cutting down of trees. Where we live, by the side of Fred Meyer, there used to be a lot of trees and now that is where all the new buildings are. And in the front side where we live, there were also many [trees]. There is nothing [now]. I think that all of that causes harm. [José: Why the cutting of trees?] To construct more buildings. That is what I do not like.
- What I do not like is that everyone, because that is where the trash dumpsters are, the people that pass by throw their trash bags there. It is work for us having to go outside to clean. Or, since there is grass there, they pass by with their dogs and the dogs poop and they leave it there. We have already put out some signs, but the people are still gross. And we clean sometimes voluntarily because the dumpsters are there, outside of the house, but they do the same [thing] again. It is an area so pretty and so tranquil but the people are so stubborn. If they are going to throw the trash, at least they should throw it inside, but they throw it wherever it lands. And that, when one passes by, smells bad; smells horrible. This is a little bothersome. We have put out signs and everything so that people have the precaution, but sometimes we do not understand. I do not like people throwing trash everywhere. If it rains, all that water is going to go to the sewer and it is going to be stuck there (the trash). Later they say "what happened?". If we thought a little and thought that if we are going to throw the trash, at least do it where it is supposed to and not just only throw it because of laziness.
- It is something similar to what the lady says, that there are many beautiful parks but sometimes, and it is everyone, sometimes the unconsciousness of people that go to parks and bring their dogs to walk, when their dogs poop, they don't pick it up and sometimes one is walking and steps on it and its ugly. Also, something about having such beautiful parks and apart from our culture, the majority of people unconsciously see the trash bins filled, but they still keep putting in trash and it makes the parks look ugly.
- Something that I have noticed is that we have been overpopulating too much. One, there are many businesses opening and everything, and it's OK for the city, but they are also cutting down many trees, they are deforesting so they can make more houses, more businesses. Something I don't like very much either, is the traffic. One already knows where to go trying to avoid traffic, but every time the traffic is getting heavier. And something that has started to affect much is overpopulation. Much people have started throwing trash on the streets everywhere, [many?] trash bins and trash, food primarily.
- Only two things: the neighbors and too much traffic. [Jose: Tell me a little more about the neighbors] They gossip and are racist. Is uncomfortable. There is a lot of traffic in that street [where she lives] because is a main avenue, especially at night on can't sleep.

Question 4: How do you like spend time outdoors? This can be things you do in your neighborhood or further away (if needed prompt: things like going to the beach or river, gardening, going to the park, fishing, etc.)

- I go out near my house. There is a school, a high school, and I like it so much because the school is behind the wall? I take my dogs there; I have five Chihuahuas. And then we go down to the field, a big field and there, I walk happily. And there are trees. And then, there is like a hill to go up to the houses. And we walk, we walk there with the dogs. And the dogs realize that I am with a large pack of dogs and they go happy. I like it so much because it is

so beautiful; the trees, the tranquility and it smells so good when one is walking, that one feels like grabbing the grass that is buried and bring it with you to put it [home] as decoration. And one goes down the hill again to reach the other side of the field of the high school, and one comes back happy. And then one wants to go up again and come down the other side. A tranquility and such a beautiful thing that is in this high school that we go there a lot to walk because is very pretty and tranquil and we return stress-free, happy. [Husband of the previous person]: Higher above the field are other fields where little children are and older children play soccer, American football and all of that. One stays there watching when one is tired of walking, watching how they're playing. That park looks very pretty.

- We also have the fortune to live on the apartments where we live; they are on one side of a school. There are tennis courts; we have gone there to play. We go for walks. We like to walk on parks, but near the seashore is where we like it most. [Wife of previous person]. Yes, there is a park that is a pier and one crosses the sea but is a pier and they will make it bigger. I like it. Is one of my favorite parks, well I have two, but this one because it is next to the sea and it's practically a dock and partly because there is a cafe and one can get coffee. The other one is a lake you can walk around, I think it is two miles, and there are rises and descents. In the mornings especially when it's sunny, well actually all the time, you can enjoy walking. And when it is summer when we go out to roast meat and play with my daughter; there are games for children.
- Walk in the beach. I live near the beach and we like to go there to walk on the mornings or the evenings. Also, there is another beach for the dog and it is where we take our dog.
- For me, when it's summer we go out to walk on the lake or my children go biking around the lake. [Jose: Is the lake close by?] It's a mile or a block [from home], but I really don't know how much it is to go around it.

## Environmental Quality Discussion

We'd now like to transition into a conversation about the environment.

Question 5 / Activity 1: What, if any, environmental concerns do you have? We'll be writing these on the board. (Compile a list – Be sure to differentiate water pollution from drinking water contamination). If water pollution is not mentioned, ask “Is there any other environmental concerns you are missing? How about water pollution?”

- It's a little bit uncomfortable that they are deforesting everything. Each time the summers are longer, the weather warmer. Also there is much water pollution due to so much agriculture that there is and so many chemicals that they spray on the fields. [Jose: You said warmer/longer summers, are we talking about climate change?] Yes, climate change. It's due to so much deforestation.
- Since there are more people coming to live here, they are building more apartments, more buildings and there is more traffic. And with the traffic there is more pollution that gets into Puget Sound: oils from cars, asbestos, copper that runs when it rains. Everything goes directly into the Sound.
- Also, something about deforestation, there are lands that are becoming unfertile. These are lands that were once fertile but they are becoming unfertile due to so many chemicals or other things that are put on it that don't allow the growth of plants or you can't reforest anymore. They are practically desert lands. After a certain time, they become desert. Then, as

a consequence of that occur landslides. [Another person]: The one that happened here in Oso. [Another person]: That was ugly. And many times one says “Why? Why this [happened]? Why?” Because where is the land going to stop if there are no trees, there is nothing. Trees are life. They bring water, but they also maintain the land.

- [Jose: When you said pollution from cars, I somehow thought air pollution too] It is air pollution and also because there are cars that are leaking oils. Then, they leave the oils [on the street/land] and when it rains everything runs through the sewers that go to the treatment plants or directly to the seawater.
- That about the oils and especially on the streets. Oils. If it is diesel is a deadly trap. The one that doesn't know much says “No, I am a good driver. No one passes me”. It's not that nobody passes you, is that you don't even know what you are doing. Because when the first rain comes, you should know where to drive and how to drive in the freeway. Because there are times that with so much bottling, there are pipes that carry diesel and the pipes respire and if the pipe is half way [filled?], you are taking out a little bit of diesel, because the pipe “breathes”. In the first rain, there remains all the diesel or whatever it is and it's going to be a deadly trap there where one is going to spin. That is why they say “No, I drive well”. Yes, you drive well but one doesn't know about the danger that is out there. [Jose: It's a deadly trap because one can pass through there and slide [the car] and can cause an accident.] Yes, that's why.
- And also with so many cars the same [happens]. With more cars, traffic increases and also increases the accidents.

Now that we have listed out these items, we have a few to add (add in water pollution or water quality if it is missing from list). Please now take a few minutes to put a dot on the three items that you think are the most important.

Concern	Votes
<b>Deforestation</b>	6
<b>Water pollution</b>	4
<b>Climate change</b>	4
<b>Toxic materials in Puget Sound (oils, diesel)</b>	1
<b>Unfertile/desert lands</b>	1
<b>Air pollution</b>	1
<b>Vehicle pollution</b>	0
<b>Landslides</b>	0
<b>Increasing danger of accidents</b>	0
<b>Lots of cars/traffic</b>	0

Question 6: Please tell us why you choose the three items you did? Why were these three items the most important?

- Water pollution because it can be that through that motive, diseases like epidemics come. Because, how many problems are we having right now with the children that are having problems of an illness or disease. There are children that don't travel to other countries or don't drink water over there. This is happening right here, then where is that coming from? [Jose: Then, are you talking about pollution of drinking water?] Yes, of the water that we

drink. [Jose: Remember that when we talk about water pollution, we are also talking about, besides drinking water, lakes...] Of the lakes, were one goes to swim. In the recreation centers, there one can get contaminated, although they have lots of chlorine, but still.

[Another person]: Many times there were programs that informed us that we might not see it soon because of how big the sea is, but objects can come out in Oregon, California, in many places. And everything that went into the sea from that tsunami in Japan, radiation and everything that happened there. There are many things that many times one asks “Where did this disease come from?”. [Jose: Then, there is a relationship with what is water pollution to people’s health?] Yes. [Previous person]: The climate change and the deforestation.

- All the salvage fauna/wildlife that it also affected due to water pollution. [Jose: Then, we are talking about water pollution, not only about the drinking water that affects people’s health, but also water pollution and other things that affect the wildlife] Yes, also water from lakes and rivers because that is what really reaches our homes.
- Climate change and deforestation. Deforestation also has to do with wildlife. The deer come down to the city, then there is more danger of running over them because they don’t have many places left to camp. The other animals too. [Jose: Then, what you are saying is that they lose their habitat?] Yes. There are many dead animals on the streets because they have been ran over because of the same thing.
- I feel that it is very important the deforestation because they cut down, how many they cut down?, but they don’t plant. I understand that the country, that is its construction, the water. But we have to understand, a lot of wood is imported from many countries, you can say the world because this is the strongest world power. But we also have to create awareness that we have to plant. If we cut down one [tree], we have to plant five, because we are not going to wait for a year and the time is not waiting for us. Why is it so hot? That is what we should ask ourselves. A simple plastic bag, how long does it take to decompose? And no one knows how a plastic bag warms. It’s a dangerous thing. I was watching the story of a person who used to go to Alaska for vacations. He liked to go see the [polar?] bears. Every time he went, it took him like 20 minutes, but in the last years, it took him hours to find a couple. Why? Because there is no snow.
- Something about the bags, we in Bellingham don’t use plastic bags in the stores anymore. They banned them. They are only of carton or [reusable] bags that one carries for groceries, and they charge you for it. That is a good idea because they force you to use the recyclable bags that will last 1, 2 or 3 years, so that one won’t pollute so much. In the beginning one was bothered because every change sometimes is bothersome. But later it’s for one’s good because sometimes one says “God is being bad with us” because for everything they blame God, but it’s not God, it’s ourselves who are doing it. We are practically killing ourselves.
- I chose deforestation, water pollution and air pollution. [Jose: Tell me, why does air pollution concern you?] I really don’t know. I have no clue why. She chose that [young Latina-daughter present at the meeting] [Jose asks the daughter instead] Because the air is what we breathe. [Another person]: How many times we go outside and say “I think the air affected me”. It is because of that that we get bronchitis or asthma, especially children. We cover ourselves because the air is polluted.
- Deforestation. Because they are cutting down trees to [construct] more buildings and more apartments, but they are also cutting down [trees] in part of the mountain, and because there are no trees, when it rains the landslides come and they also bring all the fertile land, it also brings all the chemicals with which they treat the land for agriculture, the fertilizers and all of that pollute lakes, rivers and the sea. So, they bring all the chemicals and fertilizers to the

lakes and rivers and also to the Sound. Also water pollution because there are many people that the medicines that they don't use, sometimes they throw in the bathroom all those medicines, all those chemicals go to the water. Then, they purify it and everything but I don't think that they purify it enough with no residuals. So then, when you drink [the water], you are also drinking many chemicals. And by polluting the water, the pollution that goes to the Sound, all those toxic materials are polluting salmon and fish that we also eat. There are mercury residuals in salmon. Then, the salmon goes back to the mountains, so it's like being in a vicious circle of pollution.

- Something about water pollution. I always like to study curious things. The other time I saw that they say that water pollution comes, because many times one thinks that are factories or other things, and they say that the number one pollution of water is due to the detergents that we use at home, either chlorine, the soap to wash the clothes, the soap to wash hands. All of that is what pollutes more than the factories themselves. We, ourselves, are who are polluting the sea. Because there's many of us.

### **Water Quality Discussion**

Introduction: Let's talk more specifically about water pollution. When we talk about water pollution, we are talking about contamination of streams, lakes and the ocean / bays.

Question 7: How do you think water pollution relates to you and your family? (If prompts are needed to describe water pollution, use: oil sheen on water, trash on beach, automobile emissions and leaks, industrial discharges, animal waste, fertilizers and pesticides, toxins)

- With so much deforestation near freshwater, freshwater areas are increasingly being less and then what are we going to do in a few years when there is no water.
- Fishing. The lands that are watered also simply hurt what you plant and that is another problem because many people have their garden and the irrigation water will be contaminated and, how do fruits end?. You see all the time they are saying that a crop carried I don't know what because it is polluted, it contaminated the lettuce, the legumes, everything. All this comes contaminated and there are truckloads sent to remove from the shops: oranges, tomatoes, lettuce, and all the legumes. How many losses because of the chemical pollution?
- Many allergies also come because last year we went with friends to the lake and they got to swim in freshwater but they came out with many hives after they left the water. They turned red like mosquito bites but they were not mosquito bites, they were from the same water in which they were in. I guess it was contaminated water because they had many hives.
- In schools where children drink water, they spit and spit there. And that water, can you imagine how it goes for children? Also, when they use different chemicals to clean the bathrooms, one rinse with water and that water goes with the chemical. I say this because I have worked in some schools and washed and disinfected bathrooms with water at pressure and we pour [the chemicals] in the water and there goes the water with the chemicals to disinfect the bathrooms. And, where is the water going to end? And then we drink it. What happens there?
- How many times is water recycled so one can drink it? How often they spray the farmlands? Where does all of that goes? All those chemicals, all those pollutants. No food will grow if you don't use chemicals. They have to put chemicals so food can grow. One says, "Why is it so big in 3 or 4 days?" they are putting them [chemicals] on lettuce, melons, all that.

- Cows, for example, when you let them loose to graze, what do they eat? The poor ones. If there's almost nothing to lift [have to eat]. Everything is dead, dry. There are two or three green spots that the animals devour and they are all day there and what will happen? That they kill them and all the meat we eat we say "tasty steaks".
- The animals are also obligated to travel farther to look for water, to look for food.
- I also wanted to add, I don't know if anyone here knows Mexico City. My aunt told me "Don't drink this water. We have to buy water." And I was left with the doubt: why can't you drink that water? Then I tried the water, the water that say they not to drink. That water once you taste it, it smells and tastes like stagnant water, rotting water. These are things we are doing and since Mexico City is a very large city, they are recycling and recycling too much that water. It is contaminated a lot, partly by overpopulation. It's being an expense for people because they can no longer drink water from the tap, and they need to purchase and that is an expense they must have.
- What people do not know is that is a thousand times better to drink tap water than bottled water. The bottled water is more contaminated. [José: The quality of tap water tap is equal to the water quality of the bottles? So why do we drink water from the bottle?] Because it is easier to buy a water bottle than to carry water in a bottle. [Another person]: Like my dad to tell him [about this], he scolds us because we do not want to spend money on a 24 pack of bottles of water. I say "no, I open the tap and [drink] from there." "No, because that tastes like the pipes. No this (bottled water) is better than what you're drinking.", says the father. There is nothing to make [him] understand, "you buy it, I won't" says the lady, "the tap and that's it." [Another person]: Water bottles release lead. [Previous Person]: And they come in plastic. Then they drink the water and to the garbage. I drink a glass of water and wash it and after a while my glass is ready. [Another person]: We are also polluting more with plastic bottles.
- Water pollution, even though [water] goes to the treatment plants to be treated and purified, chemical residuals remain anyway; contaminants. Because the government uses many million units, certain acceptable parts, an acceptable risk, there is always risk, but one would need to drink too much water to affect him/her. But little by little, it affects anyway. [Another person]: Chlorine is basically pure poison and it is in the water.

Question 8: What does water pollution make you think of or feel?

- It can be solved. [Another person]: I think it's never too late to start. We will not see it, those coming behind us [will]. [José: Our children] Yes. We are exiting. But we will not leave our grandchildren, our great-grandchildren a death trap. We have to set an example for those who are here now to show what is what we are going to leave behind. Because is not just what we live, [but] what we will leave to them. That is the most worrying. I remember that it took hours and hours and hours to cross mountains and mountains of green trees. Now, from one mountain to another, one goes watching the lizards [people laugh] It's true, that's the truth. There is no other truth. There is a part of Mexico where the monarch butterfly goes to from Canada. Why doesn't it go there anymore? Why is the monarch butterfly not going to the Michoacan State anymore? Because there are no more trees. All trees are gone. Deforestation made them disappear. They destroyed everything. So where is all of that going? What story will we leave the children?
- I think that is has a solution, provided we all do our part and begin to educate ourselves and educate people. Right now we are few, but with more people joining, our numbers will

increase and we will be able to give more ideas, more things to protect the water to see what we can do.

- Water pollution is wrong. It affects the health.
- I say we can do a lot, but in countries where there is not much control over how to protect the environment, even if we are doing everything [we can], while they don't do the same, then the problem will continue. It's like China, there are not many pollution controls [there]. They burn coal for electricity. Then all that polluted air goes to other countries where there is control. They [the other countries] will have their environment pollution controls, but the air carries all the pollutants and will bring them to them as rain. So no matter what they try to do, they will never be able to control it [pollution] if someone else does not [help to] control.
- I think everything has a solution except death.
- We have to start with ourselves.
- Educate the ones growing. If they see that you are not throwing (i.e. trash) they say "my parents are not doing it, why should I?". The example. [Another person]: We have two girls who are adopted granddaughters and when they do not have much to do on Saturdays they say "Grandma, why not invite the grandchildren and go collect all the bottles and garbage? We can start at school, they say, "why don't we?". But since one of them lives very panicked, what will we do so that she doesn't panic on the street? But it is in one to support them because they want to do things, and they're young and they do it. It is a very good thing to start with oneself. If you running an errand, trying not to bring the plastic bag, but the paper one, since they are better, or the recyclable one. Starting with those things. In the high school there is an older lady and when the children leave school, she gathers the plastic bottles and that's a very important thing. She's there as an example to the students themselves. They see it and now they can do it. And it is to start by oneself. The Everett district has something very important; in the children lunches we have several bins. There are green bags where one puts food. All children go there and they empty there what they did not eat. The milk carton they put it elsewhere. If it has milk, it's poured into a bucket; the juice, everything is put on a container. Garbage that does not work (non-recyclable), the plastic and so on is put in another that we have. We have three different containers and we help them to separate. In each lunch that is done, each lunch. The same with the bottles of water, if they don't want it, they empty them and put it in a separate side. I don't know how the other districts work, but is very important and I would like they'd visit the schools in the Everett district. The elementary schools, how organized they have the children so they can put everything where it belongs. That's very, very good. There is a green bag that we use for all the food. And when we go to throw them in the garbage dumpsters, we put what is trash in the dumpster, the bag of food we tie and can go in another container, the milk containers we empty and go into another, the cans used in the kitchens of canned fruit, beans, and all of that, all those cans go in another different container. Everything is separate. Each lunch of each child, they teach everyone. They put a paper (flyer?) on a piece of cardboard and there they put what/where you can toss [in the different containers]. The other districts I don't know, but there they are educating the children how they should. Because the granddaughters who are at home, as they finish eating, start looking for things. They say there's nowhere to put this and where to put that. I tell them, you can throw the food in this bag. Then they say "what about this?" And you're left like... And it is that the schools educate them about these things.

- The only problem I see is in the companies because I have worked in several companies, and I have friends who have different business and because separating the recycling is a costs for them, they don't do it. So in many companies all the trash (and recycling) goes together (to the same place). Because it costs them to separate garbage. So it would be good that the government does something so they can also, for example if in schools they do it, give a break to business to also do the same so they wouldn't pollute so much. The owner of the company unites all the trash because is costing him to separate it.
- Also, I think we can all do, is nothing but a matter of will, say, they say that trees bring water right? How many millions of people are in the world? And if all we plant a tree, even in our house, that would bring more oxygen and more water. Because in the town where I lived, I imagine the water also comes from trees, on a hill where we lived they began to deforest and deforest and deforest until there was almost no water, and [before] we had plenty of water. Then deforesting, deforesting, deforesting, every time, every time less water, and right now there is very little when the water was once abundant. When I was in Mexico, I was always active in that. I encouraged people. We wrote a letter and asked the landowners to give us a piece of land. And in this area there was a spring. Then we gathered all the guys there, and many people were saying that the landowners are the ones who have to plant. What I did was, I asked the city government to help and told them to give us dispensers or pay the others. And they accepted my petition. They gave us dispensers and provided a vehicle to take and give trees. Many young people, even young children about 4 years old went, and we incentivized them all. We got a lot of acres and planted many trees.

### **Communication and Messaging**

Question 9: How do you get information and news? (Prompts can include newspaper, radio, neighbors, Church leader, Social Media, Internet, etc.)

- TV
- Internet
- Radio
- Facebook
- Newspapers
- Everything is Facebook [these days]
- Pamphlets in schools and stores
- Churches
- Community events like the Latin Expo or community fairs
- Rosario Reyes has many events and many good things for the community

Question 10: Where do you go outside, besides going to work, home or school? (Prompt to ask about items close to home (backyard) and further away (parks).)

- Parks
- Beach
- Mall
- Church

- Other cities (travel)

*In this moment, the husband of one of the participants arrived.*

Question 11: Who, in the community, do you believe will give you reliable information? (Prompts could be Church Clergy, Teachers, Neighbors, Scientists, Government, University, etc...)

- What I do is that I check on the internet two and three times and if I see related things, it is that is reliable. In the internet you can find practically everything if you search well.
- TV news, sometimes. You watch different channels with different opinions and decisions.
- [José: Do you think teachers in the schools can give you truthful and reliable information?] Yes.
- Church.
- People that one knows, like you José. Professional people that you know.
- People that one knows that know many other people and know about a lot of things. For example, my son and Emma Rodriguez. Family and acquaintances.
- [José: What do you think about the municipalities, government and the state?] It depends which government we are talking about, I don't want them to throw me down a precipice. [Another person]: Sometimes it depends which part of the government. [José: The local government, for example, municipalities and the city hall. The state government and the national government. Which one of these would give us better information?] The state. [Another person]: I would say the local one because lets suppose, the cities in the east have different problems from us; their problems can't compare with the ones that live here in the coast. [Another person]: Yes, I agree with him (local government). [Another person]: I would say local [José: And that includes who?] The city and the county.

Question 12 / Activity 2: We have some ideas of ways that information about water pollution could be shared. We would like your opinion. Here is a quick description (show list on butcher paper).

- **Host a family-oriented event at a local park that involves food, children's games and some information about where we live.**
- **Provide research-based information to organizations, schools and churches that already work with Latinos that they can then share themselves.**
- **Create a social media campaign (radio and internet) that shares information about water.**
- **Create small slide shows that run continuously that can be displayed in places in Snohomish County where Latinos go.**
- **Put information on natural area or community garden signage.**
- **Bus ads**

Which of these do you think you would participate in or read yourself and which do you think other Snohomish County Latinos might participate in or read?

- In my opinion, the first one would really be the best and not necessarily at a park, but a place where everyone can meet, with activities that include adults and children and everyone, to provide information. [You should] also make activities focused on conservation.

- I think that all those points are good and important. If one wants, one can do a little from each. But for me, all those points are perfectly fine.
- In church is very good.
- I agree with the first one; make an event. That is very good. I would consider the one before last [José asks about the last one (signs)] Yes, that too.
- The bus ads and on the radio, it don't necessarily need to be there. It can also be on one's own car, put something about caring for the environment because in any case, we [carry our cars] everywhere. Make stickers and give away in an event.
- In the schools and churches is good too. Also, pamphlets that are hand out at church.
- [José: In which of these you don't feel too inclined to participate?]
  - ✓ I don't like the last one a lot
  - ✓ For me, creating slide shows (3 votes; others said "uhum")
  - ✓ Ads on buses and radio because unless it's a good ad on the bus, people barely notice/read them. On the radio, but it has to be local stations, and [would] only [work] sometimes. [Another person]: Sometimes all one wants to listen to on the radio is music. [Another person]: Or one doesn't pay attention until the music starts.
- The only thing we need to add is for example, this. That you have invited us to this meeting to inform us of this which we really sometimes ignore and we don't know what. And even though there were two or three people, it seems it's going to be nice and that we will take a good lecture of these things.

**Questions for Survey:**

1. What languages do you prefer to receive information in?

English	3
Spanish	1
Other	
Both English and Spanish	3

2. How long have you lived in Snohomish County?

Less than 1 year	
1 – 5 years	
5 – 10 years	1 (In Whatcom)
10 – 20 years	6 (1 in Whatcom)
More than 20 years	
Lived here all my life.	

3. How long have you lived in the United States?

Less than 1 year	
1 – 5 years	
5 – 10 years	1
10 – 20 years	
More than 20 years	5
Born here	1 (more than 20 years here)

4. How old are you?

18 – 25	
26 – 35	1
36 – 45	3
46 – 55	1
56 – 65	2
Over 65	

5. Please check all the places that you get information about community activities and / or local news.

4 Local newspapers (Please name):

1 Seattle Times  
1 Edmonds Beacon

3 Internet Calendar (Please Name):

4 Neighbors

3 Local TV channel

2 Local Radio

3 Community Bulletin Boards

6 Other (Please Describe):

1 Social media  
1 School  
1 Associations  
3 Church  
1 Community organizations

1 Public library

6. What type of activities do you do to prevent water pollution?

2 Washing car at car wash

3 Picking up dog poop

6 Using least toxic cleaning products

2 Picking up Beach Trash

5 Minimizing use of chemicals in the yard

2 Other (Please Describe):

2 Not throwing plastic bags on the trash