

# AHB LATINO OUTREACH PROGRAM

## WHAT IS AHB?

Advanced Hardwood Biofuels Northwest (AHB) is a project funded by the USDA National Institute of Food and Agriculture. AHB integrates research, education, and extension to develop a poplar-based biofuel and biochemical industry in the Pacific Northwest (PNW).

## WHAT IS AHB LATINO OUTREACH ?

The mission of the outreach program is to expand energy education in Latino communities in the PNW, focusing around the Seattle area. Our program talks about energy use in our homes and daily lives. We also discuss energy conservation and renewable energy alternatives, including biofuels produced from hybrid poplar trees.

## WHY IS IT IMPORTANT?

- The PNW Latino population is increasing
- Most Latinos are underrepresented and/or uninformed on environmental issues
- Latinos can save money with energy efficiency
- Latinos can reduce their environmental impacts
- Most farmworkers are Hispanic, including in bioenergy



*Leoncio Ramirez and Martha Snell explain how families can save energy in their homes by changing halogen light bulbs to LED bulbs.*



*Latino farmworkers planting hybrid poplar cuttings want to know more about renewable energy.*

## WHAT HAVE WE ACCOMPLISHED?

- Reaching Latino families
  1. Energy workshops in Spanish were offered to Latino communities.
  2. Ten volunteers became *Promotores de Energia* (Energy Ambassadors) after receiving nine hours of university caliber training.
  3. The *Promotores* have made presentations at schools, churches, and Latino events to talk about energy. In two months they have reached 224 people and will continue to reach more through October 2016.
- Reaching Latino youth - focusing primarily on Latino ESL students (English as a Second Language)
  1. Energy presentations and activities at schools with high Latino ESL enrollment
  2. Reached 700 3rd-8th grade students around and north of Seattle
  3. 26 presentations at 8 schools in spring 2016
- Spreading the word
  1. Energy literacy materials produced in Spanish
  2. Spanish resources available at [hardwoodbiofuels.org](http://hardwoodbiofuels.org)

## MOVING FORWARD:

- Outreach to Latinos that plant and maintain poplar
- Expanding/continuing *Promotores* program project