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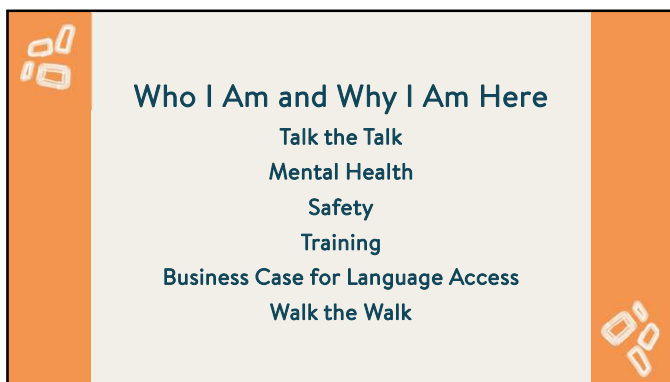
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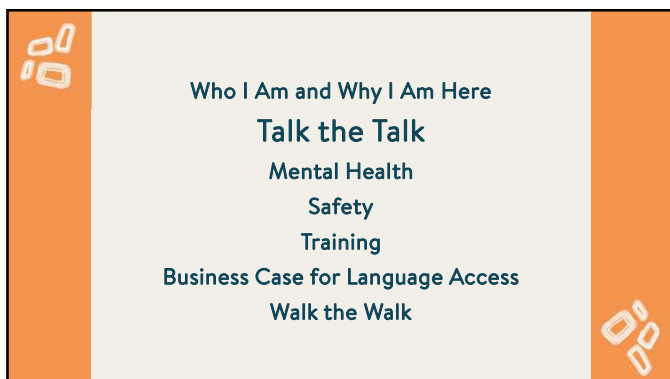
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Who I Am and Why I Am Here

Talk the Talk

**Mental Health**

Safety

Training

Business Case for Language Access

Walk the Walk

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Who I Am and Why I Am Here

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Who I Am and Why I Am Here

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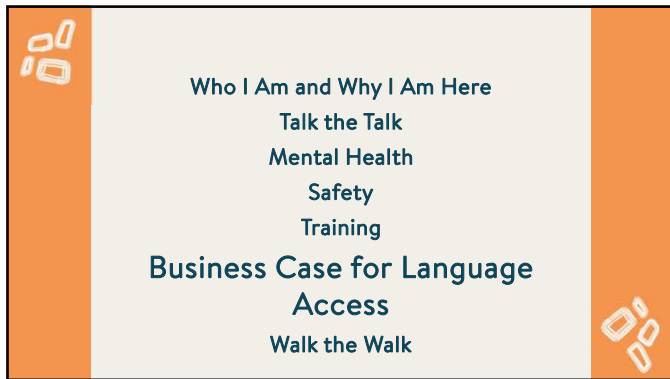
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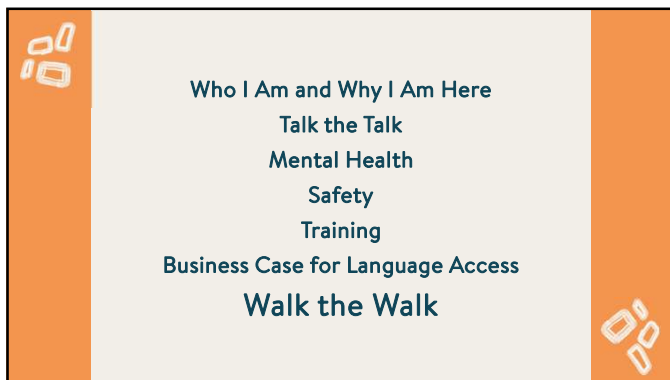
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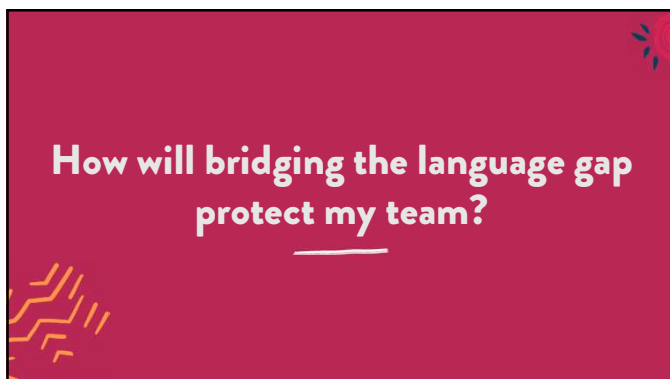
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## WHO I AM

- Wisconsin mother of two
- Spanish-to-English translator, MA
- CIASP, WiM, ABC of WI, SEWI-ATD
- Language access advocate



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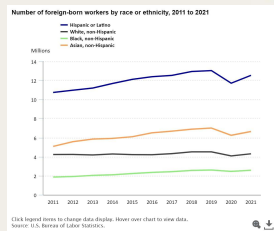
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## WHY I AM HERE

Foreign-born Hispanic workers make up 8.2% of US workers, but 14% of work-related deaths (2021)



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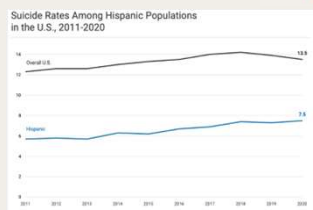
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## WHY I AM HERE

US suicide rates rose 9.76% between 2011-2020, while rates among Hispanic populations increased 31.58%



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## WHY I AM HERE - NATIONAL

- 18.6% of labor force are immigrants
- 20% of US workforce is Hispanic
- 1 in 4 construction industry workers are foreign-born
- 50% of construction laborers are Hispanic



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## WHY I AM HERE - WISCONSIN

- Employer-reported injuries and illnesses higher than national average
- Immigrants provide ~80% of dairy labor on large operations
- Foreign-born residents 5.2% of population, up from 2.5% in 1990
- Immigrants make up 6.9% of labor force
- 81.6% immigrants working age vs. 61.4% US-born
- 40% WI immigrants from Latin America, 34% from Asia



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## TALK THE TALK



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## TERMINOLOGY

### Language Access

Providing equitable access to information for everyone, regardless of their linguistic or cultural background



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## TERMINOLOGY

### Language Services

Translation, interpreting, subtitling, voice-over



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## TERMINOLOGY

### Limited English Proficiency

A person with limited ability to communicate and understand English, both verbally and written

# 40%

Native Spanish speakers report speaking English "less than very well"



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## THE LANGUAGE GAP



おことわり、  
本日庭園の閉店が  
TAKE NOTE,  
TODAY IS UNDER  
CONSTRUCTION

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## THE LANGUAGE GAP IMPACTS...

- **DISADVANTAGED LEP WORKERS**
  - Higher risk of mental and physical harm
  - 40-80% higher fatality risk, 30% higher injury risk
- **LANGUAGE AND CULTURE**
  - Isolation, information inequity
- **STIGMA AND EXPECTATION**
  - Social, political, religious, legal complications
- **ACCESS TO TREATMENT**
  - Hispanic adults are 60% less likely to obtain mental health treatment

## MENTAL HEALTH

Our efforts are needed now more than ever

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## SAFETY

Don't just tell people you care, show them

## THE LANGUAGE GAP IMPACTS...

- **CRITICAL COMMUNICATION**
  - 127% less likely to report workplace hazards
- **BOTTOM LINE**
  - Incident-related costs
- **BILINGUAL EMPLOYEES**
  - Don't rely on your bilingual champion fully
- **THE SAFETY MOVEMENT**
  - Overall deaths are down, Hispanic deaths rose 42% from 2011 - 2021

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### THE LANGUAGE GAP IMPACTS...

- **EFFICACY AND EFFICIENCY**
  - 90% increase material engagement
  - Overall injury decrease
- **PRODUCTIVITY AND COMMUNICATION**
  - Reduce delays, miscommunication, retraining, friction
- **LITERACY AND OTHER LIMITATIONS**
  - 50% report insufficient training language
  - 21% of US adults have low literacy
- **COMPLIANCE**
  - OSHA policy on language

## TRAINING

Give your team the tools they need to succeed

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### OSHA TRAINING STANDARDS POLICY STATEMENT

“...if an employee does not speak or comprehend English, **instruction must be provided in a language the employee can understand.** ... if the employee’s vocabulary is limited, the training must account for that limitation. ...if employees are not literate, telling them to read training materials will not satisfy the employer’s training obligation.”

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"We're not going to invest in translation just because it's the right thing to do."

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## WHY, THEN?

- Language access is more needed than ever
- Mental and physical safety are more of a priority than ever
- Translation is fast, effective, and straightforward

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## THE BUSINESS CASE FOR LANGUAGE ACCESS

1. Labor shortage
2. Employee retention and satisfaction
3. Productivity and safety

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## THE BUSINESS CASE FOR LANGUAGE ACCESS

### 1. LABOR SHORTAGE

- Construction industry needs est. 450,000 new workers + normal hiring to meet industry demand
- Staffing experts report massive waste of migrant talent due to non-inclusive practices

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## THE BUSINESS CASE FOR LANGUAGE ACCESS

### 2. EMPLOYEE RETENTION AND SATISFACTION

- Power imbalance can lead to abuse of immigrant workers
- Replacing a frontline manufacturing employee costs average \$10,000-\$40,000
- Your reputation with future hires, competition, regulatory bodies, and customer base matter

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## THE BUSINESS CASE FOR LANGUAGE ACCESS

### 3. PRODUCTIVITY AND SAFETY

- Multilingual resources increase training efficacy and efficiency
- A feeling of inclusion increases our loyalty and drive
- Following proper procedures reduces waste, delays, safety incidents, and compliance infractions

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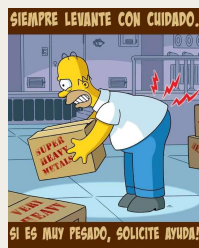
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## WALK THE WALK



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## CASE STUDY: MILWAUKEE TOOL

### PROBLEM

- Lack of effective, culturally relevant safety resources for Latino community

### CHALLENGES

- Multiple dialects, culture, formatting

### SOLUTION

- Prioritize understanding above literal translation
- Consult bilingual team members to finetune the voice



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## RESULTS

SAFETY WEEK PRESENTATION OPTIONS	OUR SAFETY TRAINING PROCESS	PRESENTACIONES DE LA SEMANA DE LA SEGURIDAD	NUESTRO PROCESO DE CAPACITACIÓN DE SEGURIDAD
<ul style="list-style-type: none"> <li>■ Musculoskeletal Injuries</li> <li>■ Hand &amp; Arm Protection</li> <li>■ Slips, Trips, Falls</li> <li>■ Struck By</li> <li>■ Silica</li> <li>■ Power Tools 101</li> <li>■ Tool Tethering</li> <li>■ Safety Technology</li> </ul>	<b>S</b> - Situational Awareness <b>A</b> - Access <b>F</b> - Familiarize <b>E</b> - Eliminate 	<ul style="list-style-type: none"> <li>■ Lesiones musculoesqueléticas</li> <li>■ Protección de manos y brazos</li> <li>■ Caídas, resbalones y tropiezos</li> <li>■ Lesiones por impacto</li> <li>■ Silice</li> <li>■ Introducción a las herramientas eléctricas</li> <li>■ Correas para herramientas</li> <li>■ Tecnología de seguridad</li> </ul>	<b>S</b> - Conciencia Situacional <b>A</b> - Acceso <b>F</b> - Familiarización <b>E</b> - Eliminación 

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## STEPS TO TAKE



1. Know your audience
2. Identify priority materials
3. Find the right provider



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## STEPS TO TAKE

### 1. KNOW YOUR AUDIENCE

- Identify languages spoken, cultures
- Assess illiteracy concerns, compliance requirements
- Imagine a top-to-bottom language access strategy (dedicated budget, positions, etc.)

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## STEPS TO TAKE

### 2. IDENTIFY PRIORITY MATERIALS

- Employee rights and responsibilities, Toolbox talks, training, signage
- Virtual content (educational videos and recorded meetings)
- Make cultural adaptations to text when necessary

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## STEPS TO TAKE

### 3. FIND THE RIGHT PROVIDER

- Review different types of language services
- Consider freelancers, LSP, in-house linguistic team
- Find a provider with subject matter expertise
- Gather detailed internal feedback

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## TACTICAL TAKEAWAYS

- Leave room for 20% text expansion into Spanish
- Include images whenever possible
- Avoid embedded text within images for easier formatting
- Reinforce written materials verbally
- Consider voice over for videos
- Provide resources alongside employee rights

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## TACTICAL TAKEAWAYS

- Speak to collectivist ideology, not individualist
- Incentivize safe working practices
- Encourage supervisors, superintendents, foremen, etc. to learn basic Spanish or other languages
- Aim mentorship and leadership training toward LEP workers
- Promote natural leaders/bilingual champions

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## TACTICAL TAKEAWAYS

When in doubt, ask!

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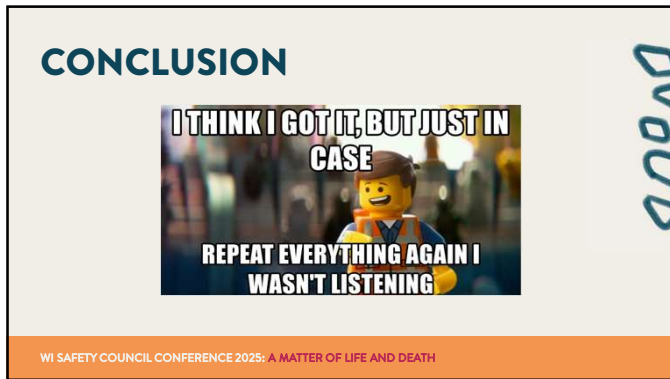
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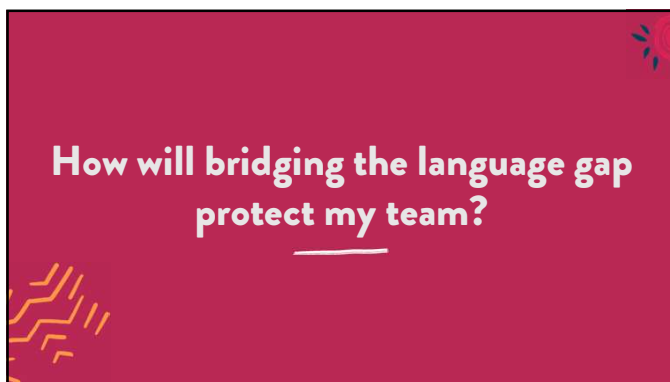
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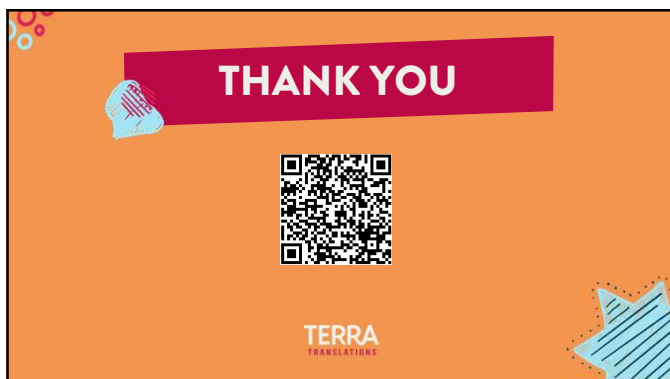
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