

MODULE 5 BUILDING TRUST

FOUR STEPS TO BUILDING TRUST

1. **SEEK** cultural knowledge & understanding.
2. **DEVELOP** strategic community partnerships.
3. **BUILD** an authentic outreach & marketing plan.
4. **BE** visible, be present.

HISPANIC ACCULTURATION LEVELS

Source: Geoscape® Hispanicity™ 2019



Americanizado HA1

English dominant (nearly no Spanish); Born in U.S.; 3rd + generation. Few Hispanic cultural practices.

Tendencies: Watches MTV2, VH1, and UFC on TV. Single-never married, work in tech, and shops at Whole Foods



Nueva Latina HA2

English preferred (some Spanish); Born in U.S.; 2nd generation. Some Hispanic cultural practices; often "retro-acculturate".

Tendencies: Students, works in office & administrative support, watches Telemundo, and shops at Sam's club.



Bi-Cultural HA3

Bi-Lingual (equal or nearly); Immigrant as a child or young adult. Some Hispanic cultural practices; often "retro-acculturate."

Tendencies: Lives with parents, boxing fans, shops at Walmart, and attends U.S. soccer games.



Hispano HA4

Spanish preferred (some English); Immigrant as adult; in U.S. 10+ years. Pre-dominant Hispanic cultural practices.

Tendencies: Blue collar, largest families, late-night Spanish TV, and watch Mexican Soccer League.



Latinoamericana HA5

Spanish dominant (nearly no English); Recent immigrant as adult (less than 10 years ago). Primarily Hispanic cultural practices. Identify with home country more.

Tendencies: Least educated, migrant laborer, lowest internet usage, and shop at Hispanic Grocery.