

Breaking Through Barriers

*A full-day communication course with Eric Eckl of
Water Words That Work, LLC*

Course Description: Foreign languages. Cultural differences and isolation. Low education levels. More often than not, you will encounter these barriers when working in the very communities that are most at risk of catastrophic weather and environmental hazards. And you will *also* encounter these barriers when reaching out to those who catch the fish, cut the trees, dig the mines, drill the wells, and drive the bulldozers. The Breaking Through Barriers series provides big concepts and practical tips to help you reach out to "underserved" audiences from all walks of life.

Part 1. Culturally Sensitive and Targeted Outreach. If they don't read the paper, visit your website, or come to a public meeting, how can you reach them? In this session, we will review some of your options for finding and delivering a message to underserved communities.

Part 2. Messages that Connect. You have delivered your message. Can they understand it? In this session, we will explore the concepts of "readability" -- the art and science of writing for audiences that don't read well. And then we will review your options for translating English language materials into foreign languages.

Event Details

Date: January 14, 2015 (exact time TBD)

Location: USDA Vegetable Lab
2700 Savannah Hwy
Charleston SC

Cost: Free

Who: Environmental and community outreach professionals

Registration:
Required by January 9th!
Register here:
<https://www.surveymonkey.com/s/CTPbarriers>

Food: Lunch is included

For more information:
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Water Words That Work LLC is a company with a mission to protect nature and control pollution by helping non-profit organizations, government agencies, and charitable foundations develop modern and professional communication

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