

Tree Canopy Equity and the Latino Community





ecoLATINOS

SEEDS OF MEANINGFUL ENGAGEMENT

MARCH 14, 2023

Ruby Stemmler, CEO
www.ecolatinos.org
240-564-1256



About Ruby

- Born in Bogota, Colombia
- In the DC area since 1999
- Government liaison to Hispanic communities
- Driven to improve the quality of life of my community
- Passion for conservation and the protection of our Madre Tierra
- Started ecoLatinos in 2016
- Loves hiking, sculling and historical tourism
- Married to Jack and Mother of David
- 6th of 12 siblings
- Luna is her loyal companion and coworker



Objectives for Today's Presentation



1

Latinos and the environment

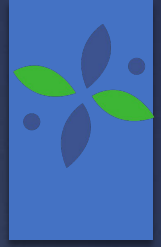
2

Tree culture in Latino communities

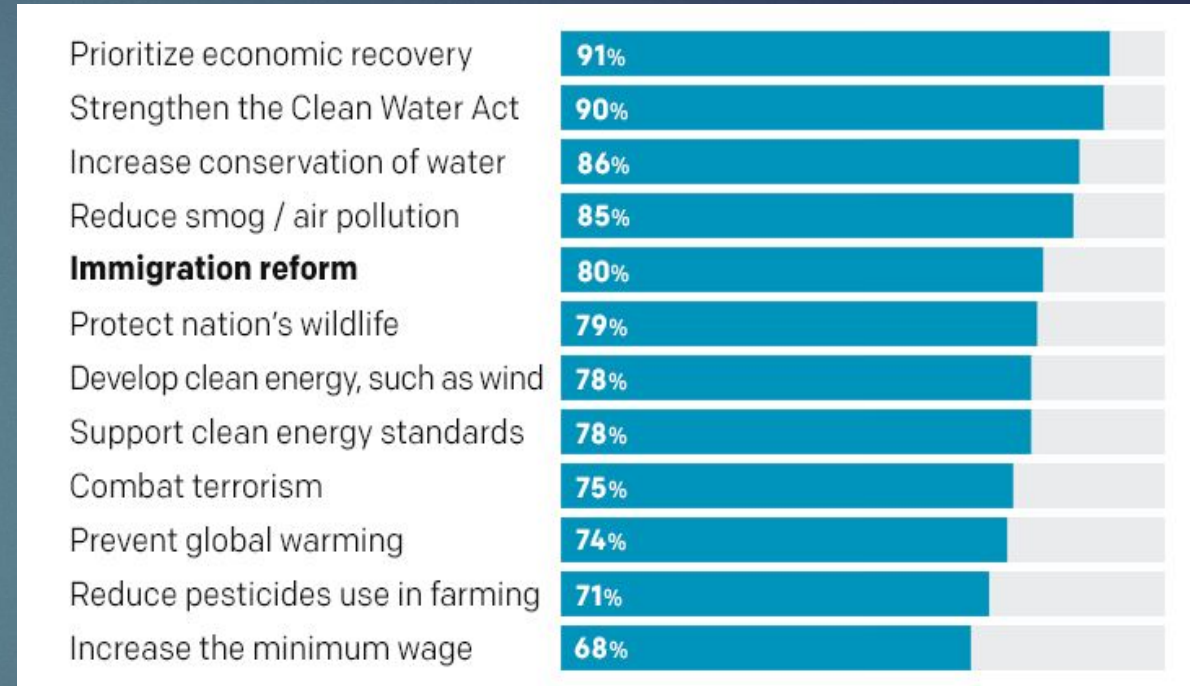
3

Principles of engagement

Ethnic Minorities and the Environment



- 68% of minority voters polled feel that climate change is an immediate problem to address.¹
- Latinos are more concerned with global warming than non-Latinos. **Spanish-language Latinos are even more concerned.**²
- **Environmental issues are as important as the passage of comprehensive immigrations reform.**



¹<https://theavarnagroup.com/wp-content/uploads/2016/03/Conservation-and-Diversity.pdf>

²Climate Change in the Latino Mind, Yale Program on Climate Change Communication

<https://climatecommunication.yale.edu/news-events/latinos-want-action-climate-change/>

<https://earthjustice/prg/features/poll-latino-opinion>

Ethnic Minorities and the Environment



More exposed to air pollutants and hazardous land uses.¹

Less tree canopy in lower income neighborhoods.²

Vulnerability to health impacts from climate change.³

Globally, climate change is driving human migration and displacement.⁴



¹Jennings, Johnson, & Gragg, 2012, ²Gerrish & Watkins, 2018; Watkins & Gerrish, 2018³<https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2018.304437>,
⁴<https://www.migrationpolicy.org/research/climate-change-and-migration-dynamics>

Ethnic Minorities and the Environment

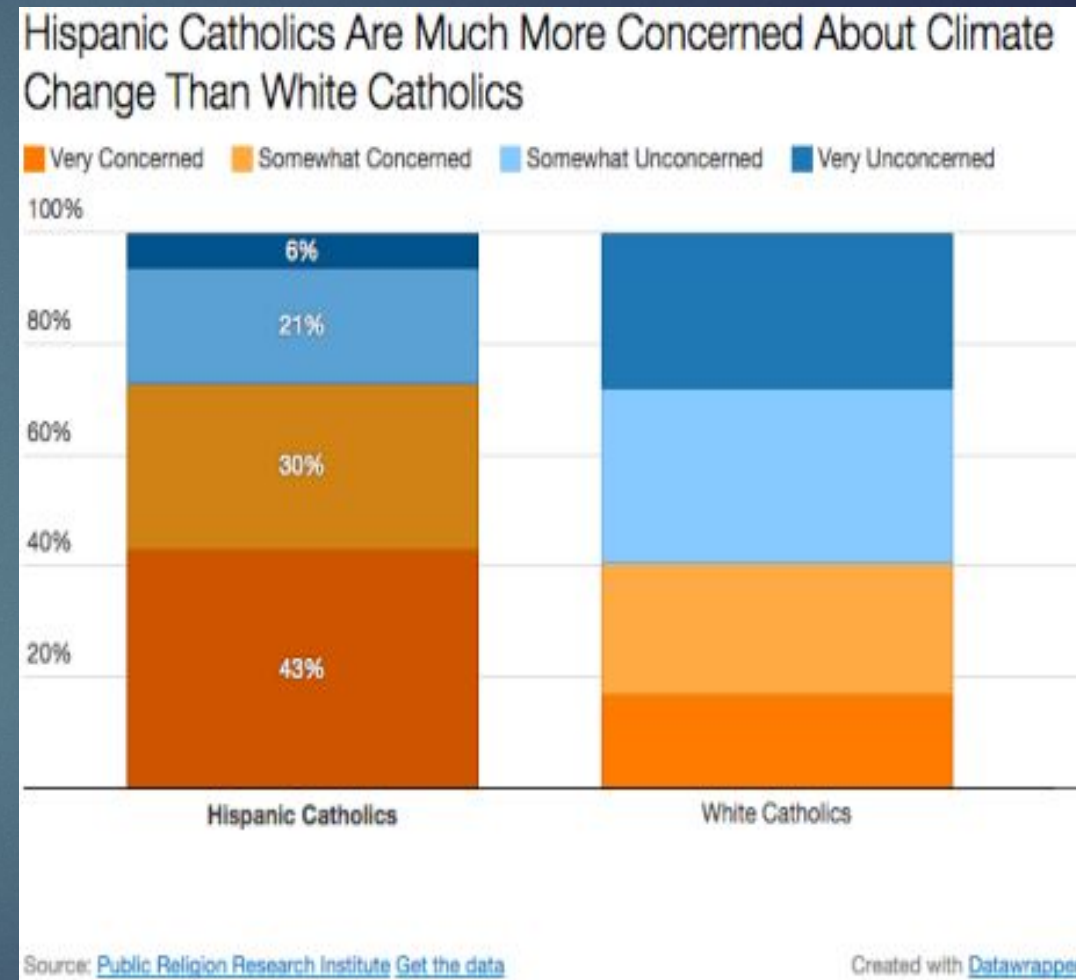


Faith and the Environment

Taking action is a spiritual obligation

Spiritual values drive their dedication to protecting the creation

Laudato Si: On Care for Our Common Home





Seven in ten Latinos (71%) have never been contacted by an organization working to reduce global warming.



83% of environmental organizations hold DEI as a core value yet only 9% consider their DEI processes effective.



Tree Culture in Our Latino Communities













Principles of engagement: Keys to Building Trust and Community



Identify	Meet	Develop	Respect	Engage	Recognize	Align	Empower	Employ	Remember
Identify the Community (ies) we want to work with	Meet People where they are	Develop Cultural Competence	Respect for the Community Calendar	Engage Community Members of All Ages	Recognize Varieties of Communication Needs	Align Programs to Community Priorities	Empower Community Decision Making	Employ Community-friendly Networks	Remember the "Why"

Healthy Relationships

The goal is not just to build a program but to build a system of healthy relationships.

THE PROGRAM SUCCESS IS
THE REWARD