

Minorities

Who They Are

Ethnic minorities, or people of color, include any people who do not identify racially as white, who may include Black, Latino, Asian, Middle Eastern, Native American or multiracial populations. They are an extremely diverse population with a range of communication styles and engagement levels. They are often underserved in public outreach because of economic disadvantage or lack of political organization. See also Tips and Best Practices sheets on Immigrants and Low-Income populations.

Example

New York City's "I am Muslim" campaign offers Know Your Rights tips for Muslims as well as training for employers on how to ensure that human rights of Muslims are protected at work.

[Project Link](#)

Resource

[Seattle's "Inclusive Outreach and Public Engagement Guide"](#)



Best Practices

Outreach should be:

- **Rooted in the community:** An outreach worker who identifies with the community being served will be more effective and build a better rapport with residents than an outsider. Being from their neighborhood is often more important than being of the same race, though often many relate better to someone of their race or cultural background.
- **A Positive Reflection of the Community:** When directed towards a community of color, outreach materials should focus on the area's strengths, not just its opportunities for improvement.
- **Done in Partnership:** Many community organizations enjoy great respect among the groups they serve, and are happy to help public agencies serve them as well. Faith leaders, especially, may be involved with civic matters and encourage their congregations to do the same.
- **Relevant to the Family's Needs:** Showing how an issue will benefit an individual, their child, or a family member makes it more relevant to their daily lives.



Minority Groups in New Jersey

New Jersey is the 9th most racially diverse state in the US. Essex and Hudson are the most diverse NJ counties, while Jersey City, Atlantic City, and North Brunswick are the most diverse municipalities.¹

Recommended Strategies

- **Trusted Advocates:** Hire outreach workers for specific demographics who are already respected members of that community. They can serve as liaisons that link the agency to the community by facilitating communication and recruiting participants at agency events.
- **Advisory Boards/Committees for Specific Populations:** Form a board comprised solely of members from a specific community or demographic, who can serve to develop ideas for outreach to low-income communities.
- **Key Person Interviews:** Interview with a respected community leader with the goal of obtaining information and insight into a specific community or issue. The key person may be an organization leader, elected official, media representative, faith leader, or someone else with standing in the target community.
- **Visit Small Businesses in Person:** Visiting small businesses in person gives hard-working entrepreneurs a chance to engage without leaving their place of business, and can be a tool to form partnerships with local communities.
- **“Know Your Rights” Page:** A “Know your rights” page can be dedicated to sharing information with underserved communities regarding resources and procedures in place and their rights to access them. This can help ensure that all residents are able to participate in an agency’s programs and decision-making processes, and is especially important in communities with a history of being denied rights.
- **Use Local Media Outlets:** Some immigrant groups and other minority communities get their news primarily through ethnic or foreign language media outlets such as television and radio stations and newspapers offered in a particular language, such as Spanish or Arabic. Agencies should look into advertising their programs, projects, etc. through these means because they may be the only way to reach such audiences.
- **Pop-up Kiosks:** Bringing mobile outreach activities to places where people of color already gather will reach a larger and more diverse audience than traditional meetings, and fun or social activities provide an easy opportunity for attendees to participate. Cultural events and fairs in communities of color offer ample opportunities, including Chinese New Year, Day of the Dead, Diwali, African-American Day and various nations’ local Independence Day parades. Local chambers of commerce, cultural heritage committees, or ethnic newspapers may have details about planned local events.

1. http://www.nj.com/news/index.ssi/2017/01/the_10_most_diverse_towns_in_new_jersey.html