



**Washington State Strategic Highway Safety Plan 2019: Multicultural
Learn More – Page 35 of the Plan**

Challenge: With fatalities and serious injuries increasing, there has never been a more critical time for state agencies to succeed in their efforts to strengthen diversity, equity, and inclusion.

Washington residents represent vibrant, diverse cultures. According to the U.S. Census update of July 1, 2018:

- Washington's population is 7,535,591
- 32 percent of its residents are people of color.
- 19 percent speak a language other than English at home

To reach all road users in Washington, traffic safety practitioners must intentionally address the needs of diverse populations in our communities through traffic safety educational messaging. Traffic safety practitioners must be committed to:

- The creation of traffic safety messages that will culminate in healthy driving
- Ongoing learning about the diverse cultural and communication needs of Washingtonians
- Expansion of the vision for multicultural communication and engagement efforts

It is not sufficient to translate a message word for word but instead we must **transcreate** it. Transcreation is:

The process of adapting a message from one language to another, while maintaining its intent, style, tone, and context. The aim of a transcreated message is to successfully evoke the same emotions and contextual relevance in the new language as the original or source language. This includes words, graphics, video, audio, and cultural nuances. – Page 35.

Strategies and Objectives for Positive Change:

Future partners, stakeholders, and grantees will need to comply with diversity, equity, and inclusion expectations:

- Community projects funded with federal dollars will have to follow multicultural engagement strategies, and be inclusive of all populations within the areas their specific projects cover



- Traffic safety agencies should address diverse populations and socioeconomic groups at all levels of planning and implementation
- All traffic safety projects should apply creative solutions to identify and know the communities we serve.

What You Can Do:

- Engage in open deliberate dialogue about inclusion to turn intention into action – see page 37
- Provide training opportunities for traffic safety agencies and partners on cultural competence, multicultural engagement, and multicultural communications
- Increase the quality of traffic safety educational materials and the quantity of languages available
- Increase data collection of population demographics
- Explore methods for measuring equity
- Implement traffic safety projects in tribal and rural areas
- Identify and recruit ambassadors who represent their communities and can assist with language/cultural barriers
- Ensure grantees and project managers have knowledge of the populations in the project area they serve and solutions to include them.