

SPEAKER

IRMAR. MUÑOZ

CEO/President Mujeres de la Tierra

Mujeres de la Tierra Relevant Cultural Messaging/Platforms



EL DEMONIO DE LA BASURA





TELENOVELAS IN THE
PARK



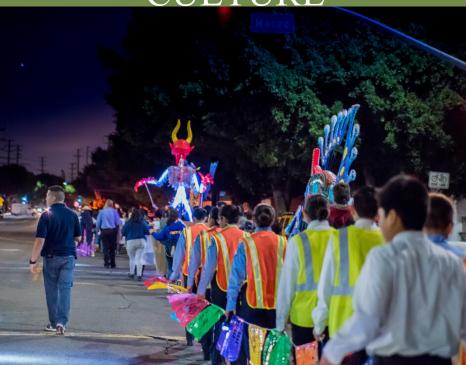


BEAUTIFICATION AND RESTORATION





CELEBRATING CULTURE





MUJERES DE LA TIERRA GUIDING PRINCIPLES

- Engage to Empower
- Cultivate and Amplify Voices to Speak Up and Speak
 Out
- Educate and Inform not Indoctrinate
- "Replace Fear in our Hearts with Facts in our Head"
- Be Transparent: Communications are based on Facts, Science and Data









LESSONS LEARNED

(partial list)

Replacing FEAR in their Hearts with FACTS in their

Heads

- It is important to listen
- It is important to ask the right questions
- It is important to not only listen with our ears but with our hearts.
- People do not want fear tactics
- Don't expect community to come to you
- Speak the language of the community
- It's OK to say "I don't know"







BROWNFIELDS WORKSHOP

Transitioning into an Effective Platform





¿SABES QUÉ ES UN SITIO CONTAMINADO?

Esta es la oportunidad para informarte. ¡Acompáñanos!

VIERNES 16 DE AGOSTO 6 PM - 8:30 PM

¿Dónde?:

Los Angleles River Center and Gardens 570 W Avenue 26, Los Angeles CA 90065

Información de registro:

6:00 PM Bienvenida - Entendiendo cómo funciona un proceso de re-desarrollo

or info@mujeresdelatierra.org

https://brownfields-science_facts_data.eventbrite.com 6:15 PM Entendiendo el proceso de re-desarrollo y ¿cómo funciona? 7:00 PM De sitios contaminados a parques

Evento gratuito - para toda la familia mpartido en español con traducción al

¿Cómo hacerlo? 7:30 PM Foro: ¿Qué sigue?

Da tu opinión, usa tu voz 8:15 PM Tiempo de preguntas y respuestas

Acompáñenos el sábado 17 de agosto a las 8:30 a.m. para un recorrido en autobú: tres antiguos sitios contaminados que fueron transformados en hermosos parques Espacios limitados. Debe preinscribirse en infoemujeresdelatierra.org











SCIENCE · FACTS · DATA FRIDAY, AUGUST 16

6 PM TO 8:30 PM

Los Angeles River Center and Gardens 570 W Avenue 26, Los Angeles CA 90065

6:00 PM Welcome

6:15 PM Understanding the redevelopm process and how it works

https://brownfields-science_facts_data.eventbrite.com 7:00 PM From polluted to parks: or info@mujeresdelatierra.org Getting it done.

7:30 PM Forum: What's next? Free event / Families welcome Speak up, Speak out Held in Spanish with English translation

Food and refreshments will be provided 8:15 PM O&A

Join us on **Saturday, August 17 at 8:30 AM** for a bus tour of three former brownfields transformed into beautiful parks and open spaces. Spaces are limited. Must pre-register at infoemujeresdelatierra.org











CONSIDERATION



Develop Relevant

Educational

Workshops



Listen to Community
Needs to Understand



Research Impacts to
Community Health



Research Impacts to
Environmental
Health

Muñoz' Wish List

- SB205
- More attendance from community members at meetings
- Making no assumptions
- Rethink "traditional" engagement models
- And... and... and...



Q&A

¡MUCHAS GRACIAS! / THANK YOU!