

MUJERES



DE LA TIERRA

SPEAKER

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MUÑOZ

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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



Vista Hermosa Park - Antes

Vista Hermosa Park - Después

### ¿SABES QUÉ ES UN SITIO CONTAMINADO?

Esta es la oportunidad para informarte. ¡Acompáñanos!

**VIERNES 16 DE AGOSTO**  
**6 PM - 8:30 PM**

**¿Dónde?:**  
Los Angeles River Center and Gardens  
570 W Avenue 26, Los Angeles CA 90065

**Agenda:**

6:00 PM	Bienvenida - Entendiendo cómo funciona un proceso de re-desarrollo
6:15 PM	Entendiendo el proceso de re-desarrollo y ¿cómo funciona?
7:00 PM	De sitios contaminados a parques: ¿Cómo hacerlo?
7:30 PM	Foro: ¿Qué sigue? Da tu opinión, usa tu voz
8:15 PM	Tiempo de preguntas y respuestas

**Información de registro:**  
[https://brownfields-science\\_facts\\_data.eventbrite.com](https://brownfields-science_facts_data.eventbrite.com)  
or [info@mujeresdelatierra.org](mailto:info@mujeresdelatierra.org)

**Evento gratuito - para toda la familia**  
**Impartido en español con traducción al Inglés**  
**Alimentos y bebidas serán proveídos.**

Acompáñenos el sábado 17 de agosto a las 8:30 a.m. para un recorrido en autobús a tres antiguos sitios contaminados que fueron transformados en hermosos parques.  
Espacios limitados. Debe preinscribirse en [info@mujeresdelatierra.org](mailto:info@mujeresdelatierra.org)





Vista Hermosa Park - Before

Vista Hermosa Park - After

### BROWNFIELDS

SCIENCE • FACTS • DATA  
"Replace the fear in your heart with facts"

**FRIDAY, AUGUST 16**  
**6 PM TO 8:30 PM**

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

**Registration:**  
[https://brownfields-science\\_facts\\_data.eventbrite.com](https://brownfields-science_facts_data.eventbrite.com)  
or [info@mujeresdelatierra.org](mailto:info@mujeresdelatierra.org)

**Free event / Families welcome**  
**Held in Spanish with English translation**  
**Food and refreshments will be provided**

**Program:**

6:00 PM	Welcome
6:15 PM	Understanding the redevelopment process and how it works
7:00 PM	From polluted to parks: Getting it done.
7:30 PM	Forum: What's next? Speak up, Speak out
8:15 PM	Q&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 [info@mujeresdelatierra.org](mailto:info@mujeresdelatierra.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!