



# **Waquoit Bay**

## **National Estuarine Research Reserve**

Community Cultural Assessment  
- Summary Findings -



John Snow, Inc.

# Assessment Questions

1. What Reserve resources do new immigrant populations use?
2. How do their behaviors affect the coastal environment?
3. What is the best way to engage this population?
4. How can the Reserve support them to become better stewards of the environment?
5. What activities do they do for recreation and fellowship?
6. Where do people get their information from?
7. How do they make their living?
8. Who are the leaders in the community?
9. What are the barriers to engaging this population, besides language?
10. What are the cultures and traditions of this population that if understood, could become components of stewardship efforts?
11. What are the communication mediums that these populations rely on the most?
12. What is the baseline of coastal environmental knowledge of this population? (in order to develop metrics and to shape messaging)



# Methodologies

- Professional Advisory Group
- Immigrant Leader Advisory Group
- Focus Groups (ESL Classes)
- Surveys of the Focus Group Participants
  - 21 Mashpee ESL level I and II students
  - 8 ACCESS ESL Level III students
  - 7 ESL teachers and community service advisors
- Key Informant Interviews
- Literature and Data Review



# Participants

## May Focus Group

Countries of Residence:

- Brazil: 9 Puerto Rico: 2  
Russia: 2 Mexico: 1  
Turkey: 1 Vietnam: 1

## April Advisory Review

Countries of Residence:

- Brazil: 7 Puerto Rico: 1  
Chile: 1 Japan: 1  
Greece: 1



# Demographics

- Barnstable County estimates approximately 10,000 Brazilians living on Cape Cod.
  - Surveys under-represent for many reasons, including that there is no way to mark being Brazilian (they are not Hispanic).
  - The Brazilian Immigrant Center estimates 14,000 Brazilians on the Cape.
- The population seems to be growing more than is shown in the County statistics.
  - Despite that many are going back to home countries due to increasing anti-immigrant hostilities and because the dollar is weakening. Providers are still very busy seeing those needing services.
- 20% of hospital ER admissions in Hyannis are Brazilians
  - Brazilians are mostly from Minas Gerais and more recently Parana.
  - Many were farmers and a significant number were professionals in Brazil.



- The Falmouth Service Center provides food to approximately 50-70 immigrant households a month.
  - Mostly Brazilian, with some Cape Verdean and Jamaican.
- The Cape Cod Immigrant Center (CCIC) serves 40-50 Brazilians and other immigrants, including: Lithuanians, Indian, Mexican, Jamaican, and South African.
- Immigrants' education is on average higher than other Cape Cod residents, but is mixed.
- Their everyday English is good – they mostly need interpreters for healthcare.
  - Yet prefer information be given in their own language.



# 1. What Reserve resources do new immigrant population use?

## Use of the Reserve Resources is Rare

- Only 2 ESL students (one a Level III advisor) had been to the Reserve.
- None had been to the Visitor Center or to a Reserve event.
  - The Mashpee student had been to the Bay itself (and South Cape Beach State Park),
  - The Level II student had been to the beach, the bay, and Quashnet Trail.
- 4 of 7 Professional Advisors had been to the Reserve; all going to the Visitors Center and 3 attending a Reserve event.





# 1. What Reserve resources do new immigrant population use?

## Major barriers

- Approximately 1/3 knew where it was
- Majority didn't know what it was
- Didn't know that it was for the public
  - Name implies for researchers only
  - Poor signage regarding public access
  - Entrance seems restrictive, hadn't felt welcome
  - Not open on weekend (except events)
- Key informants shared that Brazilian residents don't tend to go to many public, recreational institutions
  - Very limited time
  - Mistrust
  - Prefer to socialize within their community





## 2. How do their behaviors affect the coastal environment?

### Environmentalism Expressed:

- Love of nature
- Appreciation for beauty of Cape Cod
- Familiarity and desire for recycling, gardening
- Concern regarding pollution
- Ready willingness by participants to address environmental issues
- Family and civic duty a high priority



## 2. How do their behaviors affect the coastal environment?

### Concerns Voiced About Impacts:

- Littering (by all Cape residents and visitors)
- Other improper waste disposal
- Overcrowding of homes
- Occupational practices (though most controlled by employers)
  - Pesticide Use
  - Cleaning Chemicals
  - Marina services
  - Painting Solvents



# 3. What is the best way to engage this population?

## Suggestions To Improve Use of Reserve:

- Improve entrance & signage to explain what it is about and when it is open.
- Introduce people to the beauty of the Reserve
- Hold cultural events onsite
  - Include (multicultural) music and food
  - Host talks by Portuguese-speaking researchers, trainers, or dignitaries
  - Host the yearly Falmouth School Cultural Club Potluck
  - Immigrant appreciation event (held this past Summer)
- Engage community leaders as liaisons
  - Work with youth as ambassadors
  - Partner with ESL and CCIC to develop environmental leadership (hold classes onsite)



# 3. What is the best way to engage this population?

## Offsite Engagement Opportunities

- Outreach by trained community leaders
- Outreach by trained youth
- Table at Brazilian Market “*A hub of information*”
- Tailored workshops (basic, in their language)
  - Arranged through trusted liaisons
  - Held at workplaces
  - Held where otherwise gather (Service Center, health center, churches).
- Develop linguistically and culturally-appropriate outreach materials.



# 4. How can the Reserve support them to become better stewards of the environment?

## Suggestions To Improve Stewardship

- Improve town recycling opportunities
- Energy conservation workshops (basic, in their language)
  - To stay warmer (without aggravating breathing)
  - To save money (if savings accrue to them)
- Hold workshops tailored to occupation
  - Work with employers
  - Focus on benefits to their businesses and health
  - Collaborate with organizations such as the Brazilian Immigrant Center



# 4. How can the Reserve support them to become better stewards of the environment?

## Suggestions To Improve Stewardship

- Hold community workshops  
Teach the reason why environmental protection is important.  
Specific topics: recycling, trash, “natural” cleaning products, food, gardening.
  - For Children  
(School classes, games, have a competition with children as is done in Brazil)
  - Families
  - At the Falmouth Service Center or Town Dump
  - On Portuguese TV



# 4. How can the Reserve support them to become better stewards of the environment?

## Suggestions To Improve Stewardship

- Flyers for homeowners
  - Where to find environmentally-conscious services.
- Develop culturally/linguistically tailored guidance for new residents.
  - With clear information on laws, regulations, and important environmental practices





# 5. What activities do they do for recreation and fellowship?

- Learning English is a high priority
- Church events
- Brazilian Stores/ Market
- Tend to stay home. Occasionally visit family and (less often) friends.
- Fishing/shellfishing is common, sometimes go to beach
- Sports leagues (Brazilian & Jamaican soccer) and sports bars.
- Cultural fairs
- Falmouth Coonamessett Farm: Friday has food, music, and dance mostly for Jamaicans but had a Brazilian night
- Free time and transportation is often very limited



# 6. Where do people get their information from?

- Social networks
  - Word of mouth is vital in some neighborhoods, like Hyannis. However, people in communities nearer the Reserve are less connected to one another.
  - Community leaders
- Church events
- ESL classes
- Postings at Brazilian markets, community health center, and restaurant bulletin boards
- Text messaging is common.
- Local Internet websites



# 7. How do they make their living?

Occupation (multiple listed)	Number in Focus Group
Painters	5
Cleaners	4
Cook, other restaurant work	3
Carpenter	2
Carpet installation	1
Tiler	1
Nurses Aide	1
Medical interpreter	1
Landscaper	1
Golf course maintenance	1
Country Club Staff (Willowbend)	1
Baby sitter/Au Pair	1



# 7. How do they make their living?

- Additional Occupations including advisors and key informants:
  - Student, secretary, notary public, translator, stay at home mother, ESOL staff, immigrant advocate.
- Mentioned as common:
  - Landscaping, construction, painting, home repair, cleaning, restaurant staff, hotel staff, au pairs, informal daycare, marine and auto repair, lawyers, and doctors.



# 8. Who are the leaders in the community?

*The Reserve could partner with the following leadership programs:*

- Cape Cod Immigrant Center (Hyannis)
- ACCESS ESOL Program

*And reach out to leaders from:*

- Religious groups
- ESL and School Students and Teachers
- The Falmouth Portuguese Club
- Community liaisons
- Immigrant advocates
- Service providers
- Sports clubs
- Bilingual residents willing to volunteer



# 10. What cultures and traditions could become components of stewardship efforts?

- Family, religious and civic duties are a high priority
- Familiarity with recycling and rainforest protection in Brazil
- Arts - Theater often used for outreach
- Appreciation of nature



# 11. What communication mediums are most relied upon?

- Several free Portuguese newspapers are distributed in Hyannis area Brazilian stores, but not in Falmouth/ Mashpee.
- Bate Papo magazine
- Portuguese/Spanish TV shows are watched on commercial cable, but are rarely local. Bate Papo hosts a show local to MA on Channel 17.
- Portuguese/Spanish radio, while good resources, often don't reach Falmouth/Mashpee. Commercial Radio Globo (97.3 FM) and public radio WKKL, (90.7 FM) are sometimes in range.
- Internet: events listings are at [BISADO.com](http://BISADO.com). Newspapers, magazines, and radio and TV shows have interactive websites.
- Church and service organization newsletters and bulletin boards (also postings at Brazilian stores).





# 9. What are engagement barriers, besides language?

- Limited time: Work multiple jobs.
- Limited resources
  - Many don't drive
  - Money is often a concern
- Lack of control:
  - Must follow employer guidelines
  - Mix of renters/homeowners; the former have less say in septic, home energy matters.
- That some have greater education and resources can be a divide.
- Face increased discrimination following 9/11
- Stresses impacting health and mental health are common



# 12. What is the baseline of coastal environmental knowledge of this population?

Baseline knowledge is very limited *(not unlike other Reserve outreach audiences)*

- Few know where their drinking water comes from
- Few understand their septic system
- Few understand groundwater
- Not very familiar with home energy conservation; some associated it with being colder.
- Expressed a different view of resources in homeland (abundant, less fragile)
- Expressed a different view of environmental protection in homeland (driven by laws, less than voluntary civic duty)





## **A Sea Change Moment**

*“U.S. Census figures tell us that Latino and Brazilian immigrants will soon be a majority, not a minority population. We are eager to prepare ourselves to embrace stewardship of this land that is now our home.”*

**Fausto da Rocha, Executive Director, Brazilian Immigrant Center**

