



# Spanish and Multilingual Media for "At Risk" Audiences

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# Is the Spanish Language New in North America?

- In 1620, if the Pilgrims had sailed up the Rio Grande,
- they could have eaten Thanksgiving in a “5-star” European Hotel in Santa Fe, NM,
- and enjoyed Spanish songs and wines!

# However, Spanish is becoming more wide-spread in America

- Hispanics fastest growing group in U.S.
- In 2002, Hispanics became the US's largest ethnic group.
- By 2040, or before, the majority of America's school-aged children will be Hispanics.

# New Mexico State University Produces Multilingual Media

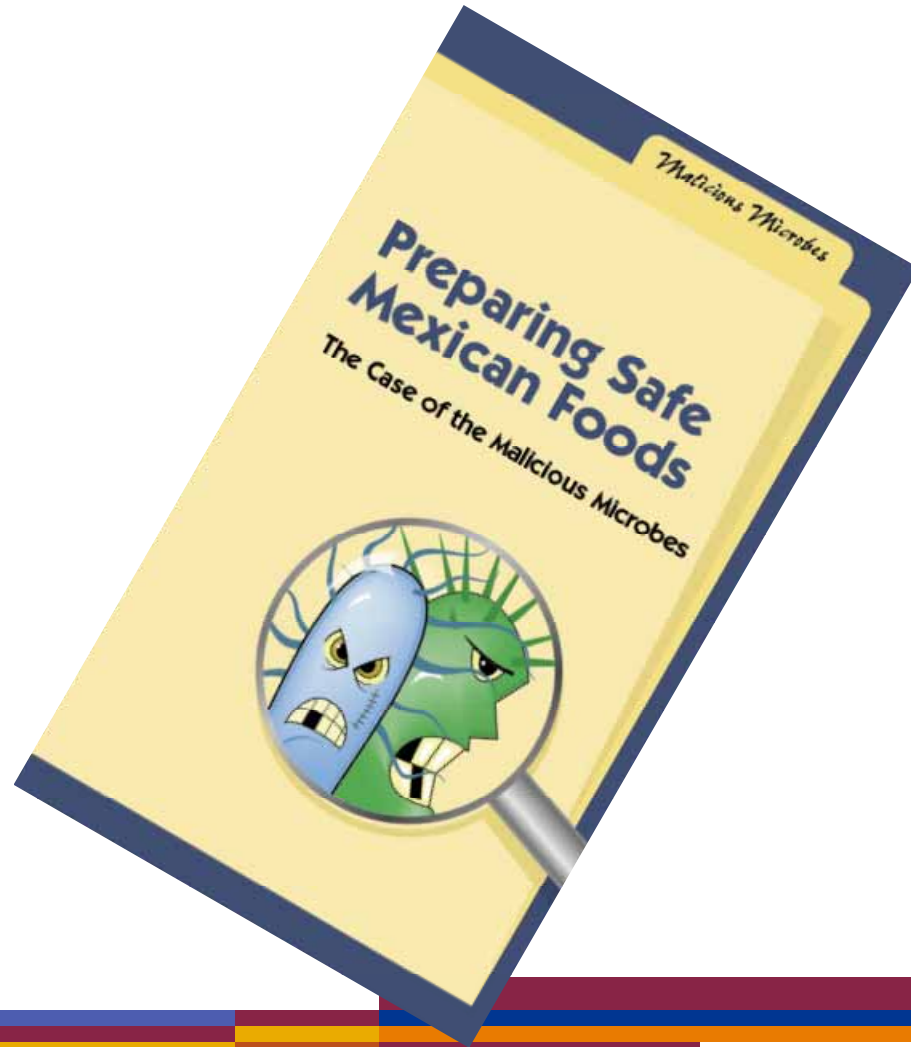
- Video (especially dramas)
- Songs and animations
- Web-based and interactive learning
- Educational games
- Streaming video & audio
- Podcasts and other innovative media

# Video Gets a Facelift!

- “Old” technology
- “New” distribution
  - DVD
  - iTunes, YouTube, Web

# Preparing Safe Mexican Foods

- Spanish and English
- Targets food preparation workers



For samples  
of the Spanish and English video  
samples shown here

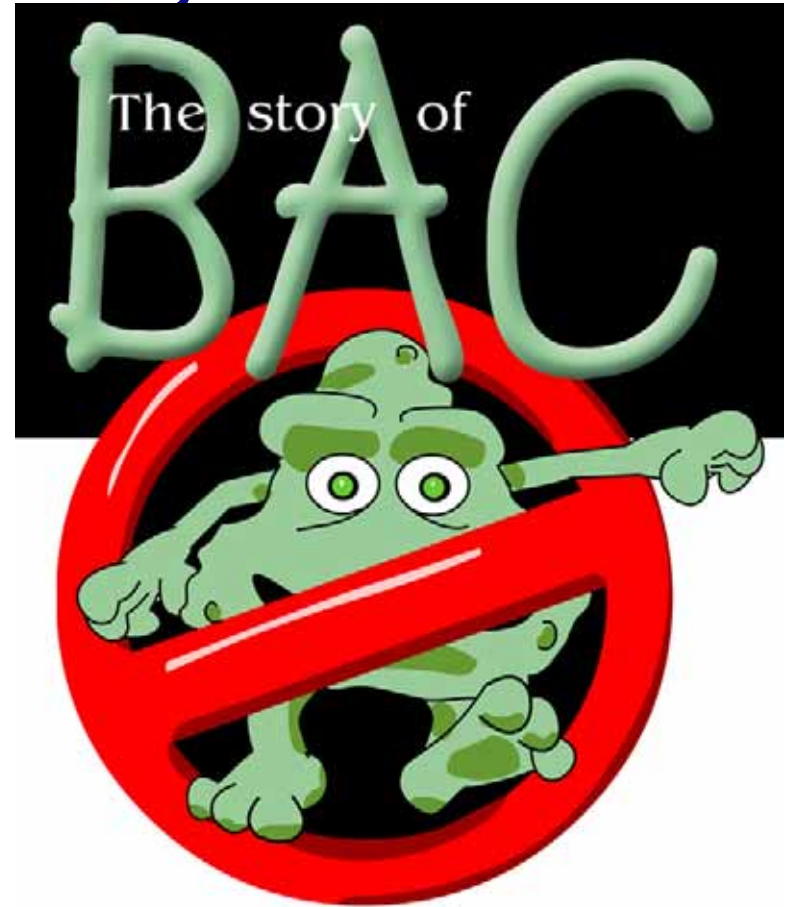
Visit

<http://cahe.nmsu.edu/demos>



# Videos Fun and Funny

- The BAC Files and Story of BAC
- Spanish and English





For samples  
of the Spanish and English video  
samples shown here

Visit

<http://cahe.nmsu.edu/demos>



[www.childcarefoodsafety.com](http://www.childcarefoodsafety.com)



# Matilde: Food Safety for Home Child Care Providers

- Spanish and English
- Website and DVD video delivery
- Free print docs on the DVD



## TOPICS

[introduction](#)[clean](#)[separate](#)[cook](#)[chill](#)[babies](#)[review](#)

clean

NEXT →

## Wash Hands and Surfaces Often

### *Why Is Handwashing Important?*

Children in diapers present special health challenges for other children and for child care providers. According to some studies, diarrhea is 30 percent more common in day care children than in children cared for at home, and day care workers have higher rates of diarrheal illness.

#### Remember these handwashing instructions:

- Wash with soap and warm, running water
- Scrub for 20 seconds
- Rinse
- Dry with a paper towel

View the short [video clip](#) about the importance of handwashing.

## TOPICS

introduction

clean

separate

cook

chill

babies

review

review sections: [clean](#) [separate](#) [cook](#) [chill](#) [babies](#)

## Review Questions

### Section 1: Clean

#### 1. When should you wash your hands?

Wash your hands before fixing or eating food; after touching raw meat, raw poultry, raw fish, or raw eggs; after meals and snacks; after using the toilet; after changing diapers (remember to wash the hands of the diapered child too!); after helping a child at the toilet; whenever hands come in contact with body fluids including vomit, saliva, and runny noses; and after playing outside or touching animals. Basically, wash your hands as often as possible to avoid spreading bacteria.

#### 2. How should you wash your hands?

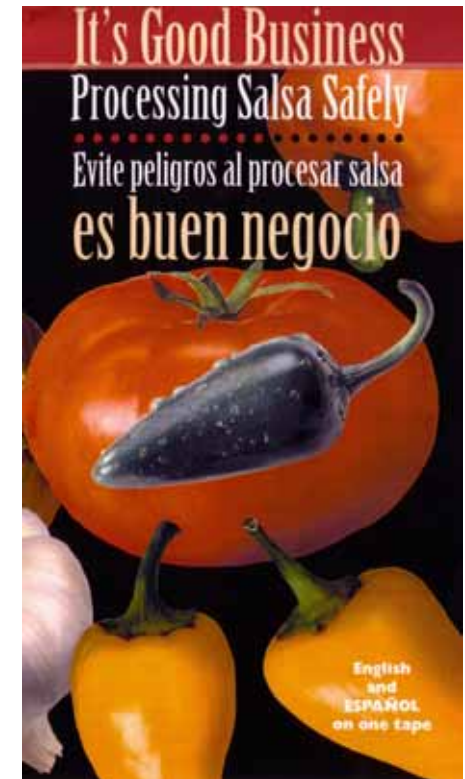
Wash your hands with soap and warm, running water. Scrub for 20 seconds and then rinse. Use paper towels to dry your hands.

#### 3. How long should you scrub your hands?

Scrub your hands for 20 seconds. Then rinse.

# Mexican Food & Salsa

## America's #1 Ethnic Food Choice





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barbarachamberlin@mac.com

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  - Sports - Football
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  - Recently Played
  - Top 25 Most Played
  - Alexander's Songs
  - Baby CD - lullaby
  - Big Band Favs-zippy
  - Car sing along
  - Christmas
  - Comedy
  - Selected Item



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- iPod Games **NEW**

**NEW RELEASES**

Music	Movies	TV Shows	Alternative
20 Y.O. Janet Jackson	Release Therapy Ludacris	Duets - An American ... Tony Bennett	See the Morning Chris Tomlin
Ta-Dah Scissor Sisters	Webstar Presents... Webstar	Like Red On a Rose Alan Jackson	Okonokos My Morning Jacket

- QUICK LINKS**
- Browse
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- TOP MOVIES**
1. Stick It!  
Drama
  2. Pirates of the Caribbe...  
Action & Adventure
  3. Pirates of the Caribbe...  
Action & Adventure
  4. National Treasure  
Action & Adventure
  5. The Hitchhikers Guide...  
Sci-Fi & Fantasy
  6. Remember the Titans  
Drama
  7. Gone In 60 Seconds  
Action & Adventure
  8. The Great Raid

- TOP SONGS**
1. How to Save a Life  
The Fray
  2. Chasing Cars  
Snow Patrol
  3. Money Maker (Explicit...  
Ludacris featuring Pharrell
  4. SexyBack  
Justin Timberlake
  5. Lips of an Angel  
Hinder
  6. Chain Hang Low  
Jibbs
  7. Too Little, Too Late (R...  
JoJo
  8. Call Me When You're S...  
Evanescence

**PEYTON'S PODCAST**  
a Brief History of Tree Hill

**JUNIOR BOYS**  
**FREE DOWNLOAD**  
SINGLE OF THE WEEK

**New Season**  
*Desperate Housewives*

**FRANK RICH**  
**THE GREATEST STORY EVER SOLD**

**iPod nano**  
Completely remastered.

**abc**  
Million Hit  
**Lowdown**  
Season Finales

**JUST FOR YOU** Beta [See All](#)





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TV Shows

# TV SHOWS

Page 1 of 1

Sort by: **Featured**


 **Grey's Anatomy, Season 3**  
 Grey's Anatomy  
 Released Sep 21, 2006  
[View Season Pass](#)

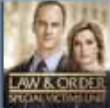
 **Desperate Housewives, Season 3**  
 Desperate Housewives  
 Released Sep 24, 2006  
[View Season Pass](#)

 **The Office, Season 3**  
 The Office  
 Released Sep 21, 2006  
[View Season Pass](#)


 **Law & Order, Season 17**  
 Law & Order  
 Released Sep 22, 2006  
[View Season Pass](#)

 **Jericho, Season 1**  
 Jericho  
 Released Sep 20, 2006  
 Partial Season

 **CSI: Crime Scene Investigation, S...**  
 CSI: Crime Scene Investigation  
 Released Sep 21, 2006  
[View Season Pass](#)

 **Law & Order: Special Victims Unit...**  
 Law & Order: SVU  
 Released Sep 19, 2006  
[View Season Pass](#)

 **CSI: Miami, Season 5**  
 CSI: Miami  
 Released Sep 18, 2006  
[View Season Pass](#)

 **Law & Order: Criminal Intent, Seas...**  
 Law & Order: CI  
 Released Sep 16, 2006  
[View Season Pass](#)

 **NCIS, Season 4**  
 NCIS  
 Released Sep 19, 2006  
[View Season Pass](#)

 **CSI: NY, Season 3**  
 CSI: NY  
 Released Sep 20, 2006  
[View Season Pass](#)


 **2006 NFL GameDay**  
 NFL 2006  
 Released Sep 11, 2006  
[View Season Pass](#)

 **Survivor, Season 13**  
 Survivor  
 Released Sep 14, 2006  
[View Season Pass](#)

 **Handy Manny, Season 1**  
 Handy Manny  
 Released Sep 21, 2006  
 Partial Season

 **NOPI TunerVision, Season 3**  
 NOPI TunerVision  
 Released Jun 27, 2006  
 Partial Season

 **Yin Yang Yo!, Season 1**  
 Yin Yang Yo!  
 Released Sep 09, 2006  
 Partial Season

 **Celebrity Deathmatch, Knockout C...**  
 Celebrity Deathmatch  
 Released Jan 01, 2000  
 Partial Season

Nothing Selected







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Video results for 'food safety'

Results 1-20 of 24



[Public Speaking About Food Safety](#)

05:23

Interviews of American Public about their attitudes toward using a food thermometer when cooking meat.

Tags: [food](#) [safety](#)

Added: 3 months ago in Category: [People](#)

From: [TRACKGroup](#)

Views: 72



[The McDonald's You Don't Know: Food Safety](#)

02:12

Find out about how McDonald's works with chicken farmers to insure high safety standards and high quality chicken products.

Tags: [mcdonald's](#) [mcdonalds](#) [fast food](#) [chicken](#) [safety](#) [treatment](#) [eggs](#) [mcnuggets](#) [sandwich](#)

Added: 3 months ago in Category: [Pets & Animals](#)

From: [mcdonaldscorp](#)

Views: 781



4 ratings



[Super Safety](#)

05:10

Mockumentary: Local activist organizes efforts to make fast food restaurants safe after getting burned.

pinkMASCARA

Women's Designer Fashion Apparel, Handbags, Shoes & Jewelry

**FREE SHIPPING**



**US Farmer Al Skogen**

02:38

GM crops have been a catalyst for reduced tillage practices - reducing soil erosion by one billion tons annually. Al Skogen, a U.S. corn and soybean grower, enjoys the additional choices and greater efficiency provided by biotech crops. H ([more](#))

Tags: [biotechnology](#) [genetically modified food organisms](#) [monsanto](#) [USA](#)

Added: 1 week ago in Category: [Science & Technology](#)

From: [Sidewinder77](#)

Views: 5



**Hilarious Renault TV-Commercial**

01:07

The french vehicle company Renault released a commercial, which advertises the safety of their cars. Side effect: It's hilarious. If you know some cliché's about food from around the world and cars from around the world, you will find this ([more](#))

Tags: [Renault](#) [Hilarious](#) [Funny](#) [Car](#) [Commercial](#) [Advertise](#) [Food](#) [Crash test](#)

Added: 3 months ago in Category: [Entertainment](#)

From: [drivethehive](#)

Views: 4,058



14 ratings



**chef ty**

00:12

ty ty makin eggs with safety supervision by jordan

Tags: [food](#) [eggs](#) [school](#)

Added: 6 months ago in Category: [People](#)

From: [stolenpearl](#)

Views: 30



2 ratings



**Crash Test | Renault**

01:02

Agency: Nordpol Hamburg

| [WWW.BRAINSTORM9.COM.BR](#) |

Tags: [renault](#) [car](#) [crash test](#) [food](#) [nonsense](#) [safety](#) [ad](#) [advertising](#) [spot](#)

# Samples of bilingual games

[www.fooddetectives.com/](http://www.fooddetectives.com/)

- Food Detectives Fight BAC!®
  - Addresses Fight BAC!® recommendations
  - Online games for 3rd-5th grades
  - Available in English and Spanish
  - Kids *would* recommend to friends and *do* play voluntarily



Kids,

We need your help to fight an enemy...

**Bacteria**

Bacteria lives on the food you eat if it isn't cooked and handled properly. It also lives on dirty hands. Eeeww!

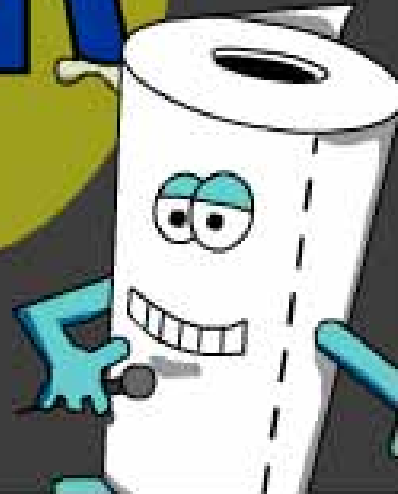
Come with us, and we'll show you how to fight this disgusting enemy.

You should have a recent web browser (version 4 or later of Netscape Communicator or Internet Explorer). Your computer also needs the Flash 6 plug-in. Click the button on the right to download, then come back to this page.



EXIT

ON THE STREET



I'm here on the street with BAC! TV.  
Choose one of the music videos below.

**THE FOOD DETECTIVES** **CHILL THE FOOD** **WASH 'EM** **FIGHT BAC!** **COOK IT**

# Conozca a los Detectives de Alimentos

Los Detectives de Alimentos ¡Combaten a BAC!® al hacer cosas importantes para prevenir que usted se enferme:

- **Cocinar** la comida a temperaturas seguras
- **Lavar** las manos, superficies de cocina, y platos
- Mantener los alimentos crudos y la carne cruda **separados** de la carne cocida y las verduras cocidas y
- Mantener la comida **fría**.

**Seleccione un detective para aprender más.**





Congratulations on solving the cases!  
Now you can design your own  
certificate!

Type your name in the box below and  
hit "OK".

**Barbara**

**OK**

# The Case of the FILTHY Fingers

**in fact**

fingers don't even have to **look** dirty to have bacteria...

That is why you should always



your hands...



**after**

going to the bathroom &



**before**



eating or touching food.

**next**

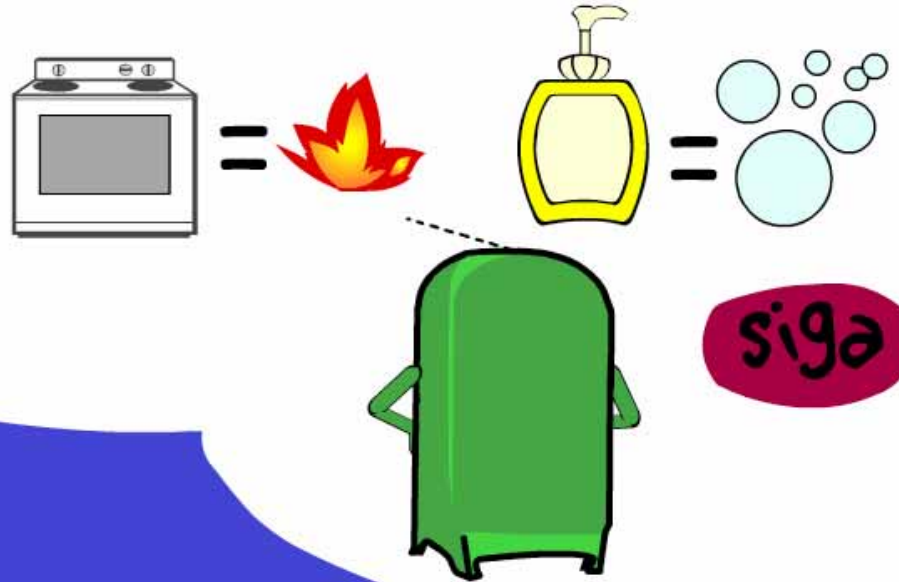


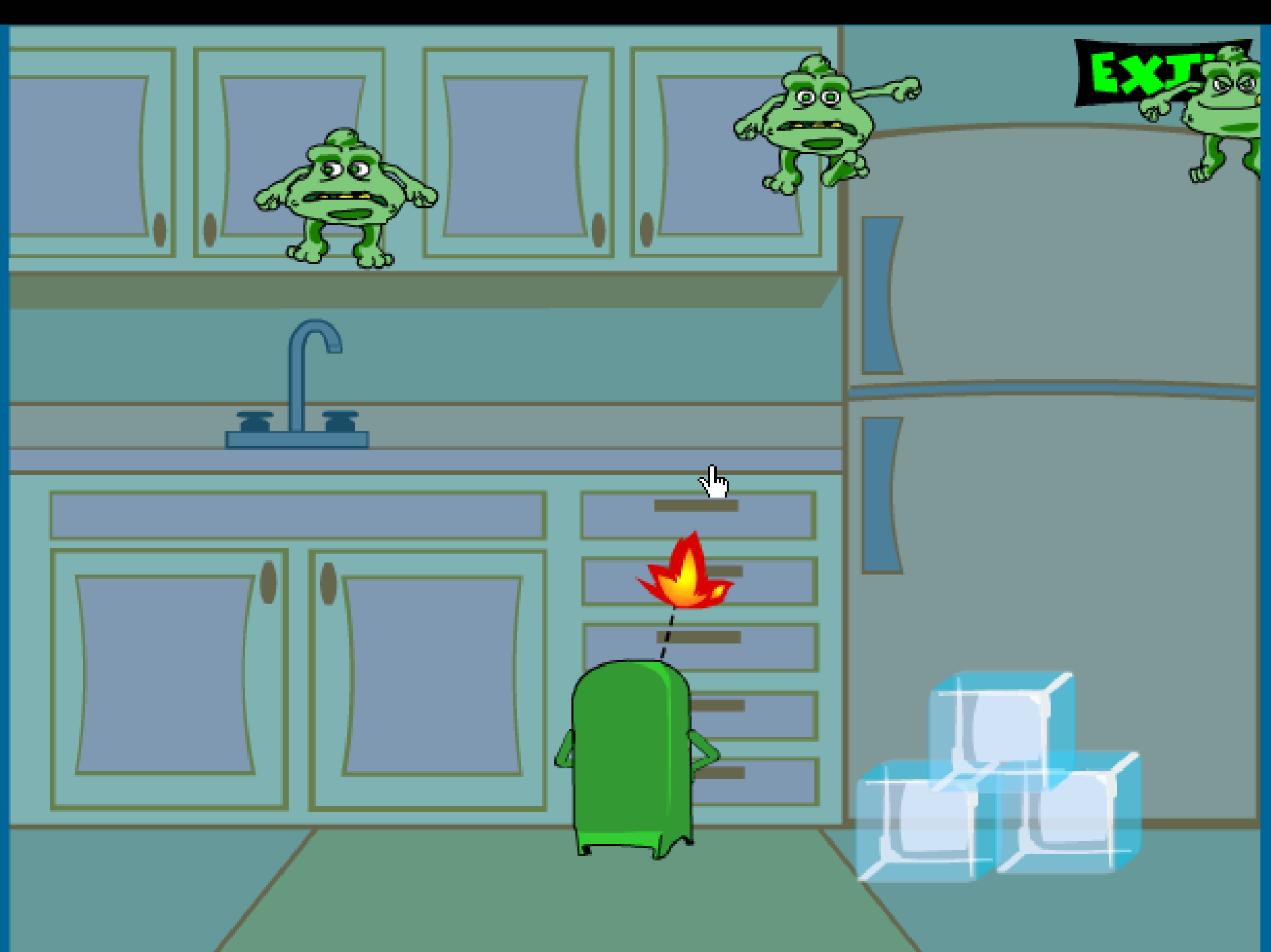


# El Caso del iBACI que seguía creciendo



Para cambiar de arma,  
dispare al horno o a la bomba de jabón.





Detectives

Backgrounds

Pictures

Words

Borders

# The Case of the Kid Who Knew Enough

The Food Detectives know kids are learning how to Fight BAC!®, but other people who live with them may not know enough.

Solve this case by making signs and stickers for your house.



This One

This One

One



# Navajo Videos, Interactive Media

- New Meat Processing Plant Orientation
- The BAC Files
- Food Smart
- Walk in the Beauty
- Eat Right For Life
- Processing Salsa at Home

# Web and Interactive Learning

- Powerful for distribution and interactive learning
- Chinese Food Safety Project
  - All web delivery
  - Animations, songs, interactive programs, downloadable files, other content

# Program and games for Chinese Food Service Workers

- PowerPoint Presentations and resources for instructors
- Songs
- Animations
- Games for participants
- English, Chinese, Mandarin



# For Samples of the Chinese Food Safety Songs Shown in this Presentation

Visit

<http://cahe.nmsu.edu/demos>

# NMSU's Learning Games Lab

## The Science and Fun of Learning





# How can we work together?

- Our interests:
  - Finding the right educational approach for the audience
  - Innovative practices
- Possible projects
  - Interested in museum and public education pieces
  - Strengths in multi-lingual and multi-cultural approaches

# How to contact me...

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