Latino Outdoors: Using Storytelling and Social Media to Increase Diversity on Public Lands.

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The growing disconnect between children and nature.
Rugged individualism and solitude.
Literature on Latinos and Outdoor Recreation


Deborah J. Chavez

Managing outdoor recreation has long focused on the needs and habits of White recrationation. Because this traditionally has been a predominantly White activity, it has been managed by agencies that are more familiar with the needs of White visitors. However, with the growing diversity of the country, it is becoming more important to understand and manage recreation resources to meet the needs of all visitors.

Latino populations are growing rapidly in California, and managing outdoor recreation in this area has become increasingly important. The Latino population in California is expected to continue to grow, and the need for recreation services to meet their needs is becoming more urgent.

Meeting the needs of the changing population block requires changes in recreation management. Latinos and other minority populations have different needs and preferences than White visitors. They generally prefer outdoor recreation, such as hiking, biking, and camping, and they have a greater tolerance for larger crowds, compared to White visitors. It is important for recreation agencies to understand the needs of these populations and to provide services that meet their needs.

Additional studies and surveys are needed to better understand the recreation needs and preferences of Latinos in California. This information can then be used to develop strategies to meet these needs effectively and efficiently.
A More Diverse Nation

For the First Time, More Than 50 Percent of Children Under Age 5 are Minorities

Percent Minority

50.2%

40.0%

30.0%

20.0%

10.0%

0.0%


Children (under 5 years)

Total population

Note: Minority is defined in this figure as any group other than single-race non-Hispanic white.


United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Census data

Changing Nation
Percent Hispanic of the U.S. Population: 1980-2050

- 1980: 6%
- 1990: 9%
- 2000: 13%
- 2013: 17%
- 2020: 19%
- 2030: 22%
- 2040: 25%
- 2050: 28%

– Founder José González.
– Two Full-time staff.

– 180 volunteers.
– Over 70 outings in 2016.
– Social Media Platform.
Building a sense of belonging

Madre Tierra
THIS LAND IS OUR LAND
Cuentos / Storytelling

– Building Respect and Trust
Building community

!Mirando hacia el futuro!

Looking to the future!
Kirby Cove, California
Overcoming Disabilities
“A Chicano’s Experience Outdoors”
Opening a “field of discourse”
From rugged individualism to communal experiences
Creating new meanings