

## **Affirmative Action (Thematic PR Draft)**

Intended audience: The audience of my Affirmative Action efforts includes ethnic and gender minority growers and pest control advisors in the central coast. In particular, I focused on minority growers who produce specialty minor crops (tomatillo, chile peppers, herbs, Asian vegetables) and Hispanic farmers who grow strawberries.

Methods: My main method of outreach was personal contacts through farm calls and field visits. I provided services by visiting clientele, conducting field surveys, and analyzing plant samples from their fields. For persons of Hispanic background, I wrote articles in Spanish and spoke in Spanish to further establish working relationships.

Overcoming language barriers: To better serve Hispanic clientele, I communicated with such persons in Spanish. I used lab report forms in Spanish to accommodate Spanish-speaking clientele who brought samples to our office. I participated in bilingual educational meetings that served the Hispanic clientele (4/9/08, 4/15/08, 4/17/08, 5/28/09, 5/29/09). At these meetings I used my speaking skills in Spanish to communicate directly with clientele (in some instances I was assisted by translators, as well).

Research and extension: Affirmative Action is well integrated into my research and education program. During this period under review, my research findings were extended to growers and pest control advisors who belong to the identified under-served groups (see Extension and Research section). I interacted with growers of specialty minor crops and increased their understanding of the disease problems of their crops. Through Hartnell College I have been presenting food safety research and extension information, in Spanish, to field managers, harvest foremen, and field crew supervisors.

Affirmative action training received:

Information from National Diversity Project (CSIRESS) on Ag. Census trends, Washington State Small Farmer's program. Instructor: S. Hammond. Salinas. June 25, 2007.

Viewed educational CD-ROM: Working with Hispanics/Latinos. University of Illinois Extension. December 2008.

Succession through diversity: embracing diversity. Lieber, Cassidy, and Whitmore, 2009. Instructor: S. Hammond. Salinas. September 28, 2009.

Innovation and leadership: I demonstrated creativity, innovation, and leadership in the area of Affirmative Action by creating training courses for colleagues. Because of my personal interest in the science and research on human races, ethnicity, and genomics, I have read extensively on the subject and viewed educational materials. I created a "Race, Science, and Medicine" workshop and presented it on March 2, 2009 to 15 UC and USDA attendees from a three county region (Monterey, Santa Cruz, Santa Clara). The workshop included my lecture on the subject, handouts, literature review, and an audio recording. My course curriculum is presented in the appendix. (This is the fourth such affirmative action training that I have devised for colleagues.)