

This guide is a tool available for any communications messaging and outreach by the City of Albuquerque to ensure more inclusive outreach and equitable opportunity to participate. As you develop communications materials, be sure to go through and answer each question listed below. The higher the stakes, the more important it is to reach the most vulnerable populations in a timely manner.

| What are you communicating? | | | | |
|---|--|---|--|---------------------|
| Public Safety & Health | Education/Youth/Families | Economic Development | Events | General Information |
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| Click or tap here to enter text. | | | | |
| Who is the target audience? Be as specific as possible beyond "the public." | | | | |
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| Who is the most vulnerable or under-represented within the target audience? How will this information get to them? What changes can be made to make sure vulnerable populations get the information timely? | | | | |
| Vulnerable populations: Language minorities, race/ethnicity, gender, sexual orientation, education, class, age, citizenship status, disability, etc. | | | | |
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| | | | | |
| Does the message/content directly speak to the needs/challenges of target audience? Most vulnerable audience? | | | | |
| Use the Inclusive & Equitable Messaging Guide to modify the message to meet needs of most vulnerable. | | | | |
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| Is the message/content accessible? | | | | |
| Is it 3rd Grade Reading Level? | What kinds of translations are needed? | | Will those deaf & hard of hearing and/or blind be able to get this information? How? | |
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| Click or tap here to enter text. | | | | |
| What types of communication will be used? | | | | |
| Press Release | Social Media | Website | Newsletter | Flyer |
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| | | | | |
| Where else can this information be shared outside of the above? | | | | |
| Build relationships & connect with community partners who work with target & vulnerable audience. | | See OEI Social Media List, Office of Immigrant & Refugee Partner List(cabq.gov/oira), Native American and African American Affairs (cabq.gov) | | |

A GUIDE TO CREATING INCLUSIVE AND CONSCIOUS MESSAGING

QUESTIONS TO KEEP IN MIND

What is the purpose of the story/message being told/shared?

Whose story is being told, privileged, or highlighted?

What message(s) are being created as part of the story/message?

What message(s) are possibly being omitted?

How is this message possibly reinforcing and/or perpetuating stereotypes?

How can I change and/or create messages that are more equitable and inclusive?

How can I use stories/messaging to raise awareness and create consciousness?

How can I create stories/messaging that promote action and change?

CREATED BY
DR. VIRGINIA NECOCHEA

Growing List of Community Social Media Accounts Followed, Tagged by OEI

- El Centro NM (El CENTRO is an immigrants' rights & workers' justice organization based in Albuquerque, NM.)- @ELCENTRO_NM
- NM Dream Team (immigrant/undocumented justice)- @NM_Dream_Team
- Encuentro (Latino immigrant center in Central NM. Interested in immigration reform, education, services and community organizing.)- @encuentronm
- Consulado de Mexico @ConsulMexAlb
- Equality New Mexico (New Mexico's LGBTQ+ advocacy organization-creating access to opportunity. Celebrating 25 years of winning equality.)-@equalitynm
- NM OUT Business Alliance @nmoutba
- Transgender Resource Center of NM @TGRCNM
- Telemundo Nuevo Mexico (Latinx TV station)- @TelemundoNM
- ABQRefugee @AbqRefugee
- NM Asian Family Center (Mission is to provide culturally sensitive programs and services creating a Pan-Asian community that advocates for and supports itself.) @nmasianfamily
- Indianz.com @indianz
- National Asian Pacific American Women's Forum- @NapawfABQ
- NM Black History Organizing Committee- @NMBlackHistory
- Generation Justice (youth multicultural social justice coalition)- @genjustice
- Dine Millennials (Native/Navajo Millennial News) @DineMillennials
- NAACP NM @NMNAACP
- UNM African American Student Services - @unmafro
- UNM LGBTQ-RC @UNMLGBTQTweets
- NACA Inspired Schools Network (Native American @NISNetwork
- Americans for Indian Opportunity @AIOAmbassadors
- NM Office of African American Affairs @NM_OAAA
- Albuquerque Pride @ABQ_Pride
- Indian Country Today (Native Newspaper) @IndianCountry
- IllumiNative @_Illuminatives
- Southwest Women's Law Center @SWWomensLaw
- Transgender Law Center @TransLawCenter
- National Hispanic Cultural Center @NHCCNM
- Native American Budget & Policy Institute @NABPinstitute
- American Indian Chamber of Commerce @AICCNM
- NM Black Leadership Council @nmblcouncil
- Albuquerque Hispano Chamber of Commerce @AHCNM
- Running Medicine (Running Medicine is a program of the Native Health Initiative (NHI), our vision is to create a culture of wellness through a supportive, loving community.) @RunningMedABQ
- Tewa Women United (Growing beloved community since 1989, founded + led by Native women in the Tewa homelands. Environmental + Reproductive Justice, protecting the most vulnerable.) @tewawomenunited

- New Mexico Indian Affairs@NewMexicoIAD
- Casa De Salud (Power to the people! Culturally humble, anti-racist, integrative primary/addictions care, leadership, community organizing.) @CasadesaludNM
- Native Women Lead (Revolutionize systems & inspire innovation by investing in Native Women

in business by convening our community to build coalition) @NativeWomenLead

- Race Forward (Governmental Alliance Racial Equity)-@RaceForward
- SomosUn Pueblo Unido (New Mexico's statewide immigrant and worker rights organization with membership teams in 10 counties.) @somosunpueblo