

HISPANIC COMMUNITIES COASTAL RESILIENCE

Focus Group Results



In fall 2023, Maryland Sea Grant conducted focus groups to better understand the Hispanic community's values and priorities for a healthy coast. Here, we share the results of those focus groups. These results provide insight into how some community members use, value, and experience Maryland's coasts. These participants "occasionally" interact with the coast and offer the following perspectives.

Participants believe that it is

VERY or **EXTREMELY**
IMPORTANT **IMPORTANT**
64% **36%**
to have a healthy coast.

Participants' RELATIONSHIP with the COAST

Some participants' values for the coast include:



A Respect
for Nature



Keeping the
Coast Clean

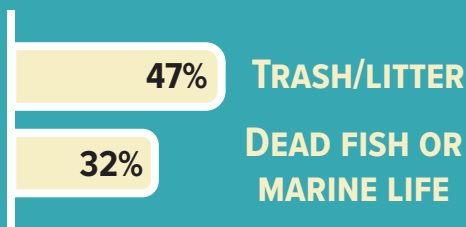


A Place
to Relax



A Place to
Spend Time
with Family

Participants have
"very frequently" or
"frequently" experienced:



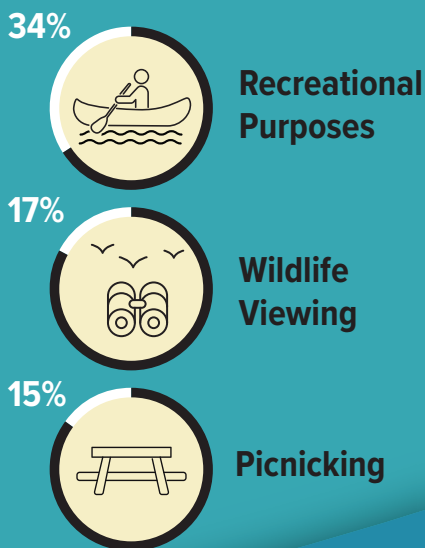
on nearby coast and/or
in coastal waters

Participants have "very rarely"
or "never" experienced:



Flooding on property
*Flooding preventing
livelihood or
doing business*

Participants mainly
use the coast for:



Participants' EXPERIENCES with the COAST

For more information,
please visit our website.



Participants' CONCERNS with the COAST

Participants are interested in learning more about:



Disaster Preparedness



Environmental Effects on Public Health



Impacts of Climate Change Locally

Participants are "very concerned" with the following impacts that will potentially worsen or increase due to climate change:



Changes in air quality



Changes in extreme weather events



Changes in water quality



Participants expressed concerns on accessing the coast:

LACK LEISURE TIME

Many are occupied with work or have no time to travel to far-away areas

AREAS OFTEN CLOSED OFF

Entry barred or terrain hazardous

Participants' INTERESTS of the COAST

Participants would like to learn more about these issues through:



SOCIAL MEDIA



VISUALS



IN-PERSON EVENTS

Participants "mostly agree" they...

are interested in **BEING A LEADER** to have a healthy coast

are prepared to devote **TIME AND RESOURCES** to coastal issues

know members in their community who would be interested in **TAKING ACTION** to maintain/improve the coasts

Participants would like to:



Have Easier Access and Availability to Coasts



See More Maintenance at Crowded Beaches



See More Environmental Education

Participants suggested increasing environmental education among youth and addressing littering in their communities.

