

## CommuniCard™ Company Fact Sheet

### “The pictures do the talking”

- Mission:** Especially for people wherever communication occurs in another language, CommuniCard™ creates products and services that easily and quickly allow communication without speaking.
- Background:** Sylvia Acevedo, a bi-lingual engineer, created CommuniCards to reduce the language barrier between English and Spanish speakers. While creating the cards, Acevedo researched communication issues between English-speaking employers and Spanish-speaking employees and conducted extensive interviews of nearly 1,000 people in construction and domestic work throughout several large Spanish-speaking population states. This resulted in a comprehensive understanding of the most important work processes, procedures and tools required for each type of work and the most common terms Spanish-speaking workers throughout the country use. Five translators ensured that an adequate range of dialects and colloquiums were identified. As a result, CommuniCards require no translators, reference books or knowledge of pronunciation. “The pictures do the talking.™”
- The Product:** CommuniCards are visual communication aids that include illustrations for those who don’t read or speak both Spanish and English. The laminated passport-sized guides unfold accordion-style revealing step-by-step illustrations of tasks and tools specific to common tasks in a number of industries. Currently, CommuniCards are available for construction, lawn care, and housekeeping tasks. CommuniCards were also developed for police departments to use in traffic stops.
- Benefits:** CommuniCards benefit both the English-only and Spanish-only speaking communities. For employers, giving CommuniCard instructions to Spanish-speaking employees saves time and improves accuracy on the job. Spanish-speaking employees gain more confidence and job satisfaction, as they communicate more clearly with their employers. The Police Traffic Stops CommuniCards improve safety, enhance police productivity and improve community relations. They help Spanish-speaking drivers understand more clearly what the police officer is trying to communicate, and help them gain a better understanding of traffic laws. Illustrations ensure communication that is faster and easier to use than English/Spanish dictionaries. Translations are included for those seeking to learn either English or Spanish.
- Availability:** Order CommuniCards by phone or online: 800.672.7060; [www.thecommunicard.com](http://www.thecommunicard.com)