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CommuniCards Offer New Communication Tool for Law Enforcement

Minor traffic stops can be confusing and time-consuming ordeals for both law enforcement officers and the parties stopped when the person pulled over for a violation does not speak or read English. Recently, CommuniCard™ tested its product with the Austin Police Department to create a solution for the growing Spanish-speaking population.

CommuniCard™, visual communication aids that include pictures for those who don't read or who do not speak both languages, have been introduced by Sylvia Acevedo, president and CEO of CommuniCard™ LLC, headquartered in Austin, TX. "For community support services, such as the Police Department, communicating effectively with the Spanish-speaking population can be challenging," says Sylvia Acevedo, founder, President, and CEO of CommuniCard™ LLC. "The Police Traffic Stop CommuniCard offers an efficient, easy to use, and cost effective solution."

Currently, many police departments have Spanish-speaking officers or translators. In instances where a non-Spanish-speaking officer pulls over a Spanish-speaking driver, the officer must request and wait for a translator, or risk the driver not understanding the infraction. The Police Traffic CommuniCard offers an easy to use pocket sized guide to communicate common traffic issues such as "May I see your ID and insurance?" and "You exceeded the speed limit." The pictures do the talking with the simple, proven point-and-do concept.

This exciting new tool offers many benefits. Police are able to quickly communicate and reinforce safety and legal procedures. In doing so, CommuniCards enhance police productivity. Community relations also improve as a more positive relationship is established between the police department and the Spanish-speaking community. The Traffic Stop CommuniCards also save police departments time and money, as officers do not need to complete extensive Spanish language classes.

CommuniCards are available as laminated pocket guides and decks, each one focusing on a specific task area for construction, lawn care, housekeeping, and police traffic stops. Research is currently being conducted for additional law enforcement communication, including Robbery/Victimization and Domestic Violence.

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Soon, "*No hablo Ingles,*" a phrase that often creates communications challenges between English-speaking police officers and Spanish-speaking individuals during routine traffic stops, will be minimized.

CommuniCards can also be customized to fit different types of workplace environments. CommuniCards, including the Police Traffic Stop cards, cost only \$9.95. They can be purchased at www.thecommunicard.com.

About Sylvia Acevedo

Before starting her most recent business, CommuniCard™ LLC, Acevedo was a founder and vice president of sales and marketing of REBA Technologies. She has also been an executive at top Fortune 500 companies including IBM, Dell Computer, Apple Computers and Autodesk Inc. At Dell Computer, she led the creation of the first Pan-American e-commerce website for Latin America. Acevedo has a Master's engineering degree from Stanford University and a Bachelor's degree from New Mexico State where she graduated with Honors and served on the Board of Regents. Her business is headquartered in Austin, TX. She was recently named as the Hispanic Business Woman of the Year, Region III winner, for the United States Hispanic Chamber of Commerce.
