



# Construction

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EXECUTIVE

## CommuniCard Tools Help Bridge Language Barriers

CommuniCard visual communication guides help English-speaking employers to communicate with Spanish-speaking employees. The trade-specific cards depict common tasks in the construction, housecleaning and lawn service industries. Along with basic trade terminology and instructions, the aids include pictures to help those who cannot read. The laminated, passport-sized guides unfold accordion style and display specific tasks and tools.

CommuniCard's president and CEO, Sylvia Acevedo, created the cards to assist the growing Hispanic community and those who hire Spanish-speaking workers. Acevedo researched communication issues by interviewing nearly 1,000 English-speaking employers and Spanish-speaking workers on construction worksites throughout California, Georgia, North Carolina, New Mexico and Texas. Translators ensured that an adequate range of dialects and colloquialisms are included.

According to the U.S. Bureau of Labor Statistics, the Hispanic population is growing at nearly five times the rate of the national population. By 2010, Hispanics are predicted to represent 20 percent of the nation's population.



 **CommuniCard™**

The pictures do the talking.™  
Los retratos hablan por si mismo.™

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