



**HECHO**

HISPANICS ENJOYING CAMPING,  
HUNTING, AND THE OUTDOORS

# About us

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HECHO helps us to fulfill our duty to conserve and protect our public lands and waters for future generations.

We connect a love for the land to opportunities to advocate for all the things the land gives to us – clean water, clean air, the wildlife, landscapes to enjoy, and all of this contributes to our health and well-being.

HECHO works with local Latinx leaders who are connected to the land to empower and support them in the conservation of our public lands, uniting communities in the protection of healthy watersheds, clean air, and robust wildlife habitats.



## STAFF

- Camilla Simon, Executive Director
- Andrea Trujillo Guajardo, Policy Director
- Bianca McGrath-Martinez, Program Manager
- Amy Dominguez, Communications Coordinator



# What community do we serve?

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HECHO, short for Hispanics Enjoying Camping, Hunting, and the Outdoors, serves the Hispanic community.

We are focused on empowering Hispanic leaders to engage their communities in the conservation of our public lands. We seek to build strong, culturally-rich communities connected to nature and each other.



The Hispanic population accounts for **more than half (52%)** of U.S. population growth from 2008 to 2018.



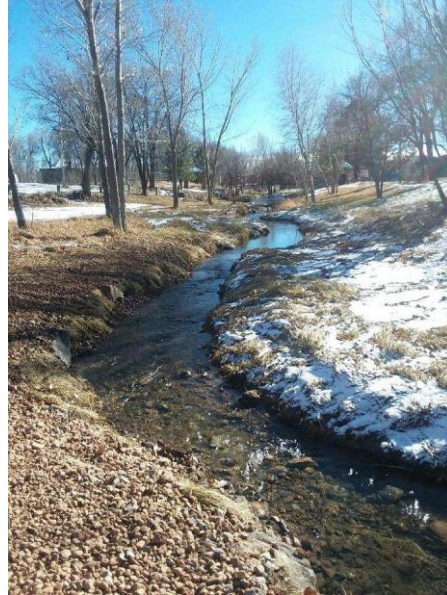
More than **30 million** Hispanics were eligible to vote nationwide in 2020.



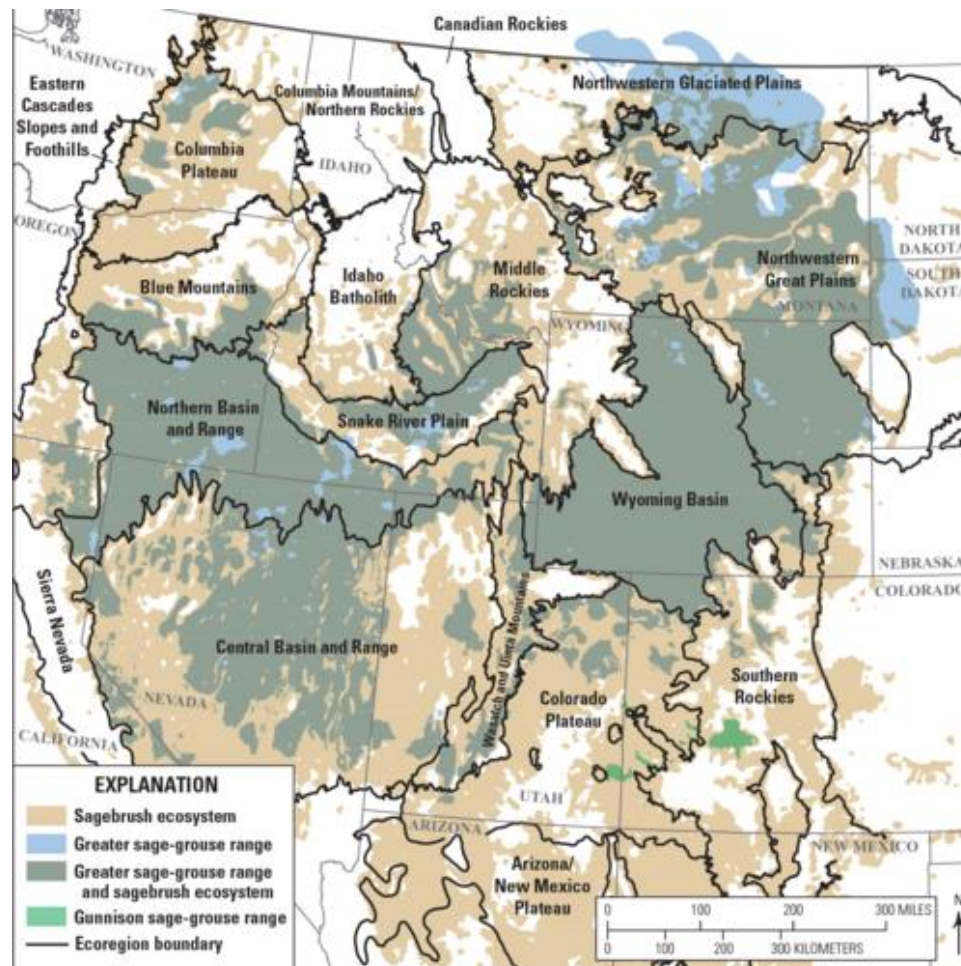
There are over **6,600** Hispanic elected and appointed officials, reflecting an increase of 10% since 2013.



# What we've worked on & our focus today



# Relationship with the sagebrush ecosystem



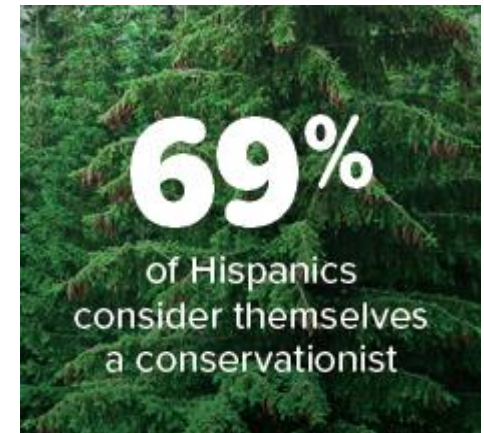
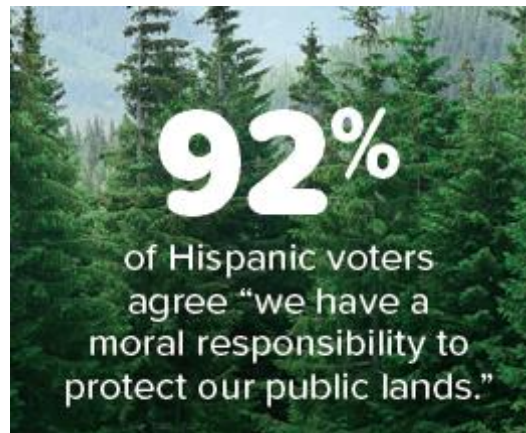
# Level of interest

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The connection our community has to the land is ancestral and guides the ways in which we see our futures.

In some areas, land has been settled by the same family for generations. Traditions like hunting, fishing, and collecting pinyon that depend on the protection of our public lands motivate us to protect it.

**Querencia:** Enjoying and caring for our natural resources is a shared value among our diverse culture, passed from generation to generation through family and community traditions. In the West, the land is intertwined with Hispanic culture, traditions, and family life. A 2014 HECHO/ Latino Decisions survey found that 84% of Hispanics feel a familial connection to the land. We define this connection as querencia.



# Outreaching to the Latinx community

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## WORDS MATTER

### Latinx

Used by English language speakers to describe people of Latin America in a gender neutral, gender non-assigning way.

### Hispano

A person descended from Spanish settlers in the Southwest before it was annexed to the United States.

### Hispanic

Hispanic includes Spanish identities, for many it represents Spanish colonial history and Black and Indigenous erasure.

### Latine

For Spanish language speakers, Latine is the term that is used to describe the same group of people in the same gender neutral way.

### POC

Person/ People of Color

### BIPOC

Black, Indigenous, and other People of Color.

# Cultural perspectives to remember

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Latinx people have a very deep connection to the land, and practice conservation values that have been passed down through generations.

To be inclusive, engaging with the community via Spanish language channels is important. This includes Spanish media platforms spanning broadcast, print, and digital. When creating materials, creating them to be bilingual is essential.

Enjoying and caring for our natural resources is a shared value among our diverse culture, passed from generation to generation through family and community traditions.







# Stay in touch

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Follow HECHO on social media to stay up to date, and to subscribe to our monthly newsletter.

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