



California Department of
Pesticide Regulation

Departamento de
Reglamentación de Pesticidas de
California

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California Department of Pesticide Regulation

Pilot Language Access Hub Summary Report

Executive Summary

The Department of Pesticide Regulation (DPR) hosted a pilot “Language Access Hub” that featured a centralized language services program available to County Agricultural Commissioners (CACs) to support language access at the local level. The pilot program aimed to facilitate multilingual communication with the public about pesticide use enforcement activities conducted by CACs. The pilot program included a 24/7 interpretation call line and document translation service in over 100 languages. DPR launched this pilot program in 2024 with the following goals:

- evaluate the effectiveness of different outreach strategies, particularly when building awareness of this new program;
- characterize the variety of languages, counties, and services that could be supported by a centralized language program focused on pesticide use enforcement; and
- gather feedback on the practicality, challenges, and opportunities of the program.

DPR’s outreach campaign included direct engagement with CACs and the public, development and distribution of flyers and brochures, social media campaigns, radio public service announcements, and a community outreach partnership. Between February 2024 and February 2026, CAC staff from 27 counties used the pilot Language Access Hub to communicate in 15 languages: Cantonese, Dari, English, Haitian Creole, Hmong, Japanese, Korean, Lao, Mien, Mixtec, Punjabi, Simplified Chinese, Spanish, Traditional Chinese, and Vietnamese. **Based on feedback and usage, this pilot program provided a valuable service to CACs and the communities they serve, and DPR will permanently fund this program when the “pilot” ends in June 2026.** The next iteration of this program will incorporate recommendations and lessons learned to enhance awareness, access, service quality, and usage.

Background

The California Department of Pesticide Regulation (DPR) protects human health and the environment by fostering sustainable pest management and regulating pesticides across the state. DPR partners with the 55 County Agricultural Commissioners (CACs) in California who represent the state’s 58 counties to enforce state pesticide laws and regulations at the local level. Among [their various roles](#), CACs and their staff conduct field inspections, including worker health and safety inspections, and receive and investigate pesticide incident reports and use complaints. Receiving pesticide incident reports and use

complaints is a critical public service rendered by CACs and is a fundamental function of the pesticide use enforcement program. Additionally, CACs may respond to complaints in writing, post updates to their website, or provide written materials, including inspection reports, as part of the pesticide use enforcement program.

In February 2024, DPR launched a pilot “Language Access Hub” for use by CACs and their staff to facilitate communication about pesticide use enforcement activities with the public, providing support for interpretation and translation in over 100 languages. The pilot Language Access Hub offered a document translation service and a 24/7 interpretation call line to CACs and their staff, supporting them when working with farmworkers and community members with limited English proficiency. This report summarizes conducted outreach, usage metrics, and utilization lessons learned from the pilot Language Access Hub from February 2024 through February 2026, though the pilot program ends June 2026. After the pilot program concludes, DPR will permanently provide these language access services for CACs.

Outreach Campaigns to Build Program Awareness

One of DPR’s goals with the pilot Language Access Hub was to better understand the effectiveness of different outreach strategies, particularly when building awareness of a new centralized language access services program. DPR’s outreach to CACs, their staff, and the public is described in this section.

In February 2024, DPR established the pilot Language Access Hub with a contracted language service provider, Hanna Interpreting Services LLC. DPR developed step-by-step instructions and other support materials (e.g., pocket access cards and an I-Speak language card for indigenous Latin American languages) for CAC staff and shared these documents through a CAC resource portal (see example support materials in Figure 1). DPR also held a recorded webinar for CACs explaining the purpose of the pilot Language Access Hub and how to access the available services. Lastly, DPR developed various public-facing materials to spread awareness about the pilot program.

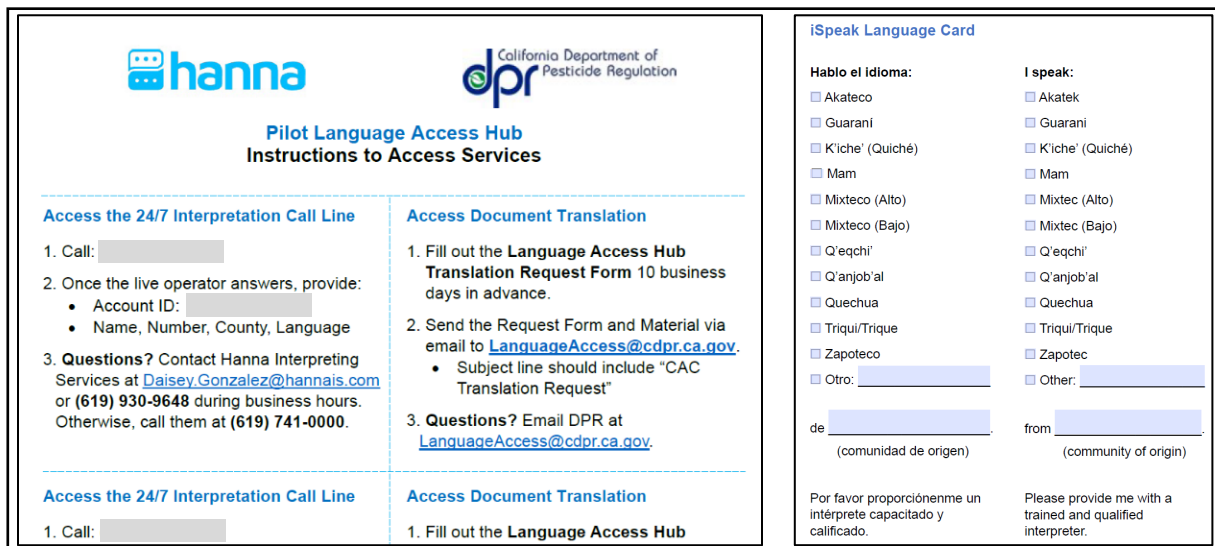


Figure 1. Printable pocket access cards and an I-Speak language card developed by DPR.

In Spring 2024, DPR announced the launch of the pilot Language Access Hub through multilingual social media and email campaigns, public outreach flyers in six languages, Spanish radio interviews, a presentation to state agencies, and at various community events (see example outreach materials in Figure 2). This public outreach campaign was informed by community leaders who encouraged DPR to share this resource with farmworkers and community members to raise awareness about the available language services. Information about the pilot program was also shared with DPR staff who work directly with CAC staff, and they were invited to encourage CAC staff to use the pilot Language Access Hub.

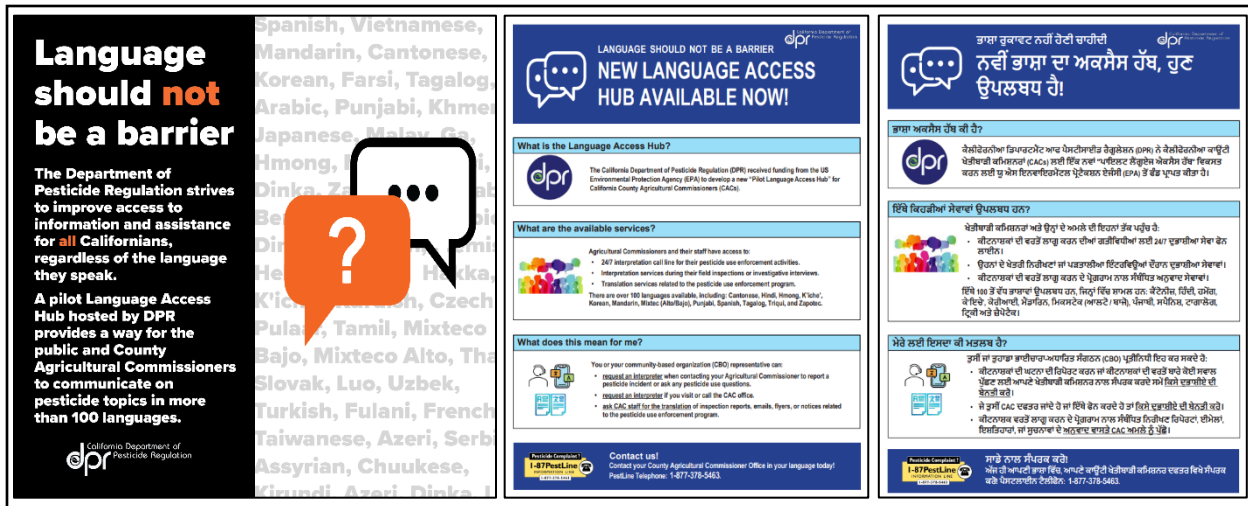


Figure 2. Social media announcement graphic and public outreach flyers developed by DPR.

In Summer and Fall 2024, DPR continued publicizing the pilot Language Access Hub through the same multilingual mediums, additionally sharing information through 2,360 [radio public service announcements](#) (PSAs) across the Central Coast, Central Valley, and Bay Area regions in Mixtec, Punjabi, Spanish, Triqui, and Zapotec. Outreach to CACs and their staff continued throughout this period to encourage utilization of the pilot program.

Additionally, DPR partnered with [Lideres Campesinas](#) from late-Summer 2024 to mid-Spring 2025 to promote this service to farmworkers and their families across the state. As part of this impactful partnership, Lideres Campesinas and DPR co-developed two outreach brochures ([how to report pesticide incidents](#) and [how to use the language access hub](#)) and social media content in Spanish tailored directly to farmworker communities (see examples in Figure 3). Through March 2025, Lideres Campesinas members distributed over 3,000 outreach brochures through their 18 chapters in locations including Coachella, Greenfield, Kern, Napa, San Benito, and Tulare. The largest community reach occurred during Lideres Campesinas’ Pesticide Awareness Month (mid-January to mid-February 2025), which engaged over 14,500 community members. Their social media posts achieved over 8,000 views on Facebook and Instagram, and their Ventura chapter achieved 19,000 impressions in a radio interview where Lideres Campesinas leaders promoted the pilot Language Access Hub (see Figure 4). This partnership provided a valuable way for DPR to spread program awareness, through trusted community leaders, to Californians who may be interested in accessing these services.

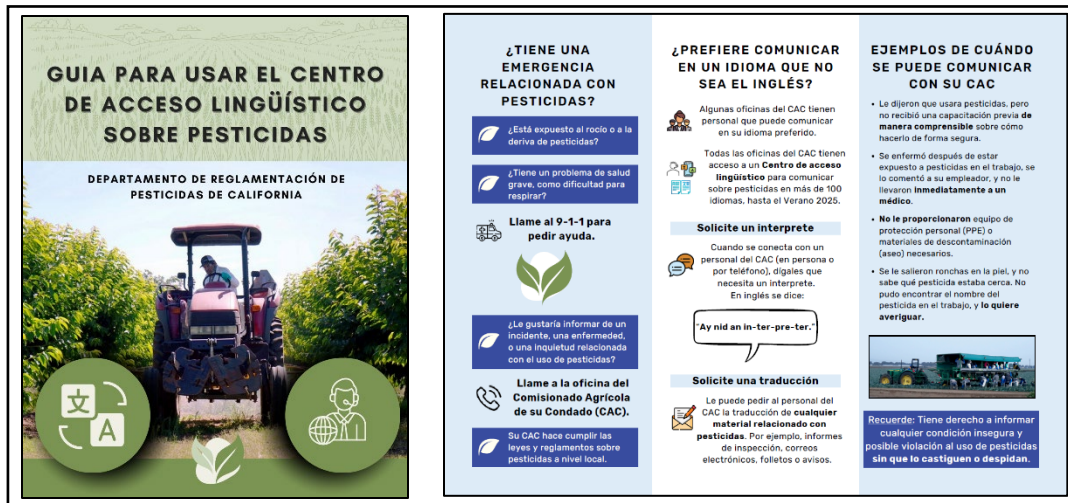


Figure 3. Social media graphic and outreach brochure co-developed by Lideres Campesinas and DPR.



Figure 4. Lideres Campesinas leaders promote the pilot program during a radio interview.

In Winter and Spring 2025, DPR continued its social media and radio public service announcement campaigns, airing over 4,500 additional PSAs to raise awareness about the pilot Language Access Hub and directly shared the program brochures and information at community events and agency meetings. Information was provided to DPR staff who engage frequently with CAC staff to promote the pilot program. DPR also encouraged CAC offices to distribute brochures and promote the service to their communities at outreach events. DPR’s outreach was informed by feedback from Lideres Campesinas who suggested that having CAC offices promote this resource would encourage more farmworkers to consider requesting language services.

From Summer 2025 to Winter 2026, DPR continued sharing brochures and information about the pilot Language Access Hub at community events and encouraging CAC staff to promote this service at county community events. DPR promoted this pilot program to CAC staff through monthly reports to CACs and presentations to current and new CACs.

Pilot Language Access Hub Usage

Another goal with the pilot program was to better understand the variety of languages, counties, and services that could be supported by a centralized language program focused on pesticide use enforcement. This section details the pilot Language Access Hub usage metrics by service type.

Through the end of February 2026, CAC staff from 27 counties used the pilot Language Access Hub to translate 64 materials and interpret for 817 minutes (over 13.5 hours). On average, the pilot program processed 1 call and 2.6 written materials per month. The interpretation call line was used predominantly in the second year of the pilot program (72% of calls), whereas the translation service was used more in the first year (59% of materials). Figure 5 illustrates which counties used both pilot Language Access Hub services (n=7), only interpretation (n=8), and only translation (n=12).

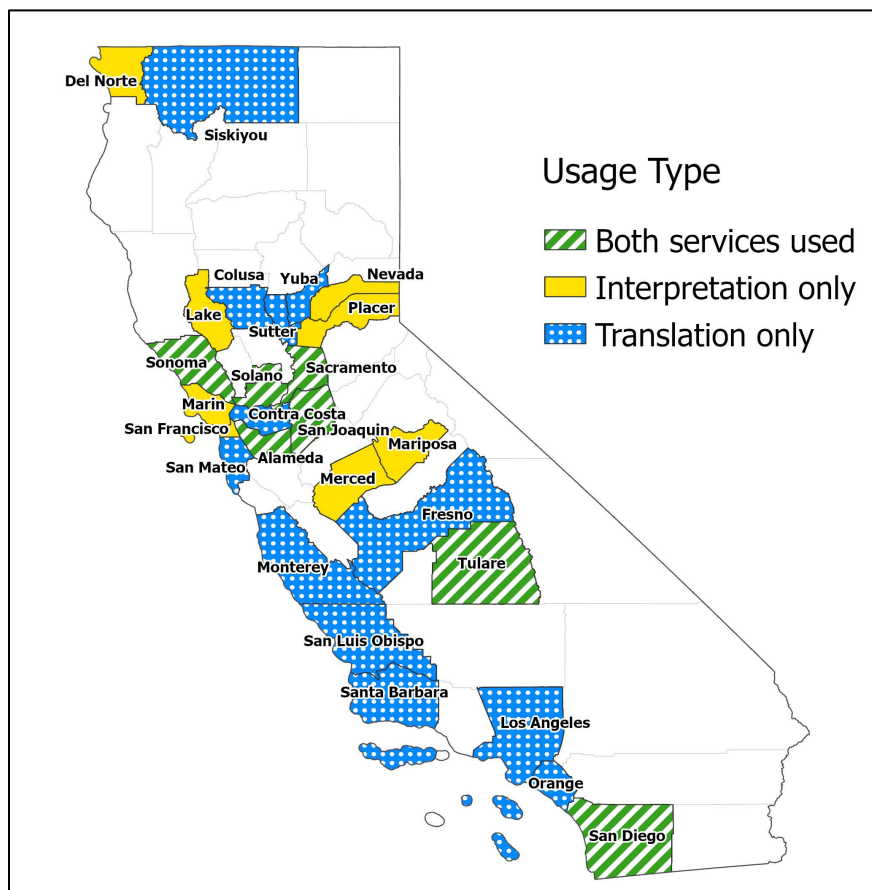


Figure 5. Map of Pilot Language Access Hub services used by county.

Translated materials included foreign-labeled pesticide labels; pesticide permit conditions; county registration and alternatives forms; pesticide safety posters, cards, handbooks, training materials, and data sheets; community outreach brochures; community engagement training materials; violation notices; and civil penalty hearing information. Translation services were provided in the following thirteen languages: English, Haitian Creole, Hmong, Japanese, Korean, Lao, Mien, Mixteco, Punjabi, Simplified Chinese, Spanish, Traditional Chinese, and Vietnamese. The bar charts in Figure 6 demonstrate

the number of materials translated by language. Some source materials were translated into multiple languages, so the number of translated materials (90) is larger than the number of source materials (64).

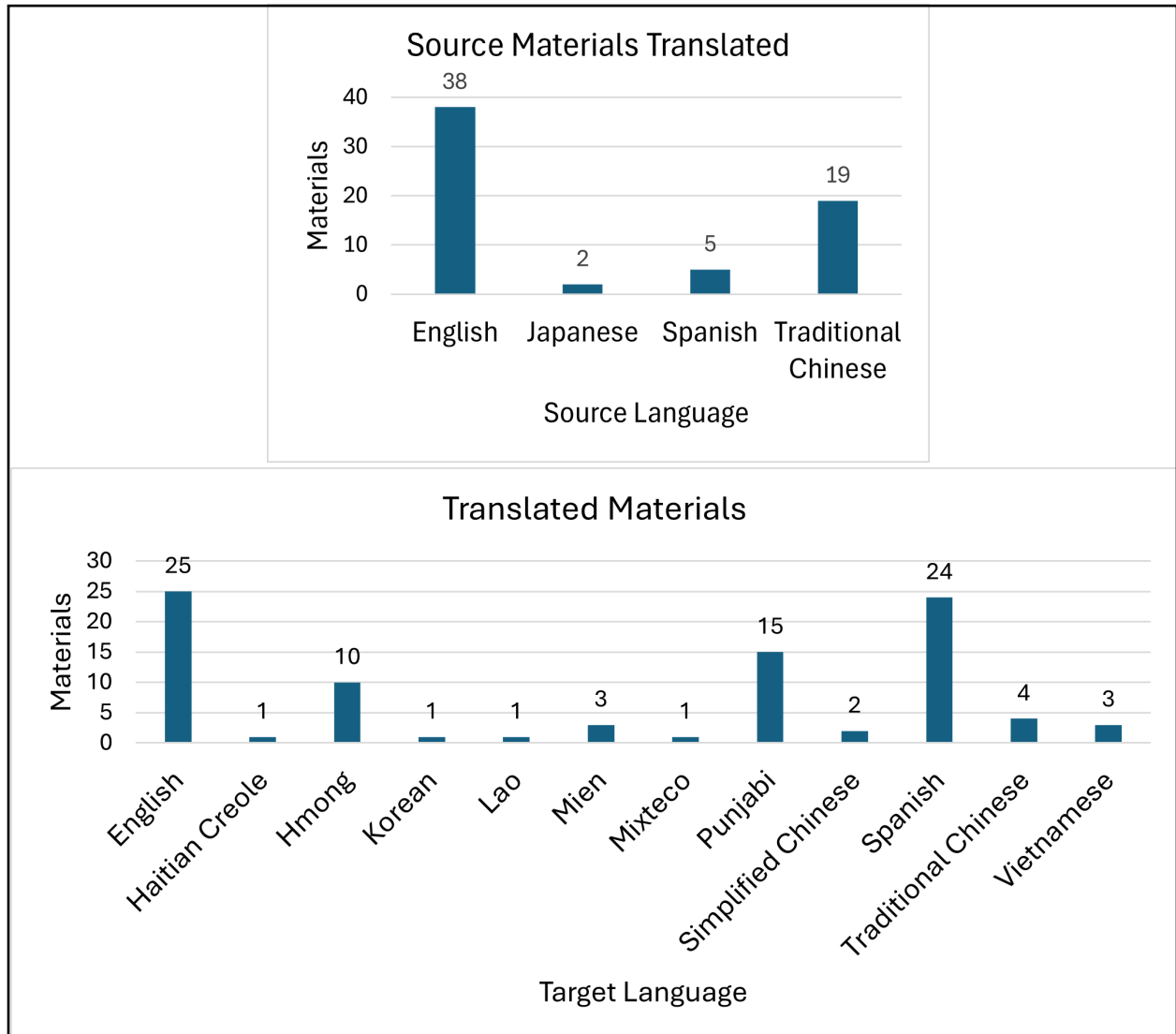


Figure 6. Number of materials translated by source and target language.

Interpreted conversations lasted between two and 61 minutes. Interpretation services were provided to communicate between English and the following six languages: Spanish, Haitian Creole, Punjabi, Dari, Korean, and Cantonese. Figure 7 displays the total duration of interpreted conversations by language.

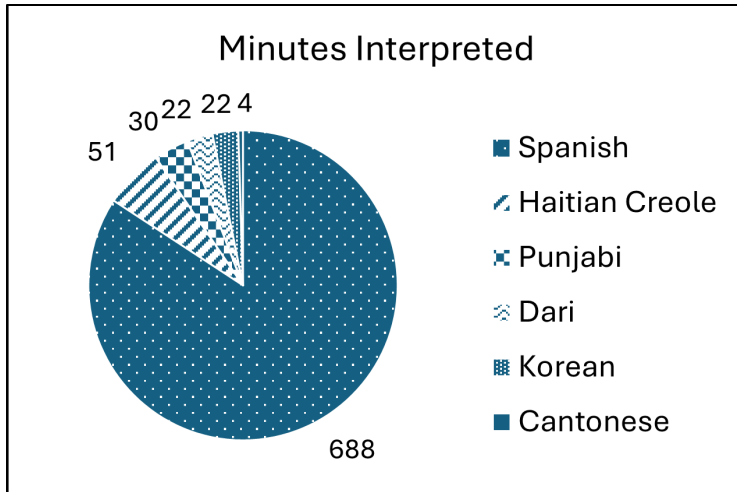


Figure 7. Number of minutes interpreted by language.

Factors Influencing Program Utilization

A third goal with the pilot Language Access Hub was to gather feedback on the practicality, challenges, and opportunities of the program. DPR identified several factors impacting use of the pilot program and strategies that can be considered for increasing utilization of a future centralized language access program.

County Agricultural Commissioner Factors

Counties have a varying range of language services available, and larger counties typically have more readily available resources, such as their own bilingual CAC staff who have expertise in specialized pesticide use terminology. Tailoring outreach to the specific county context can be a useful strategy for increasing usage, as well as providing utilization examples from CAC offices in similar regions.

Building awareness of the pilot program throughout the state was an ongoing effort, and DPR compiled the following strategies for general program communication to CAC offices. Outreach to a wide range of CAC staff, including deputies, inspectors, and office personnel—through multiple channels such as email, DPR webpages, in-person meetings, and routine interactions with DPR staff—may increase awareness of the language access services and support broader use. DPR also received questions from CAC staff about how to use the services throughout the pilot period, indicating a need for consistent communication with service instructions in addition to building awareness about the program.

Feedback received from CACs who used the interpretation service expressed appreciation for the wide range of languages supported, 24/7 availability, and shared positive experiences. Quick turnaround times and flexibility in how materials were processed contributed to the utilization of the translation service. Continuing these effective aspects of the program will support usage of a future language program.

Public Factors

Targeting program outreach to community members who may request language services from CAC offices is an important strategy to maximize outreach efforts. In particular, feedback indicated that

farmworkers are most likely to receive and trust information when it is shared in person by familiar organizations. However, it is important to keep in mind that some farmworkers may fear retaliation at work due to language preferences or may be hesitant to contact government agencies due to immigration-related concerns. Learning about a centralized language program through multiple entities (such as community-based organizations, CAC offices, DPR, and employers) without being singled out can encourage individuals communicating with CACs to request language services when needed.

To build general public awareness about the pilot program, DPR shared outreach materials through DPR webpages, social media, and email. Creating additional tailored social media content (tailored both to target audiences and languages) paired with short, step-by-step videos can reach a wider audience and encourage language service requests. Feedback revealed that many community members are unfamiliar with CAC offices and services, their role in investigations, or how to report pesticide concerns. Pairing language program outreach with information about how these government agencies (DPR and CACs) relate to community health can be a particularly effective communication strategy.

Throughout the pilot program, DPR received recommendations about how Indigenous languages could be better supported. Incorporating these suggestions as well as continuing to partner with trusted messengers to promote any future language program can support language service utilization.

Beyond a Pilot Program

Almost half of all CAC offices used the pilot Language Access Hub through February 2026, indicating a need for multilingual support across California to communicate on pesticide use enforcement topics. Based on feedback and usage, this pilot program provided a valuable service to CACs and the communities they serve; thus, DPR will be permanently funding this program once the pilot program concludes. Expanding language access supports broader access to information and public services, such as reporting pesticide use concerns, and is one way DPR can further support pesticide use enforcement at the local level. Continuing to provide these services also aligns with [DPR's 2024-28 Strategic Plan](#), specifically Goal 3.4, to "Expand language access through California in collaboration with federal, state and local interested parties".

In order to enhance awareness, access, service quality, and usage of the permanent program, DPR will be incorporating the following recommendations and lessons learned through the pilot Language Access Hub. While awareness building was a major component of DPR's outreach strategy for the pilot program—and most service utilization occurred during the second year of the program—the permanent program will benefit from this established awareness. Future outreach will focus more directly on increasing opportunities for program utilization. The ability to provide on-demand interpretation in over 100 languages is particularly useful to serve the wide variety of languages spoken by Californians, as illustrated by the fifteen languages utilized through the pilot Language Access Hub. However, to better support languages that have distinct dialects, the ability to schedule interpretation services in advance with an appropriate interpreter is also important to include and will be part of the permanent program. A voiceover service is also valuable, as it allows for a translated recording in oral-only languages. One such request for a Mixteco audio recording of an English material was processed through the pilot program, and this service will be provided in the permanent program. Lastly, the permanent program

will prioritize subcontracting with [Latin American indigenous language service providers](#) in order to broaden the pool of quality interpreters available for target indigenous languages spoken in California. These adjustments aim to better serve Californians as they communicate with their County Agricultural Commissioner offices on pesticide use enforcement topics.