

**CHAPTER 10**  
**ASIAN PACIFIC ISLANDER OUTREACH PROGRAM**

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## CHAPTER 10

### ASIAN PACIFIC ISLANDER OUTREACH PROGRAM

1. GENERAL. The Asian Pacific Islander Outreach Program (APIOP) is a proactive traffic safety outreach program designed to address the needs of the Asian Pacific Islander community in California. The APIOP is a traffic safety program which interacts extensively with the Asian Pacific Islander (API) community by recognizing and respecting the cultural differences of this community and by addressing this group in their native language. Information about traffic safety laws and good traffic safety behaviors is provided through participation in local community events and civic functions and by developing public and private industry partnerships. The APIOP also maximizes its statewide outreach to the Asian community through the effective use of media. With this proactive traffic safety outreach program, which emphasizes education rather than enforcement, a more positive attitude towards law enforcement is created and cultivated.
  
2. THE ASIAN PACIFIC ISLANDER OUTREACH PROGRAM CONCEPT.
  - a. The API population is greater than 22 million people in the nation. Approximately one-third of Asian Americans live in California (U.S. Census Bureau, 2020 Census). Additionally, Asian Americans account for over six percent of the total population in the United States.
  
  - b. The goal of the APIOP is to reduce the number of Asian-surnamed drivers and victims involved in traffic-related crashes. Activities are designed to educate and encourage safe driving and to provide traffic safety education presentations.
  
  - c. The focus of this program is to utilize California Highway Patrol (CHP) officers of Asian and Pacific Islander ancestry or bilingual and bicultural officers to organize community events, provide traffic safety presentations, and serve as departmental role models.
  
  - d. This chapter describes the purpose, benefits, and scope of the APIOP. This chapter also serves as a guide for Area offices as well as for law enforcement agencies.
  
3. PROGRAM BACKGROUND. Statistically, fatal motor vehicle crashes involving Asian Americans are the leading causes of death for ages 14 to 34 and one of the major causes of death for all other ages. In addition, illegal street racing and vehicle

modification among younger generations have become a growing concern. The CHP has established various task forces to address, reduce, and prevent illegal street racing.

#### 4. ROLES AND RESPONSIBILITIES.

- a. Program Administrator. The Community Outreach and Marketing Section (COMS) commander serves as the Department's designated program administrator, is responsible for the effectiveness of the APIOP within the Department and is responsible for any reporting requirements through the Departmental Affairs Division.
- b. Program Coordinator. COMS provides overall coordination of the program. The COMS program coordinator implements the Department's APIOP activities and plans specific strategies to accomplish the Department's community outreach objectives.
- c. Division Commanders. The Division commander is responsible for program implementation and reporting at the Division level. The Division shall select an APIOP coordinator.
- d. Division Coordinators. The Division coordinators are responsible for coordinating the APIOP at the Division level. The Division coordinator is responsible for ensuring adequate departmental participation in community outreach activities and coordinating and conducting community outreach activities within the Division. The Division is responsible for program implementation and reporting at the Division level.
- e. Area Commanders. The Area commanders are responsible for appointing an Area APIOP coordinator and promoting the APIOP within the command and community.
- f. Area Coordinators. The APIOP Area coordinator is responsible for coordinating and conducting community outreach activities within the area. Such activities and responsibilities include, but are not limited to, the following:
  - (1) Establishing good rapport with the API community and local community groups.
  - (2) Joining local API community associations and civic groups.
  - (3) Attending and representing the Department at local API community functions and meetings.

- (4) Participating in local API community cultural events.
- (5) Focusing the program on the education of the API population regarding law enforcement issues, traffic safety, child passenger safety, driving under the influence, and other relevant topics.
- (6) Meeting with the local API media and establishing regular contacts for informational talk show opportunities.
- (7) Setting up and conducting educational seminars in the local API community.
- (8) Establishing a rapport with local schools and conducting school traffic safety presentations.
- (9) Assisting Area commanders and public information officers in implementing the APIOP at the Area level.
- (10) Assisting the Division Recruitment Coordinator through the APIOP's partnerships as a medium to ensure inclusive recruitment.
- (11) Prepare written correspondence, provide translation services, and review other written materials as requested.
- (12) Performance of professional production functions such as writing, data collection, training, and facilitation of specialized equipment and supplies.
- (13) Representing the Department on issues about departmental community involvement.

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