SCOUTING IN THE HISPANIC/LATINO COMMUNITY
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1. Introduction

Demographics

Brief History

Purpose of This Booklet
Demographics
Why is the Boy Scouts of America concerned about serving Hispanic communities throughout the United States? In a nutshell, it’s the right thing to do. Consider these compelling statistics from the U.S. Census Bureau: Presently, there are 50 million Hispanic Americans, which is more than one-sixth of the United States population. Hispanic Americans are becoming the largest minority group in the country. By 2050, Hispanic Americans are projected to compose 29 percent of the U.S. population.

The Hispanic population has great economic influence as well. Hispanic Americans represent $477 billion in purchasing power. In addition, there are nearly 2.5 million Hispanic-owned businesses in the United States. These businesses generate more than $400 billion in annual gross receipts.

According the U.S. Census Bureau, the word “Hispanic” applies to U.S. citizens and residents who identify themselves as descendents of people from Spain, Mexico, Puerto Rico, Cuba, the Dominican Republic, or Central and South America. Three-fourths of Hispanic Americans live in these five states:

- California (36.2 percent)
- Texas (35.9 percent)
- New Mexico (44.5 percent)
- Arizona (29.9 percent)
- Nevada (25.1 percent)

These compelling statistics translate into a unique opportunity for the Boy Scouts of America to further its mission by serving Hispanic American youth and their families well into the 21st century. Some 29 million Latinos speak Spanish at home, and 61 percent have at least one foreign-born parent.

Brief History
Serving Hispanic American young people isn’t new to Scouting. In 1990, when the Boy Scouts of America recognized that the population growth among Hispanic Americans had been increasing at a fast rate, the BSA implemented the Hispanic Emphasis program. A director was hired to oversee this pioneering program, which was funded in large part by the Kellogg Foundation.

In 1991, six Hispanic regional/local directors were brought on board to assist local councils located primarily in the Southwest to help market Scouting in a way that was culturally relevant to Hispanic Americans. These professional Scouters conducted workshops on Hispanic culture, assisted councils in identifying and recruiting Hispanic volunteers at all council levels, and helped unit-serving executives organize new units in largely Hispanic neighborhoods.

Also, for the first time in Scouting’s history, a large number of Spanish-language resources (training videos and manuals, booklets, pamphlets, brochures, posters, fliers, public service announcements) were produced. The goal was to help Hispanic American parents understand the Scouting program. The rationale: If parents understood the Scouting program in their native language, the likelihood of their volunteering to be a Scout leader would increase.

The Membership Recruitment mission is to provide relevant insights and tactical expertise to local councils, with the goal of increasing their capacity to grow and sustain their membership in ethnically and geographically diverse communities.

BSA Mission
The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.
Purpose of This Booklet
This booklet should provide unit-serving executives and Scouters with some helpful approaches for successfully marketing Scouting to Hispanic Americans. Four objectives come to mind:

1. Give the reader a good understanding of cultural traits commonly shared by most Hispanic Americans.
2. Point out compelling reasons for the likelihood of Scouting’s success in the Hispanic community.
3. Provide Scouters with successful “how to” strategies for recruiting Hispanic American volunteers at both the council and unit levels.
4. Highlight the Spanish-language resources available to unit-serving executives.
2. Understanding the Hispanic Culture

Know the Proper Terminology

Five Common Cultural Traits

Compelling Reasons for Scouting’s Success in the Hispanic Community
Know the Proper Terminology
While “Hispanic” is a politically correct term, unit-serving executives should be aware of their own Hispanic community’s preference. For example, “Latino” is preferred over Hispanic in most Southern California cities like Los Angeles because of the diversity of the Spanish-speaking people who live there. However, Latino may be viewed negatively in other parts of the country. Sensitivity is the rule when determining your local Hispanic community’s preference.

Five Common Cultural Traits
Most Hispanic Americans share five common cultural traits: strong cultural identity, the Spanish language, emphasis on family, religious fervor, and respect for elders.

Strong Cultural Identity
Unlike the immigrants who came to the United States in the early 1900s, the vast majority of Hispanic Americans strongly identify with their ethnic background. They cling tightly to their rich Hispanic culture. Their commitment to their families, religion, and heritage is unparalleled.

Most Hispanic Americans have a strong work ethic and loyalty to their employers. They have a keen desire to make it on their own. In addition, their willingness to help others who are less fortunate and to improve their community may explain their passionate views on life.

Hispanics faithfully observe the religious and ethnic holidays deemed important in their country of origin. For example, Cinco de Mayo commemorates the victory of a decisive battle against the French army by Mexican soldiers on May 5, 1862, and is widely celebrated by Mexican Americans. Likewise, Cuban Americans commemorate Liberation Day, which occurred on January 1, 1899. This day marks the end of Spanish rule in Cuba. Commonwealth Day, which is celebrated by Puerto Ricans, commemorates proclamation of Puerto Rico’s constitution on July 25, 1952.

Various rite-of-passage ceremonies like a Hispanic girl’s Quinceñera are celebrated in most Hispanic communities. When a Hispanic girl turns 15, her parents celebrate her passage into womanhood with a special church service and reception attended by close friends and relatives. In doing so, parents symbolically prepare their daughter for her eventual wedding day.

Unit-serving executives should note that September is Hispanic American Heritage month. It celebrates the contributions of Hispanic Americans like Cesar Chavez—this country’s most influential Hispanic labor leader—and their profound effect on American life today.

Spanish Language
How important is Spanish to Hispanic Americans?

- Ninety percent of Hispanic Americans in this country learn to speak Spanish as their primary language. Compare this to only 10 percent of Hispanic Americans who learn to speak English first as infants.
- Seventy-nine percent of Hispanics are most comfortable speaking Spanish at home.
- In terms of media usage, 70 percent of Hispanic adults prefer watching Spanish-language television and listening to Spanish-language radio.

Language does play a big role, but do not rely on language alone. It is a mistake to assume that because a person can speak the language he or she understand the culture. The Latino market is consumers who demand and necessitate a professional Scouter or volunteer who can understand and relate to this specific culture.

“Hispanic” is actually a term that leads to disagreements. There are those who do and do not prefer it as their cultural umbrella. Some prefer the term “Latino.” Hispanic is derived from the term Hispana, which is the Spanish language term for the country’s cultural diaspora. Many Latinos denounce the term Hispanic and refuse to use it because it symbolizes colonization. As a result of mixing natives, Europeans and Africans, many Latinos view themselves today as a combination of all three.
In fact, the Membership Recruitment Team suggests the uses of the term Hispanic/Latino American, and a large number of the boomer and mature generations prefer this term.

Most Hispanic youth, on the other hand, are more receptive to English-language media. Also, not surprisingly, U.S.-born second- and third-generation Hispanic Americans are more likely than foreign-born Hispanic Americans to prefer English-language messages.

Recognizing the importance of Spanish in serving Hispanic communities throughout the United States, the BSA National Council produced close to 100 colorful, Spanish-language training booklets, videos, posters, and promotional fliers. These items, available through the BSA’s National Distribution Center, target Hispanic parents in an effort to educate them about Scouting and its methods. Some of these materials are now being revised to keep up with the most current Scout requirement changes.

Unit-serving executives should be sensitive to opportunities where Spanish is appropriate. Recognizing that only a small percentage of BSA professionals are fluent in Spanish, one should make a special effort to identify volunteers who are bilingual. This will be very important when organizing new units in predominately Hispanic neighborhoods.

**Emphasis on Family**

Traditionally, Hispanic American families tend to be patriarchal; that is, the father is clearly the head of the household. The family unit tends to be large and often includes other relatives. Hispanics view their families as great treasures that must be protected and never abandoned. The family is responsible for instilling and maintaining one’s cultural traditions and identity, and is a central force in the lives of Hispanic Americans.

The old saying “One can never go back home” is not necessarily true for most first-generation Hispanics. Subconsciously, they long to return home to their relatives. This might explain why most Hispanics tend to have their primary residence near loved ones.

Hispanic Americans cherish their family’s name, so much so that it’s not unusual for first-generation Hispanics to formally use both their father’s surname and mother’s maiden name simultaneously. Attention should be given to the correct pronunciation and spelling of Hispanic surnames. The Membership Recruitment resource *How Do You Pronounce Hispanic Names?* can be very helpful.

Also, keep in mind that there is a growing number of middle-class and upper-class Hispanic Americans whose families tend to be smaller than the average Hispanic family. These second- and third-generation Hispanic Americans are well-educated, speak English most of the time, are career-oriented, mobile, and feel comfortable with their independent American lifestyle. Yet, they remain steadfastly proud of their Hispanic culture.

In the Hispanic community, a unit-serving executive should always communicate the concept of Scouting as a family program. Building strong families through Scouting serves as a powerful message when trying to organize a new Cub Scout pack in a predominantly Hispanic neighborhood. Encourage Scouting opportunities where the entire family can participate, such as Scoutoramas, pack meetings, and blue and gold banquets.

**Religious Fervor**

Most Hispanic Americans view their religious faith as a life-sustaining force. Major life decisions are prayerfully approached with God’s favor and blessings. While approximately 85 percent of Hispanic Americans consider themselves Roman Catholic, there is a growing number joining The Church of Jesus Christ of Latter-day Saints and other Judeo-Christian religions.

For the vast majority of Hispanic Americans, their Catholic priest or church pastor is not only their spiritual leader but also an important spokesperson when it comes to Hispanic issues and concerns. The pastor’s supportive comments can have strong impact when introducing new programs such as Scouting to a Hispanic congregation. Imagine also the impact a religious leader can have in helping to identify and recruit enthusiastic Hispanic American parents to serve in key Scouting leadership positions.
The best-selling tool Scouting has that specifically addresses the concerns of Hispanic Americans for their child’s religious upbringing is the religious emblems program. Unit-serving executives should discuss the various religious recognitions when organizing a new unit in a predominantly Hispanic church. Have the appropriate BSA religious emblems materials on hand. These are available through the Community Alliances Team. The colorful A Scout Is Reverent poster spotlights all the religious emblems and serves as an excellent selling tool in the Hispanic community.

**Consistency of the Scout Oath and Scout Law With Hispanic Culture**

The Boy Scouts of America is fortunate to have a mission statement, Scout Oath, and Scout Law consistent with the values and principles cherished by most Hispanic Americans. The concept of “helping others at all times” reinforces the Hispanic cultural belief of caring and showing respect toward others, especially those who are less fortunate. “Duty to God and country” is another Scouting ideal consistent with the qualities that Hispanic Americans expect of their young people: God-fearing, patriotic, drug-free and gang-free, responsible young citizens.

While all 12 points of the Scout Law reinforce ideals cherished by Hispanic people, trustworthiness, obedience, and reverence are worthy of attention. Hispanic American youth are taught early in life that being trustworthy, dependable, and responsible are virtues of a good family provider. Also, being obedient toward one’s elders is synonymous with showing respect for them. This trait is common to most Hispanic Americans.

The 12th point, “A Scout is reverent,” may have the most impact in the Hispanic community. Early on, Hispanic Americans learn that everyone is a child of God, and that one’s religion is a means of communicating directly with Him. When speaking about a program that enhances a Hispanic child’s religious education, this grabs the most undivided attention of a Hispanic audience.

**Respect for Elders**

Hispanic Americans have great admiration and respect for their elders. Younger family members constantly seek the advice of elder relatives because of their wisdom and understanding of life’s many challenges. Hispanic elders also pass on the language and culture to the next generation and often share in the responsibilities of rearing younger family members. Most elders feel they have a vested interest in helping youth develop into good, productive citizens. Some even take an active role in volunteering their time to organizations like the Boy Scouts of America.

Senior Hispanic American community leaders can be strong allies in helping professional Scouters organize new units in Hispanic neighborhoods. Their presence may be valuable when recruiting new unit leaders and making phone calls to remind parents of an upcoming meeting. Some Hispanic elders may even be ideal unit commissioners for newly organized, predominantly Hispanic units.

**Compelling Reasons for Scouting’s Success in the Hispanic Community**

Delivering the Scouting program to a group of people whose brothers, fathers, uncles, and grandfathers most likely have not had a Scouting experience as youths can be challenging. Also, the preconceived notion held by most first-generation Hispanic Americans—that Scouting in their native country is for wealthy families only—can make a unit-serving executive’s task much more challenging. Instead of focusing on barriers, consider the following compelling reasons for successful Scouting experiences in the Hispanic community.

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**Scout Oath or Promise**

On my honor I will do my best
to do my duty to God and my country
and to obey the Scout law;
to help other people at all times;
to keep myself physically strong,
mentally awake, and morally straight.
Scout Law

A Scout is
Troutworthy
Loyal
Helpful
Friendly
Courteous
Kind
Obedient
Cheerful
Thrifty
Brave
Clean
Reverent

Educational Emphasis of Scouting

Hispanic American community leaders rank education for their youth as a high priority. They welcome opportunities that promote educating the whole child. For Hispanic families, the quality of their child's education translates into someday having a satisfying career or profession.

When addressing a Hispanic audience, a youth-serving executive should explain to parents how Scouting's rank advancement program encourages and helps promote good student learning habits. One could also share that various merit badges like Engineering, Medicine, and Law may spark a child's curiosity into pursuing a career in such fields.

Scouting’s Family-Centered Programs

If a Hispanic person were asked, “What matters most to you?” the answer will most likely be “my family.” Programs that foster good relationships with family members and promote building strong families also have a Hispanic audience's undivided attention. For this reason, Cub Scouting has gained wide popularity in Hispanic communities. Youth-serving executives would be wise to promote activities and events that emphasize family and encourage family participation. Also, when organizing a new unit, stress the rank advancements that stimulate healthy family life, such as the Making My Family Special achievement in Tiger Cubs, the Family Member activity badge in Cub Scouting, and the Family Life merit badge in Boy Scouting.
3. Recruiting Hispanic American Leaders

Cultural Considerations

Unit-Level Recruiting

Recruiting Council-Level Leadership

Hispanic Committee
Cultural Considerations

As youngsters, Hispanic Americans are taught not to call attention to themselves. Doing so may be considered rude or carry the undesirable stigma of being labeled “special” in their family. This might explain why many Hispanic students prefer not to raise their hands in class.

This behavior carries into adulthood and may explain why Hispanic parents are shy to raise their hands when a youth-serving executive asks for volunteers during School Night for Scouting. Rather than ask for volunteers to satisfy a pack or troop need, one might ask, “Who can give of themselves to lend a helping hand?” The Spanish translation of this phrase has a deeper meaning for Hispanic Americans. Once they understand Scouting, some parents will graciously “give of themselves” to a cause that they believe will benefit their families, church, and community.

A warm, friendly, one-on-one approach when trying to recruit Hispanic parents is another effective method. The presence of the prospective volunteer’s spouse is always helpful. The youth-serving executive should try to arrange a meeting with the prospective volunteer and an individual that person admires, such as a community leader or church pastor. The old adage “People give to people, not to causes,” used very effectively in Scouting, can also be effective in recruiting Hispanic volunteers.

Unit-Level Recruiting

Recruiting Hispanic Americans to serve in a unit-level leadership role begins through effective communication with the head of the chartered organization. Pastors, school principals, or recreation center directors should be made aware of their important role in recruiting key unit leaders for their organization’s new pack or troop. During the initial visit with the head of the organization, a youth-serving executive should be prepared to discuss the benefits that Scouting offers as well as the responsibilities for both the organization and Scouting. Some obvious benefits for the Hispanic organization in organizing a new unit may include training for their volunteer leaders, use of the council’s camping facilities, and fun family programs.

The important note to keep in mind is that heads of organizations know the parent leaders who consistently volunteer in their community. If they are serious about having a successful Scouting unit, they should be willing to help the youth-serving executive recruit leaders. Simply put, it’s the best method to use in recruiting any unit-level volunteer! Their willingness to help will determine the health and longevity of the unit.

Church pastors make excellent recruiters of volunteers. Hispanic Americans hold their parish priests or church leaders in high regard, and oftentimes feel honored when asked by their church leaders to serve on a committee or church-supported activity. Educators are also highly admired by Hispanic Americans and, like the Catholic priest, a school principal can be a real friend for the youth-serving executive. Not only are principals instrumental in promoting Scouting in their schools, but they can also be helpful in identifying or recommending parent volunteers as prospective Scouting leaders.

Another important consideration in recruiting unit-level Hispanic American volunteers is assigning a Scouting mentor. This person will coach the new leader for at least two months, or until the volunteer feels comfortable in this new role. Unit commissioners who understand the Hispanic culture may be very instrumental in helping new Hispanic Scouting leaders understand their role in the unit, and can coach volunteers in making pack or troop meetings more fun and exciting for youth members.

Last, youth-serving executives should understand that Hispanic Americans welcome others who are sincere in providing a quality program for their youth. Keeping one’s promises is very important, especially when trying to organize a Scouting unit in an underserved Hispanic neighborhood.

Recruiting Council-Level Leadership

Councils that have significant numbers of Hispanic Americans living within their geographic territories would be wise to recruit highly visible Hispanic American community leaders on their boards. It’s simply the right thing to do! The demographic evidence is very clear; the population growth of
Hispanic Americans will continue to increase in the decades to come. As councils experience rising Hispanic total available youth (TAY) throughout the country, more opportunities for increased membership surface. Consequently, the more highly visible Hispanic American corporate leaders a council has as executive committee members, the more financial resources become available to serve this growing market.

Scout executives may now be asking, “Where do I find a corporate-level Hispanic leader to serve on our board?” A good place to start is with the council executive board. Council board members know or have heard about minority corporate leaders who have recently been promoted to upper management positions. Perhaps the council president knows such an individual personally and happens to be a top company manager. Also, most major metropolitan cities have a local chapter of the Hispanic Chamber of Commerce. Membership often includes highly visible Hispanic corporate and community leaders. This or similar Hispanic organizations would be another good place to identify Hispanic leaders.

Once a prospective volunteer has been identified, it is very important for a Scout executive to gather as much information as possible concerning the council’s past history of serving Hispanic youth, and the council’s long-range goals. Questions that a Hispanic corporate leader might ask (and often does) would include the following:

1. “How many Hispanic youth does the council serve and what is the percentage compared to the council’s overall membership?” If the percentage is very low, one may need to explain why.
2. “How many predominantly Hispanic units does the council have, and how do these numbers compare to the council’s total unit membership?” A corporate leader might also ask where these units are. Again, if the number is very low, one may need to give an explanation.
3. “How many Hispanic youth-serving executives does the council employ?” If the council’s Hispanic TAY is significant yet it does not have a Hispanic youth-serving executive on staff, one may need to explain why.
4. “What are the council’s plans to provide membership fees, uniforms, and summer camping opportunities for Hispanic youngsters whose families can’t afford the expense?”
5. “Has the local United Way expressed concerns regarding the council’s Hispanic youth membership?”

The answers to these questions, if asked, will help determine whether an individual would be willing to serve on the council’s executive board. It is very important that precise, honest answers be given. Indirect, confusing answers will turn the officer off completely. Forthright answers will give the corporate officer a reason to help the council serve more Hispanic youngsters.

Suppose the answer to questions 1 and 2 is less than 10 percent, No. 3 is zero, No. 4 is a limited plan, and No. 5 is a real concern has been expressed. The following scenario may serve as the council’s primary Hispanic objectives.

**XYZ Council’s Hispanic Objectives**

- Increase the number of Hispanic youth and units in XYZ Council by 15 percent.
- Recruit at least one bilingual Hispanic youth-serving executive.
- Implement a plan enabling Hispanic children from low-income families to join a Scouting unit, receive a Scout uniform, and have an opportunity to attend summer camp.
- Share the council’s success in serving Hispanic youth during United Way panel presentations.

Other objectives may be added. For example, you may want the corporate leader to serve as chairman of the council’s Hispanic committee. This person could be instrumental in organizing the committee as well.
Hispanic Committee

Congratulations! You have successfully recruited the council’s first Hispanic board member. You have both agreed that a steering committee of other highly visible Hispanic community leaders should be organized. You have also agreed that this new board member will recruit people whom he or she knows and with whom he or she shares a good rapport. The Scout executive should assign a council staff adviser to work with the new board member.

The ideal mix of Hispanic community leaders serving on the Hispanic committee includes volunteers who have experience in a unit leadership capacity at the district or council level. A committee composed entirely of Hispanic corporate leaders who have little knowledge of the Scouting program might help the council raise important dollars, but they might not get actively involved in other council activities. This scenario may require a lot of the staff adviser’s time in educating committee members about the Scouting program. Alleviate this problem by ensuring a healthy mix of Hispanic Scouting volunteers and corporate leaders.

The objectives of a council’s Hispanic committee should not only be consistent with the council’s strategic plan, but should also reflect some of the Hispanic community’s goals for its youth. The Multicultural Markets book *Multicultural Markets in the Local Council* serves as an excellent resource on organizing a steering committee. Chapter 3 illustrates a recommended flow chart for a council’s Multicultural Markets committee, identifies 10 committee objectives, and focuses on strategies for finance, membership, program, commissioner service, and relationships. The book also gives a time frame for committee implementation and details position descriptions for key committee volunteers.

Last, encourage the council’s Hispanic committee, Hispanic relations committee, or Hispanic task force to bring some creative ideas to the table that will ultimately help the council market Scouting effectively to its Hispanic American community. These ideas may require some extra time and effort, but will pay off in the long run.
4. Summary

An Eye Toward the Future
We hope this book has given you insight on ways to better serve the growing Hispanic American community in your council. We feel that by having a better understanding of the rich culture of Hispanic Americans, one can be more effective in organizing new units in underserved Hispanic neighborhoods, recruiting quality Hispanic American volunteers, and providing quality programs for future generations of Hispanic American youngsters.

We conclude with a quote from His Excellency, the Most Reverend Patrick F. Flores, former archbishop of San Antonio, and a board member of the Alamo Area Council:

“The Hispanic community in the United States is not a problem to be solved, but a people to be loved, and a market to be tapped.”
5. Resources for Hispanic Americans
Reducing the language barrier allows Hispanic American parents to participate in Scouting while their children are still young. For this reason, the following Spanish-language and bilingual resources are available.

General Support Publications
• Fast Tracks: On the Advancement Trail, “Hey Den Leaders, Take a Look” (No. 13-300). This bilingual brochure for Cub Scout leaders helps explain the basics of the Web-based Fast Tracks advancement program for dens.
• The Values of Americans (No. 521-017). This brochure for parents presents the findings of the landmark 1995 Louis Harris & Associates study that showed that Scouting experience has a positive effect on values and achievement.
• A Year in the Life of a Scout (No. 02-344). This Spanish-language brochure explains the different age-appropriate programs and activities in Scouting.
• Harris Outcomes Summary (No. 02-478). This Spanish-language brochure highlights the findings of the 1995 Louis Harris & Associates study and why adults can make a difference in the boy’s life.
• Volunteer Outcomes Study (No. 02-659). This Spanish-language brochure presents the findings of the landmark 1995 Louis Harris & Associates study about the benefits and positive impact that volunteers experience when they become part of Scouting.
• Community, Values, Tradition . . . (No. 30-131). This flier is an invitation to look for employment opportunities in Scouting.
• Scouting. A profession with a purpose (No. 722-156). This flier is an invitation to look for employment opportunities in Scouting.
• What Will Your Son’s Future Hold? (No. 02-789). This flier explains how the Boy Scouts of America works to provide a more promising future to your son.
• Your Organization and Scouting (No. 94-003). This bilingual promotional brochure demonstrates to organizations that serve the Hispanic community how Scouting is a viable resource program for addressing community needs and concerns.

• Your Son—A Great Treasure (No. 94-018). This excellent bilingual promotional piece shows Scouting’s involvement in the Hispanic American community. It can be used with families and potential chartered organizations.
• Drugs: A Deadly Game (No. 94-054). Spanish guide to the BSA’s campaign to encourage youth to repudiate drugs
• Scouting: It Works for Your Youth (No. 94-098). This bilingual brochure explains to prospective Scouting parents, volunteers, and community organizations how Scouting’s programs develop character in youth.
• Join the Adventure! Join Scouting! (No. 94-099). This bilingual brochure offers parents a closer look at the exciting elements of the Scouting program.
• Scouting: It’s Worth the Effort! (No. 94-103). This ad is designed to promote Scouting in the Hispanic community, with special emphasis on family values.
• Scouting: It’s Worth the Effort! (bilingual print ad) (No. 94-104). This ad is designed to promote Scouting in the Hispanic community, with special emphasis on family values.

Cub Scouting
• Cub Scouting . . . Time Well Spent (No. 02-453). This Spanish brochure highlights the benefits parents and boys experience in Cub Scouting.
• Diversión Para La Familia (No. 30131). This is the Spanish translation of Fun for the Family (No. 33012) and is filled with various family activities to allow for a well-balanced approach to building character traits and strengthening family relationships.
• Cub Scout Leader Book (No. 33221). This is the handbook for leaders in Cub Scouting. It helps them understand their leadership roles and provide useful program ideas for organizing and running pack and den meetings.
• Cub Scout Leader How-To Book (No. 33832). This book provides leaders in Cub Scouting with ideas and instructions for den and pack games, crafts, projects, and various outdoor activities.
• Tiger Cub Handbook (No. 30507). This is a full-length Spanish version of the handbook for youth and parents in Tiger Cubs.
• Wolf Handbook (No. 94-244). This is a full-length Spanish version of the handbook for youth and parents in Wolf Cubs.

• Bear Handbook (No. 30509). This is a full-length Spanish version of the handbook for youth and parents in Bear Cubs.

• Webelos Handbook (No. 30510). This is a full-length Spanish version of the handbook for youth and parents in Webelos Scouts.

• Power Pack Pals Youth Protection comic books:
  — Bullying (No. 33979)
  — Internet Safety (No. 34464)
  — 4 Rules for Personal Safety (No. 34465)

• Den & Pack Meeting Resource Guide (No. 34792)

• Bilingual Promotional Cub Scout Spanish Handbooks (No. 94-254)

**Soccer and Scouting**

• Soccer and Scouting promotional audios. Downloadable 30-second audio promo available for Soccer and Scouting in English and Spanish.

• Downloadable 60-second audio promo available for Soccer and Scouting in English and Spanish.

• Soccer and Scouting in Your Organization (bilingual) (No. 13-597A). The BSA has developed the Soccer and Scouting program as an outreach for Hispanic/Latino youth and their families, but it is not limited to them.

**Program Helps, Season 1**

• Tiger Cub (No. 32087)
• Wolf (No. 32088)
• Bear (No. 32089)
• Webelos (No. 32090)

**Posters, Season 1**

• Tiger Cub (No. 32091)
• Wolf (No. 32092)
• Bear (No. 32093)
• Webelos (No. 32094)

**Program Helps, Season 2**

• Tiger Cub (No. 32095)
• Wolf (No. 32096)
• Bear (No. 32097)
• Webelos (No. 32098)

**Posters, Season 2**

• Tiger Cub (No. 32099)
• Wolf (No. 32100)
• Bear (No. 32101)
• Webelos (No. 32102)

**Program Helps, Season 3**

• Tiger Cub (No. 32229)
• Wolf (No. 32232)
• Bear (No. 32231)
• Webelos (No. 32232)

**Posters, Season 3**

• Tiger Cub (No. 32233)
• Wolf (No. 32234)
• Bear (No. 32235)
• Webelos (No. 32236)

**Program Helps, Season 4**

• Tiger Cub (No. 32237)
• Wolf (No. 32238)
• Bear (No. 32239)
• Webelos (No. 32240)

**Posters, Season 4**

• Tiger Cub (No. 32241)
• Wolf (No. 32242)
• Bear (No. 32243)
• Webelos (No. 32244)
SECOND YEAR
• Program Helps, Webelos Year 2, Season 1 (No. 32245)
• Poster Webelos Year 2, Season 1 (No. 32249)
• Program Helps, Webelos Year 2, Season 2 (No. 32246)
• Poster Webelos Year 2, Season 2 (No. 32250)
• Program Helps, Webelos Year 2, Season 3 (No. 32247)
• Poster Webelos Year 2, Season 3 (No. 32251)
• Program Helps, Webelos Year 2, Season 4 (No. 32248)
• Poster Webelos Year 2, Season 4 (No. 32252)

Lone Scout
• Lone Scout Friend and Counselor Guidebook (No. 14-420). Guidebook to help counselors adapt the Scouting programs for Lone Cub Scouts and Lone Boy Scouts.

Boy Scouting
• Boy Scout Requirements (No. 33216). This book lists the requirements for merit badges, rank advancements, and Eagle palms, and highlights recognitions for special opportunities.
• Aims and Methods of Boy Scouting (No. 94-026). This bilingual brochure explains how the elements of Boy Scouting follow the program’s unique aims and methods.
• Troop Program Features (Volumes 1, 2, and 3) (Nos. 33110, 33111, and 33112). These three manuals give troop leaders program ideas related to advancement that can help with planning, organizing, and conducting troop meetings. This resource replaces all previous meeting plans for Boy Scout leaders.

Venturing
• Ready to Rock and Roll? (No. 25-195). This bilingual brochure explains how Venturing works and the kind of activities Venturers do.
• Venturing Resources for Religious Organizations (No. 25-250). This bilingual brochure is a valuable tool for religious organizations that wish to incorporate Venturing into their religious youth group.

Training for Cub Scout Leaders
• Cub Scout Leader Specific Training manual/CD-ROM (No. 94-221). This Spanish version of the Cub Scout Leader Specific Training manual and CD-ROM provides the trainer with five different courses related to the specific Cub Scout positions for Cubmasters and assistants, pack committee chairmen and members, Tiger Cub den leaders, Cub Scout den leaders and assistants, and Webelos den leaders and assistants.

Youth Protection Materials