

CULTURAL BROKERING: OUTREACH AND ENGAGEMENT TO DIVERSE COMMUNITIES



NACDD
National Association of Councils
on Developmental Disabilities



What is Cultural Brokering?

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KU THE UNIVERSITY OF
KANSAS

Why look to cultural brokering?

- Nation is becoming more diverse
- Diverse belief systems related to health, healing, and wellness
- Cultural variations in the perception of illness and disease and their causes
- Cultural influences on help-seeking behaviors
- Influenced attitudes toward health care providers
- Often holistic or traditional forms of health treatment in diverse communities

Source: National Center for Cultural Competency, Georgetown University

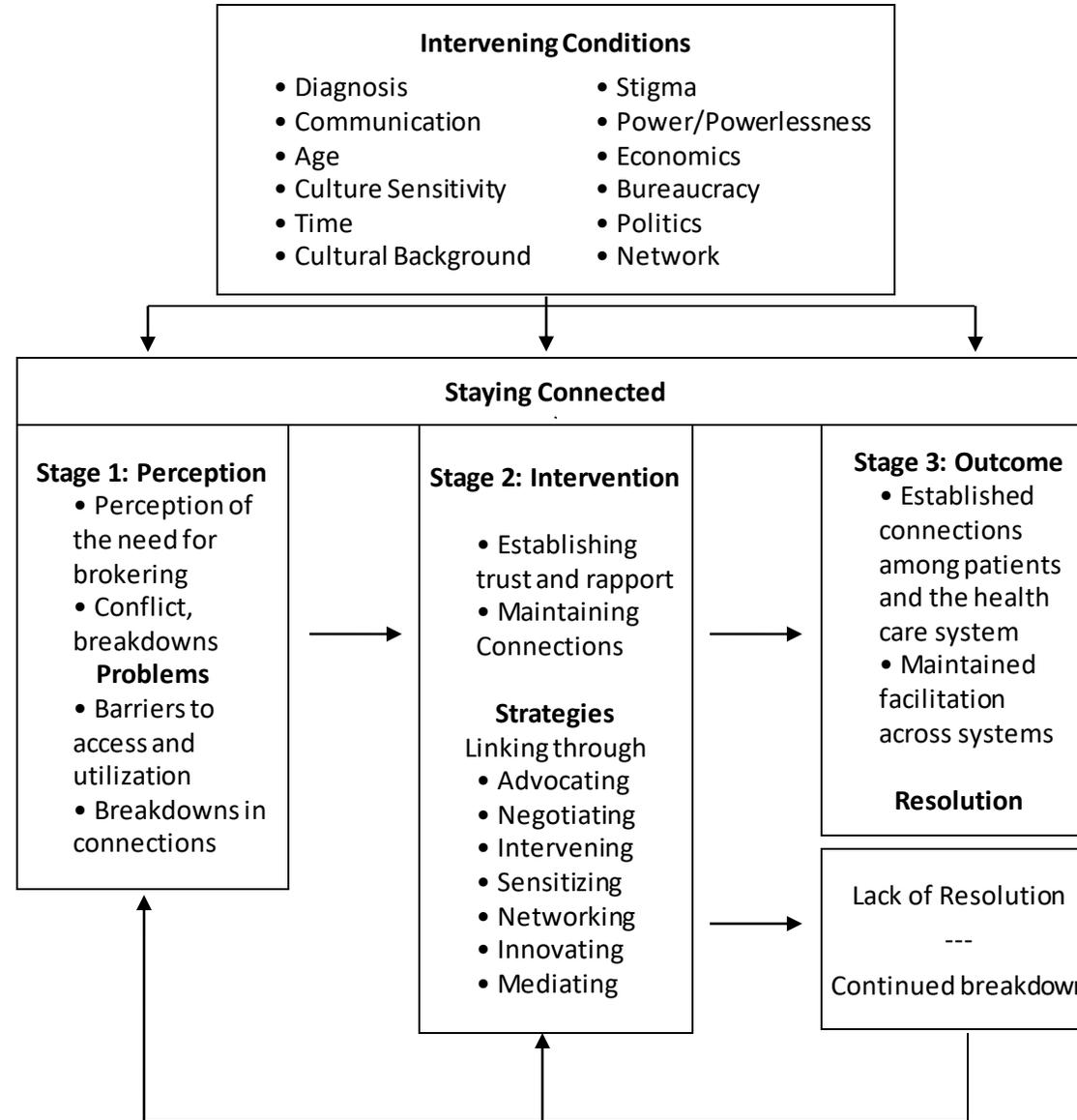
Who is a cultural broker?

Cultural broker – a go-between, one who advocates on behalf of another individual or group (Jezewski & Sotnik, 2001)

- Involved in bridging, linking and mediating between groups
- Role varies from negotiating to advocating
- Liaison between cultural group and health care agency
- Cultural guide who understands the belief system of the population of interest
- Mediation is essential and can often help with establishing trust
- Goal of promoting behavior change within a community to foster capacity



A model from Jezewski (1995)





Why this approach?

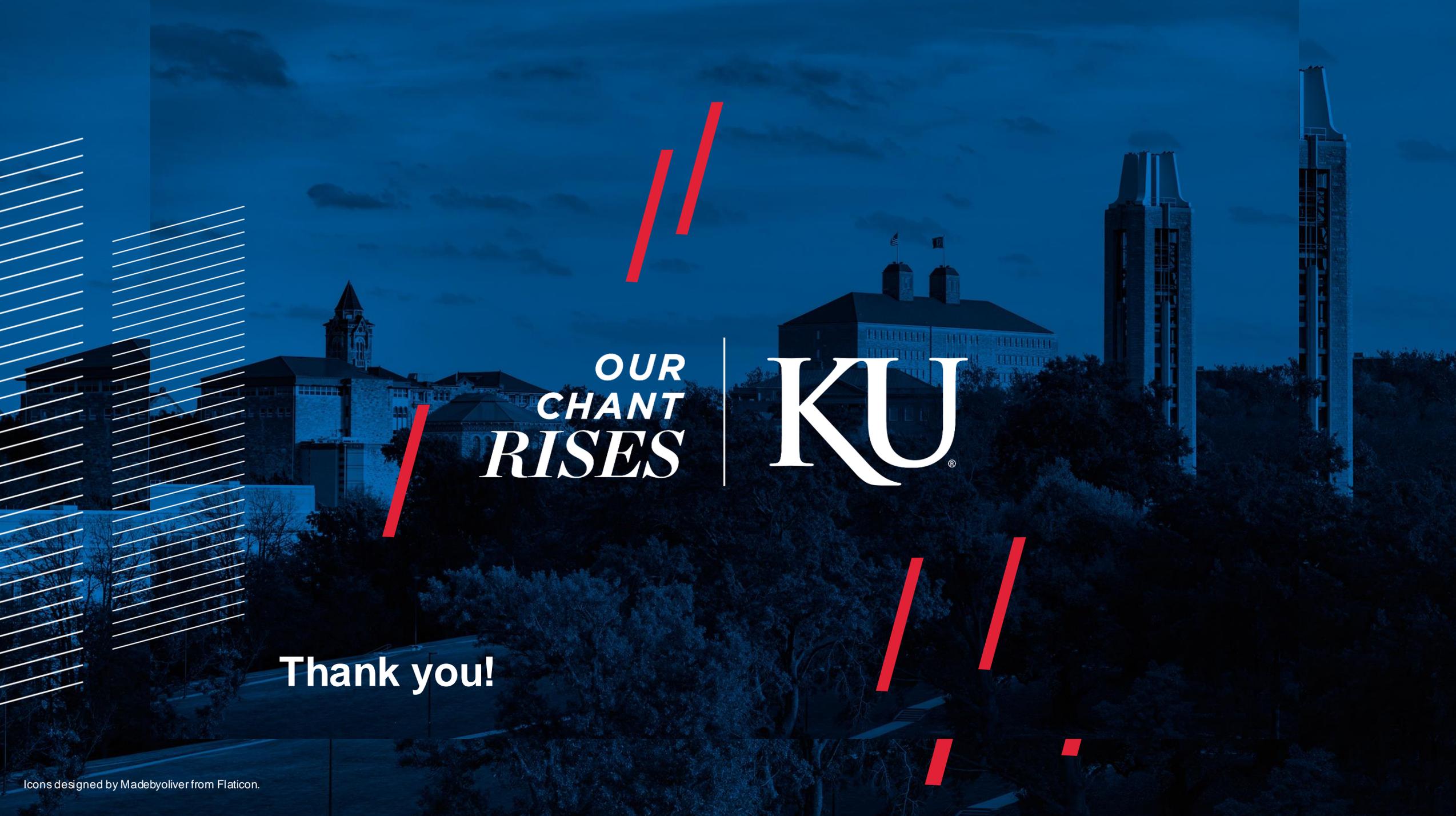
- **Colonization/Historical trauma**
- **Language barriers**
- **Racial discrimination**
- **Limited diverse representation in education and health care**
- **“Outsider” phenomena**
- **Research misconduct**

Cultural brokering is a cyclical and participatory process



How does this look in Kansas?

- Long history of limited representation on state DD council
- Miscommunication between early childhood stakeholders
 - Results from a tribal developmental disability needs assessment in Kansas (Allison-Burbank, 2017)
- Strategic planning with Kansas Tribal Health Summit Committee (2017-Present)
- Technical assistance to families to connect with parent advocacy networks
- Training present and future clinicians



*OUR
CHANT
RISES*

KU[®]

Thank you!

NACDD 2018

Maribel Hernandez
 Parent
 Family-Advocate
 CEDD, UC Davis



CENTER FOR EXCELLENCE IN **DEVELOPMENTAL DISABILITIES**

Cultural Brokering: Outreach and Engagement to Diverse Communities

Today will...

- Define cultural brokering
- Understand how cultural brokering can be used to engage diverse communities
- Increase knowledge of approaches, strategies
- Recommendations to support working with diverse communities

Background



Alta California
Regional Center



ABA 4 Autism ✓



Who is a Cultural Brokers

- Provide language interpretation and translation
- Serve as mediators between groups with conflict (effective communication)
- Offer information to providers
- Teach families about how service delivery systems work to partner with families
- Valuable partners in research

What a Cultural Brokering needs?

- Establish trust from community
- Knowledgeable about dominant and minority communities' values and beliefs
- Understanding how to explicitly translate information from one value system to the other
- Able to translate into a culturally sensitive manner.
- Respect, empathy, approaches and connect

Approaches the Family...

- Share something in common (we are on the same ship)
- Trust (be part of a familiar team or organization)
- Listen to the family (validate their feelings)
- Be professional (never give a Dx, support your information with documents)
- Sensitive (to the family needs, provide meaningful information)
- Translation and interpretation (plain language)

Barriers for Spanish Speaking Parents

- Language, interpretation, Spanglish
- Personal concept of “normal”
- Myths and believes
- Academic level
- Financial needs
- Schedule
- Childcare
- Transportation

Strategies

- Talk with someone who “understands”
- You are not alone
- Importance of belonging to a group
- Take care of yourself!
- Parents are the first teachers (what we can do, learn from other parents’ experience)
- Prevention (accidents, false treatments vs EBPs)

Let's Talk

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Vamos a Platicar

Sábados
11, 18 y 25 de
agosto del 2018
11AM-2PM

MIND Institute
Centro de
Recursos
2825 50th Street
Sacramento, CA



Venga a compartir sus experiencias y a aprender sobre el diagnóstico, necesidades y servicios de su hijo, además de conocer a otros padres.

Sábado 11 de agosto

- Los ajustes a la vida después de un diagnóstico
- Nuestros retos como padres de hijos con una discapacidad

Sábado 18 de agosto

- Tratamientos Basados en la Evidencia
- Hablando de necesidades especiales

Sábado 25 de agosto

- Apoyos Naturales
- Somos parte de la comunidad

Esta presentación estara disponible por WebEx, usted podra participar desde casa.

Este evento es gratuito, pero requiere registro. Por favor escriba a belhermandez@ucdavis.edu Para información, llame a la línea en español 916-703-0439.

Los padres y adultos responsables de personas con discapacidades del desarrollo están invitados.

Estacionamiento gratuito en 50th Street, \$6 en el lote 25.

Este evento es patrocinado por el Centro para la Excelencia en Discapacidades del Desarrollo (CEDD).

UCDAVIS
MIND INSTITUTE

- 3 times at year
- 2018 Grant DDS Disparities to create 7 videos

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UCDAVIS
MIND INSTITUTE

Strengthen the Families

- Information on school and services systems
- Resources in the community

*The most important goal is to awaken their curiosity to look for more information that helps them make **informed decisions***

What is available...

- Support group
- Trainings- collaboration
- Activities
- Agencies



2019 Conference in Spanish



**Alta California
Regional Center**

On line

- Website

<http://www.ucdmc.ucdavis.edu/mindinstitute/centers/cedd-spanish.html>

- Videos presentations and video tips (5 minutes)

<https://www.youtube.com/watch?v=lq143YGWp7k&feature=youtu.be>

- Facebook

<https://www.facebook.com/CEDDCENTROPARALAEXCELENCIAENDISCAPACIDADESEDELDESAR/>

- Email list

Gracias

- Maribel Hernandez- Community Outreach
belhernandez@ucdavis.edu
- CEDD, UC Davis MIND Institute
Spanish line 916-703-0439

CULTURAL BROKERING IN CALIFORNIA: STRATEGIES & OUTCOMES

Christofer Arroyo

SCDD Los Angeles Regional Manager

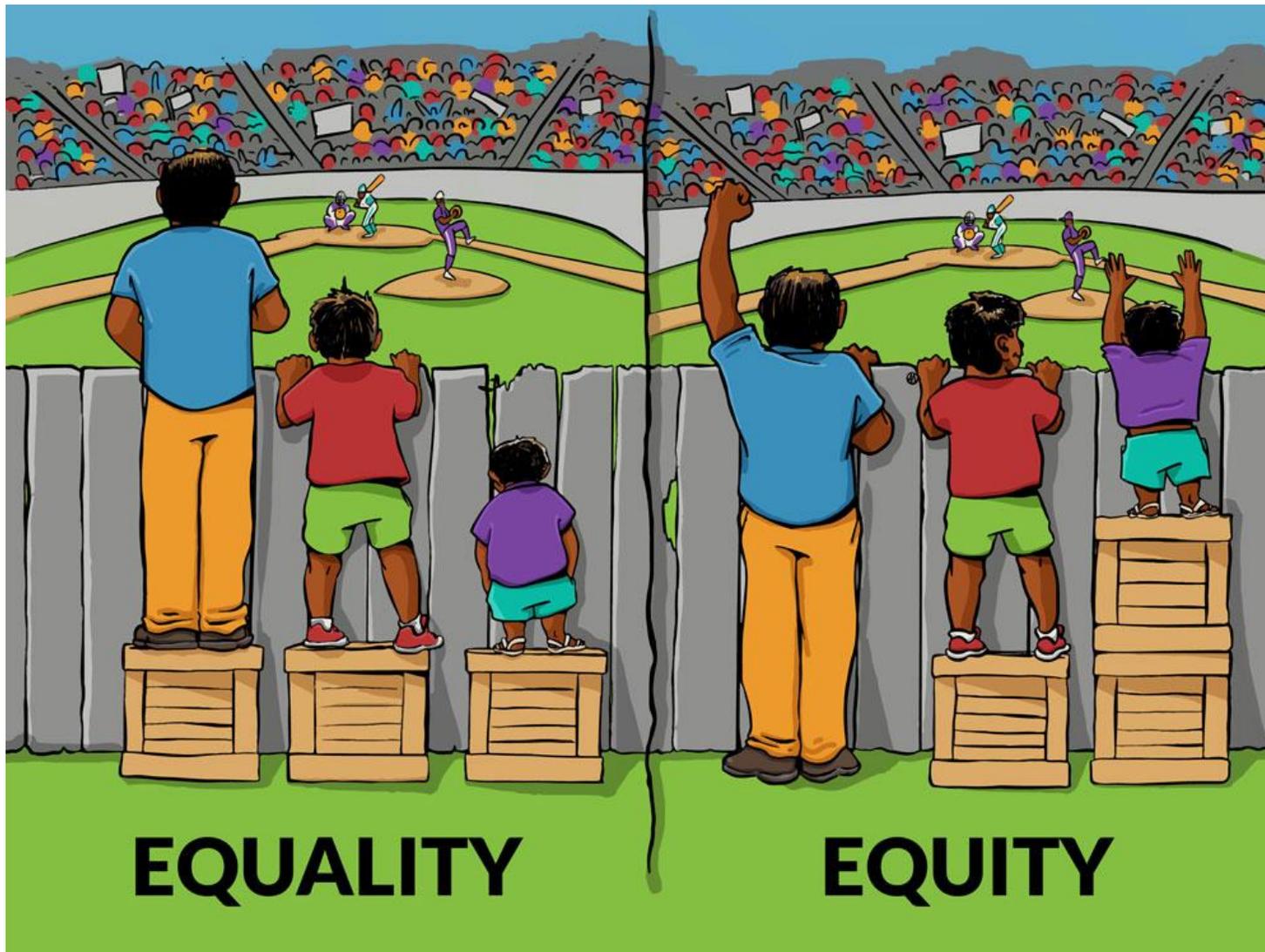


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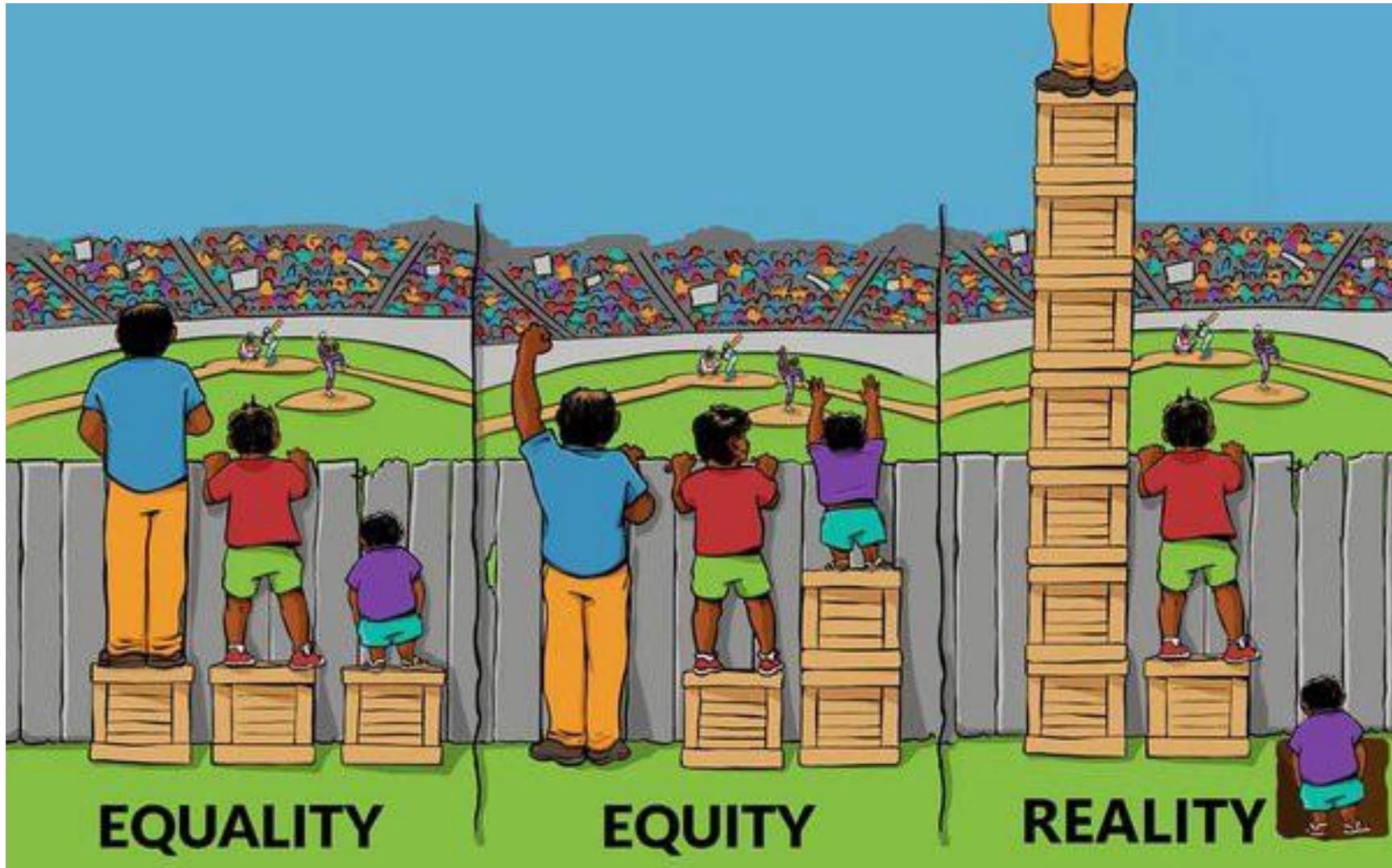
BACKGROUND IN CALIFORNIA

- History
- Data – transparency
- Public Hearings
- Equity Committees and/or ongoing discussions
- Funding – grants, \$11M annually
 - Developmental Disability Service Agencies & Community-Based Organizations
- SCDD role and activities
- Efforts to Reduce Disparities in Services: <https://www.dds.ca.gov/RC/disparities.cfm>
- The data: <https://www.dds.ca.gov/RC/POSData.cfm>



EQUALITY

EQUITY



STRATEGIES

- Trust – “Change moves at the speed of trust”
- Build relationships and capitalize on existing ones – engage target communities
 - Use support groups based on language and ethnicity as the gateway to underserved populations
- Help individuals make sense of the data and identify barriers to services
 - Teach the lingo and jargon
- Trainings – creating more effective advocates and leaders
 - Prepare to give testimony and influence public policy
 - The need for cultural sensitivity
- Promotora-style training programs

STRATEGIES

- Enhanced case management for those receiving no services
- Outreach
- Translation
- Support services
- Coffee with the Boss – “cafecito con el jefe”
- Ensure cultural and linguistic competency and capacity
 - Engagement, increase equity
- Consider a Community of Practice

OUTCOMES

- Increased engagement
- Leaders developed
- Training needs and gaps identified
- Reductions in the number of those with no services
- Different groups unified through this issue – barriers to underserved individuals were often barriers for everyone
- Identified cultural needs for many groups
- Individuals sometimes got angrier

NEXT STEPS

- Identify causal factors – data describes the disparities well but doesn't help us understand *why*
- Ensure data facilitates policy decisions
- Year over year comparisons
- Continue developing leaders
- Cultural competence is a process, not a training
- Organizational self-assessments

PA COMMUNITY ALLIANCE SUMMIT



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INITIAL INVESTMENT & GROWTH

Why?

- 2017-2021 State Plan
- Hear Authentic Voices and Stories
- Our Shared Oppression
- Diversify Council membership
- Expand the Reach of our Grants
- Engage New Allies

How?

- Internet Searches
- Networking
- Save The Date & Invitation Flyers
- Target Potential Stakeholders

Attendance Numbers at a Glance:

- 2015- 92 attendees from 63 organizations
- 2016- 126 attendees from 91 organizations
- 2017- 154 attendees from 123 organizations
- 2018 – Shooting for 180 attendees

BUILDING THE COMMUNITY

Strategies at the Summit:

- Offer Scholarships
- Talk About- Council, Our Motivation, and Current Opportunities
- Relevant Theme
- Purposeful Networking & Resource Sharing
- Talk About Being Uncomfortable....and Being Brave
- Small Group & Large Group Discussions
- Ask for Volunteers from Planning Committee
- Ice Breaker Activities
- Identified Topic & Choose A Topic
- Panel
- Meet & Greet
- Facebook
- Pop-Up Talks
- Speed ~~Dating~~ Relating

YEAR LONG STRATEGIES

After the Summit:

- Sent Summary of the Day & Attendees Contact List
- Ask for Next Year's Planning Committee Members
- Evaluations, Emailed and at End of Summit
- Council's Multicultural Diversity Workgroup Review

Before the Summit:

- Planning Committee Meetings
- Review of Last Year's Evaluations
- Internet Searches X 1,000
- Network & Outreach
- Council's Multicultural Diversity Workgroup Recommendations

EXPERIENCE & BENEFITS

Why Continue?

- Expanded Networks
- Increased New Grantees
- Increased Allies
- Expanded Involvement Level
- Increased Recognition
- Diversified Partnerships
- Expanded Resources
- Supports Targeted Disparity Work



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