CULTURAL BROKERING: OUTREACH AND ENGAGEMENT TO DIVERSE COMMUNITIES
What is Cultural Brokering?

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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)

Intervening Conditions
- Diagnosis
- Communication
- Age
- Culture Sensitivity
- Time
- Cultural Background
- Stigma
- Power/Powerlessness
- Economics
- Bureaucracy
- Politics
- Network

Staying Connected

Stage 1: Perception
- Perception of the need for brokering
- Conflict, breakdowns
- Problems
- Barriers to access and utilization
- Breakdowns in connections

Stage 2: Intervention
- Establishing trust and rapport
- Maintaining Connections
- Strategies
- Linking through
- Advocating
- Negotiating
- Intervening
- Sensitizing
- Networking
- Innovating
- Mediating

Stage 3: Outcome
- Established connections among patients and the health care system
- Maintained facilitation across systems
- Resolution
- Lack of Resolution
- Continued breakdown
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.

1. **Community**
   - Work with the community to define its needs and priorities.

2. **Research**
   - Who are the folks critical to success?
   - What are innovative solutions?
   - How are we sure it’s working.

3. **Integration**
   - Programs that:
     - addresses the need
     - are based on evidence
     - are sustainable & can be community owned
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
Thank you!

Icons designed by Madebyoliver from Flaticon.
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

ABA 4 Autism

Alta California Regional Center

CENTER FOR EXCELLENCE IN DEVELOPMENTAL DISABILITIES
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 believe
- 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

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

- **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
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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
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
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
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

BUILDING THE COMMUNITY

- 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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