



Culturally and Linguistically Competent Strategies to Engage Diverse Communities

May 24, 2017



PRESENTER

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OBJECTIVES

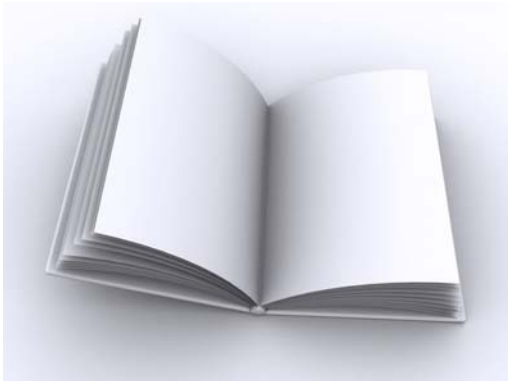
Participants will:

1. Review conceptual frameworks, values, and practices of cultural and linguistic competence; and
2. Apply these concepts to approaches to engage diverse and underserved communities in the work of Developmental Disabilities Councils.

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GETTING ON THE SAME PAGE

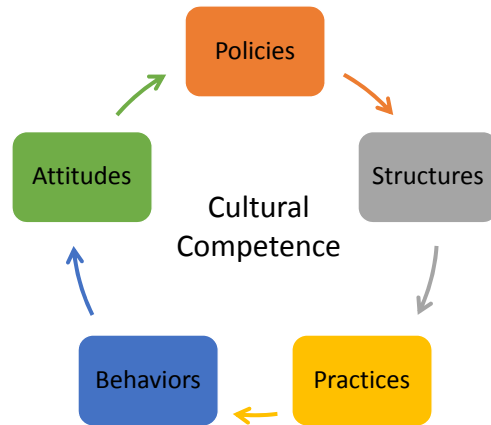


Let's revisit definitions
for
cultural competence
and
linguistic competence

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Cultural Competence Conceptual Framework



Cultural competence requires that organizations have a clearly defined, congruent set of values and principles, and demonstrate behaviors, attitudes, policies, structures, and practices that enable them to work effectively cross-culturally.

(adapted from Cross, Bazron, Dennis & Isaacs, 1989.)

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Linguistic Competence

- is the capacity of an organization and its personnel to communicate effectively, and convey information in a manner that is easily understood by diverse groups including persons of limited English proficiency, those who are not literate or have low literacy skills, individuals with disabilities, or those who are deaf or hard of hearing
- requires organizational and provider capacity to respond effectively to the health literacy and mental health literacy needs of populations served
- ensures policy, structures, practices, procedures and dedicated resources to support this capacity



Goode & Jones, Revised 2009, National Center for Cultural Competence

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Let's Take a Closer Look at these Concepts



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Differentiating Community Outreach from Community Engagement

The NCCC asserts that there is a distinct philosophical difference between outreach and engagement, particularly as it relates to the values and principles of cultural and linguistic competence. Outreach implies a unilateral or one-way approach from the organization or agency to the community, whereas engagement implies a bilateral or two-way exchange.



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Differentiating Community Outreach from Community Engagement

Community outreach is defined as the act of reaching out by a program or other entity for extending assistance or services to the community, especially as an act of charity or goodwill.

Adapted and retrieved from <http://www.yourdictionary.com/outreach> on 3/23/17.



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Differentiating Community Outreach from Community Engagement

Community Engagement is “the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.”

Principles of Community Engagement, Center for Disease Control and Prevention, Second Edition U.S. Department of Health and Human Services (2011). Retrieved on 3/23/17 from https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf



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POLLING QUESTION



Does your Council differentiate community outreach from community engagement?

YES

NO

DON'T KNOW

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Engaging Diverse Communities: Reflections on the Contextual Realities



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THOUGHTS ABOUT COMMUNITY ENGAGEMENT

If truth be told... some within disability service systems

- Give lip service to community engagement
- Include the language but *not* culturally and linguistically competent approaches and resources in program descriptions and activities
- Fail to recognize and appreciate the knowledge and resilience of diverse communities



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THOUGHTS ABOUT COMMUNITY ENGAGEMENT

If truth be told... some within disability service systems

- Want members of diverse communities to believe, think, and act like “us”
- Lack capacity to learn from and partner with diverse communities
- Have few staff that are representative of the communities that they are serving



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POWER DYNAMICS AMONG AND BETWEEN

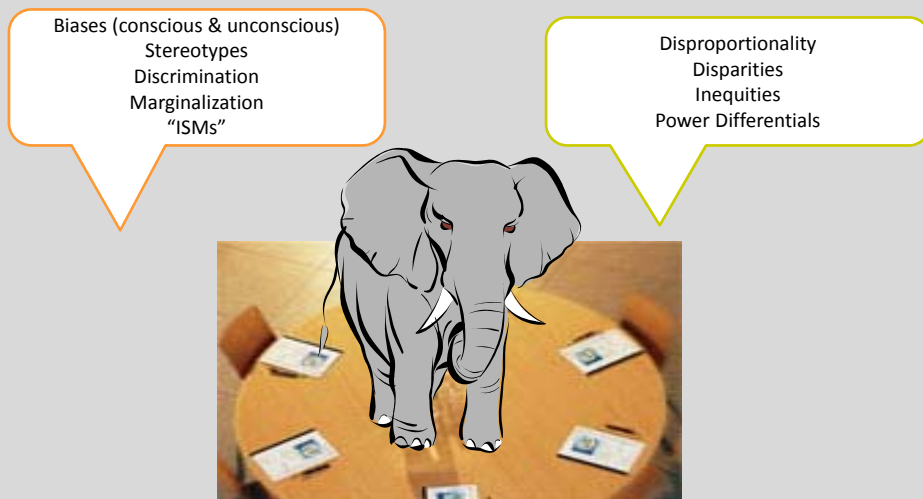


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Cultural and linguistic competence in community engagement requires the capacity to confront the elephant in room!



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NCCC Values & Guiding Principles for Community Engagement



- Cultural competence extends the concept of self-determination to the community.*
- Cultural competence involves working in conjunction with natural, informal support and helping networks within culturally diverse communities (e.g. neighborhood, civic and advocacy associations; local/neighborhood merchants and alliance groups; ethnic, social, and religious organizations; and spiritual leaders and healers).*
- Communities determine their own needs.**
- Community members are full partners in decision making.**
- Communities should economically benefit from collaboration.**
- Community engagement should result in the reciprocal transfer of knowledge and skills among all collaborators and partners.**

Retrieved from <http://nccc.georgetown.edu/foundations/frameworks.html> on 5/16/17

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POLLING QUESTION



Has your Council defined and reached consensus on values and guiding principles for community engagement?

YES




NO

DON'T KNOW

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Six Key Strategies and Approaches for Engaging Diverse Communities

-  1. Learn about communities.
-  2. Enter communities respectfully.
-  3. Elicit and consider the interests and needs of communities *before* declaring the goals of your organization, agency, or program.

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Six Key Strategies and Approaches for Engaging Diverse Communities

-  4. Explore areas of mutual interests and benefits.
-  5. Foster relationships and partnerships that are built on mutual trust, reciprocity, and respect.
-  6. Commit to the long-haul.

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Reflections on Engaging Diverse Communities

To engage communities successfully, organizations must understand:

- their own organizational culture, and the cultures of their personnel;
- the diverse cultures represented within the communities they serve or seek to serve;
- the history and the social, political, and economic climates of communities within a cultural context;
- the inherent ability of communities to recognize their own problems, including the well-being of their members, and intervene appropriately on their own behalf.

Source: Goode, T. (2001). Policy Brief 4. Engaging diverse communities to realize the vision of 100% access and 0 health disparities: a culturally competent approach. Washington, DC: National Center for Cultural Competence. Georgetown University Child Development Center.

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