



LINGUISTIC COMPETENCE IN HEALTH PROMOTION TRAINING

GROUP ACTIVITY – PLANNING FOR COMMUNITY ENGAGEMENT

This activity is useful when audience already has identified a particular population they want to reach. It can be used both as a small group activity during the training or by participants once they return to their organizations. Allow at least 30 minutes for an introduction to the approach or up to one hour if the audience is a working group that needs to develop a training program during the course of this event.

First, gauge the audience's familiarity with or knowledge of cultural brokers. Provide an overview of how cultural brokers can be instrumental in health promotion training including assisting health promotion educators: (1) to learn about the culturally-defined beliefs and practices of individuals, families and groups; (2) to understand the cultural contexts of communities and their residents; (3) to acquire local knowledge or street level information on patterns of in-migration and out-migration within neighborhoods and communities; and (4) to link with natural networks of support within culturally and linguistically diverse communities.

Engage the audience in a quick brainstorming activity to identify cultural brokers. If none are known, use the following activity to help the audience develop an plan for engaging the community through key contacts and cultural brokers.

For each population that you want to reach consider each of the following questions:

- Who are your current contacts within the community:
 - Individuals?
 - Organizations?

Note: Working with credible individuals and key informants within a community is a very effective way to create the kinds of partnerships needed to provide culturally and linguistically competent health promotion training. However, it can be difficult to identify those individuals in either a new or existing community in which you have never worked. A good strategy is to start with locally based community organizations and groups, advocacy organizations and agencies, organizations that are culture, ethnic, or race-specific, community service organizations, faith-based or spiritual organizations or even political organizations.

- Whom do you know that might know contacts in the community?

- What do you know about the credibility of those contacts? How can you assess them?

- What is your plan for:
 - Expanding your contacts in the community?
 - Learning more about organizations and individuals?
 - Gaining an understanding any issues the community may have about your organization that might impact effective engagement?

- What information and issues will you share that will interest the community in working together on a particular health promotion issue?

Each group should then create a brief plan that includes long-term goals, immediate next steps and assign responsibility for proposed actions.