



## **Best Practice Guidelines**

### *Engaging with Culturally and Linguistically Diverse Communities*

#### **Communication with culturally and linguistically diverse communities**

- Prepare information in multiple languages.
- Develop an on-line calendar of community events.
- Reach out to local ethnic media outlets and/or social media resources.
- Identify and form relationships with cultural brokers.
- Review marketing materials with diverse audiences to ensure it is culturally appropriate and meaningful.
- Identify opportunities for co-marketing of events and celebrations.
- Encourage the use of interpreters.

#### **Improve cultural competency within your organization.**

- Learn about the culture of the community members in which you wish to engage or serve by visiting libraries or by using the internet; tour other ethnic organizations; visit markets or stores frequented by members of the culture; and develop relationships with people from the community about which you want to learn.
- Attend a cultural diversity training.
- Train associates/staff to use and promote the use of language interpreters (both face-to-face and telephone).
- Know who the key contacts are (i.e. credible, respected elders, democratically-elected leaders and other community members) and how you can best connect with them and support them in advance of the event.
- Collect information on key events and celebrations among diverse communities to ensure that your own events are not conflicting.
- Identify point of contacts and preferred method of receiving information. Visit <http://www.welcomedayton.org/about/immigrant-communities/immigrant-community-associations-and-contacts/> for a list of ethnic community organizations.
- Make information accessible.

#### **Demonstrate respect.**

- Understand at what stage people are in the settlement process and engage accordingly.
- Acknowledge community protocols, beliefs and practices.
- Avoid stereotypes.
- Be honest.
- Have a spirit of exploration. It's okay to ask questions; and it is okay to listen.
- Promote engagement rights and responsibilities.