

Effectively Engaging Diverse Communities

Presentation by Juan Cabera, Creative Director, and Bazi Kanani, Content Director

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Thanks for joining us in a discussion on best practices to effectively engage racially and ethnically diverse communities in our state. Below are some notes from our presentation and some links to some of the resources we shared.

- The latest data from the U.S. Census Bureau clearly demonstrate the need for public and private sectors to improve their communications with diverse communities. The Metropolitan Policy Center at Brookings shares some excellent graphics showing how our children, the Post-Gen Z generation, are growing up in a country where more than half of all the people their age identify as people of color.
<https://www.brookings.edu/research/what-the-2020-census-will-reveal-about-america-stagnating-growth-an-aging-population-and-youthful-diversity/>
- We discussed three areas for consideration when communicating about and with diverse communities: words, images, and knowledge of your audience.
 - Words
 - Plain language
 - www.plainlanguage.gov
 - Mary Dash's Writing Tips:
<https://www.plainlanguage.gov/resources/articles/dash-writing-tips>
 - Perspective from Dr. Lisa Fitzpatrick:
<https://www.theatlantic.com/ideas/archive/2020/12/public-health-value-speaking-plainly/617352/>
 - Don't forget to use reading-level and readability checks available on Microsoft Word and Grammarly or similar apps.
 - Inclusive language
 - Spend some time comparing a few of the guides that come up when you search online for "Inclusive language guides or glossaries."
 - Here's one to start with from the Colorado Office of Health Equity. They have this Glossary of Equity Terms available in English and Spanish:
https://drive.google.com/file/d/1dMXGEM5pII0_T3hohc6XzonvHPX6amle/view
 - Framing
 - Is the story you are telling presented in a way that is *fully* accurate? "Narrative has a profound impact on identity and behavior," says [Trabian Shorters](#).
 - Asset framing vs. deficit framing:
 - Individualistic framing vs. systemic framing
 - Transcreation vs. translation
 - Images
 - Include people of color in your photos/images, but be mindful about stock photo use. Check out many of the new niche stock photo sites that can help you find more representation of diverse groups of people and photos that may be more relatable
 - Consider when it may be better to capture your own photos or use illustrations and design elements in place of photos.
 - Remember to consider that people can interpret images differently based on their unique experiences.
 - Increasing Your Knowledge of Diverse Communities
 - Always check your assumptions! Research is ideal (focus groups, polling, etc.)
 - Make a personal effort to know more about the diverse communities in your audience.
 - Bring in help. Partner with community groups to help concept, create, and/or review your communications. Diversify your staff. Have colleagues from diverse backgrounds review.

Reach out if we can answer questions: juan@se2changeforgood.com bazi@se2changeforgood.com