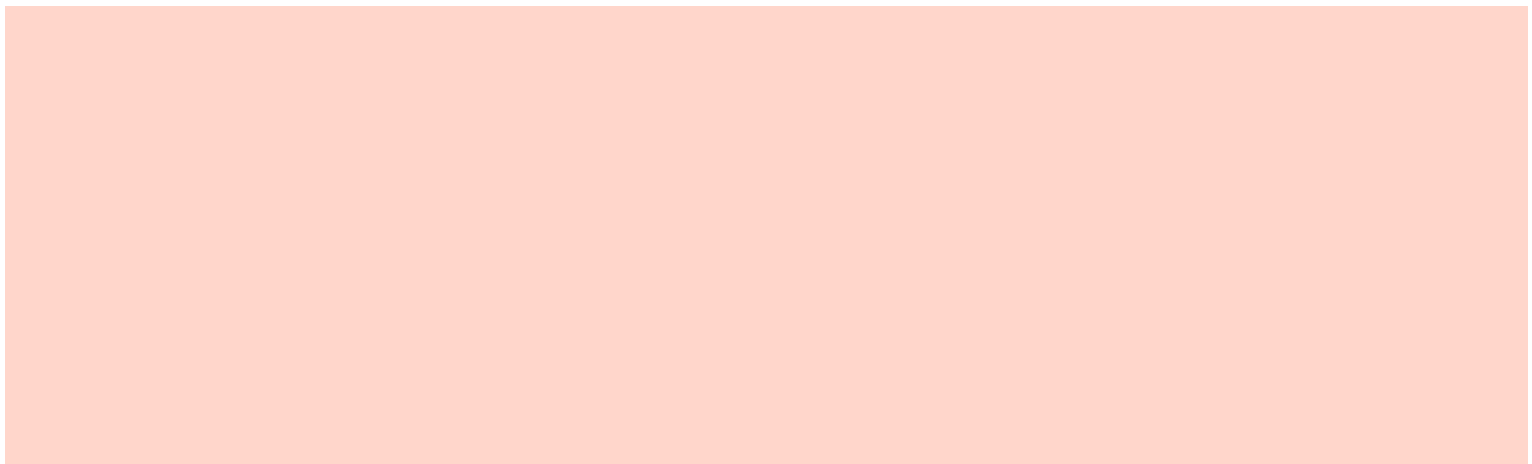




Effective Communication with CALD communities

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What will this resource cover?

This tool is designed to help organisations build effective communications with CALD communities as an important part in any planned approach to CALD service responsiveness. As with any communications planning, achieving success will depend on a number of specific things you will need to consider:

- Having a clear understanding of the audience for your communication
- Understanding the particular cultural issues that are relevant to the service or product you want to communicate about
- Understanding the most appropriate media and communications tools that connect with the specific audience

Effective communications with CALD audiences is a process that will reward good strategic thinking and approaches. It is not the simplistic use of a media type such as in-language press or radio, and is not as simple as translating print materials. An effective CALD communication approach will reward any organisation wanting to both develop a relationship with and provide services to individual CALD communities

A Model for Effective Communication

This tool uses a model for communications design developed by Cultural Perspectives Pty. Ltd (<http://www.culper.com.au>). Its value is to provide a process that can be used as a template to apply in particular situation. It includes the following steps:

- A. Undertaking appropriate evidence based targeting
- B. Assessing any cultural issues and sensitivity in the approach
- C. Strategy development
- D. Appropriate selection of information mediums and conduits
- E. Ongoing engagement

The template outlined below includes the ‘application’ column for you to make notes in when applying this model to your own work.

CALD communications model

CALD targeting

- Undertake relevant demographic analysis of the area specific to the issue
- Consider other evidence such as other fair work cases or existing research
- Identify key CALD groups relevant to the issue

Issue sensitivity

- Assess the level of sensitivity in these groups, the issue and how it is seen in the community from key community members, using existing knowledge and other research or evidence available

Strategy development

- Consult with the key community intermediaries to assist in developing the strategy
- Consider the community strengths and sensitivities and how these can be utilised in engaging with the community/ies
- Identify relevant and effective mediums/media for the communications
- Develop and test messages that would be appropriate in the engagement

Comms approach

- Undertake relevant demographic analysis of the area specific to the issue
- Consider other evidence such as other fair work cases or existing research
- Identify key CALD groups relevant to the issue

Engagement

- Undertake relevant demographic analysis of the area specific to the issue
- Consider other evidence such as other fair work cases or existing research
- Identify key CALD groups relevant to the issue

Applying the Model to your organisation

The following template is designed to allow you to consider each component according to your organisation's needs.

Component	Questions to Consider	Application
CALD Targeting	<p>What is the language and cultural profile of the service area?</p> <p>Are there any particular language groups that stand out for their size in the data sets?</p> <p>What is the time of arrival and English language competency of the particular group, especially as it applies to any applicable age groups?</p> <p>Do these priority communities have key organisations who can be consulted about their needs? Are these specific to the age or issue group?</p> <p>Is there available research to identify the applicability of the issue/service to the priority language groups?</p>	
Issue Sensitivity	<p>Through considering the research or consulting the target group, is there any specific cultural sensitivity and if so, how strong is this sensitivity:</p> <p>Low: not sensitive and approach can be directly translated communication;</p> <p>Medium: communications need to consider cultural and linguistic considerations in how information and messages are developed and delivered;</p> <p>High: need to consider a community engagement approach to addressing cultural barriers that would prevent or stop service access</p>	

<p>Strategy Development</p>	<p>Based on the above information and through ongoing community consultation develop a strategy which has the following components:</p> <p>Target Communities by language/geography;</p> <p>Key strengths or barriers in the communities to understanding the information;</p> <p>Community partnerships and community information networks;</p> <p>Appropriate and effective media including traditional press/radio, online and social and existing community networks</p>	
<p>Communications Approach</p>	<p>Develop information pieces that are written in the language and style required by the community</p> <p>Develop messages that relates with the issue sensitivity and design elements that create inclusion and relevance of the information for the target communities</p> <p>Test strategy components with the target communities</p>	
<p>Engagement</p>	<p>Monitor response to the communications</p> <p>Identify any unmet communications needs or ways the communications can be improved to increase response. It is important to evaluate the approach taken (you can use client feedback processes for this), to find out what communities thought of the approach, if anything needed to be changed, and what they would suggest for improvements?</p>	

Helpful hints: media consideration

Component	Specific communication	Description/Purpose
Direct	Face-to-face	Service providers visit organisations and communities in a proactive fashion to promote the service
	Issue specific briefings	Service providers attend community organisations and other places of community gathering to provide issue and service specific briefings
	Presentations	Community members are invited to attend a presentation by the service provider on the service offer (In-language considerations)
Physical collateral	Direct mail to intermediary organisations	Information is sent to community organisations and other mediators to promote the service
	Pamphlets	Pamphlets are distributed to key mediators or made available at the service. They are designed to provide an overview of available services (bilingual)
	Posters	Posters can be prepared and displayed in various community settings and offered to key mediators. They could also be situated where families may tend to frequent such as Councils, shopping centres, etc. (bilingual)
	Notices in local information places	Notices can be prepared and displayed in high traffic and public places such as libraries to announce a service initiative of service capacity specific to community segments (bilingual)

Electronic/ Digital	Website	Information can be placed on organisational websites and other media can drive traffic to the site (in-language)
	Social media	For communities with high IT literacy social media is becoming a key engagement tool (in-language)
	Email network	Once contact is established, online networks can be developed
Audio/ visuals	Apps	Service specific interactive information (bilingual)
	DVDs/CDs	DVDs and CDs on the service (bilingual)
Media	Notice in local paper	Promoting a specific service / initiative
	Announcement on local radio	Promoting a specific service / initiative
	Advertising (paid) on ethnic media	Formal announcements about new services or programs
	Media Engagement	Developing media relations approaches and partnerships