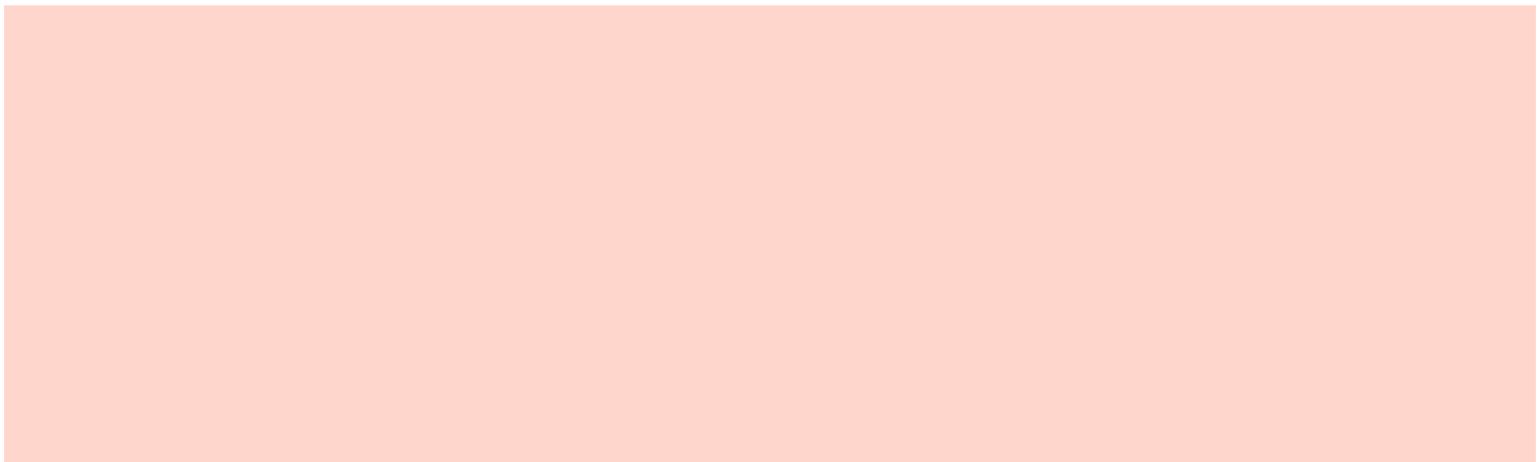




Partnering with CALD carers

01 November 2017



What will this resource cover?

Given the role carried out by CALD carers it is very important that service providers understand both how to access them and how to engage with them as a key service delivery and marketing strategy.

Essential information?

The following points should be considered in developing and implementing your approach;

- Seek to identify potential CALD carers through an understanding of the ethnicity profile of your catchment or service area and the CALD groups are numerically significant. The higher the number especially in the 0-14 age cohort the higher the likely number of carers. This will provide a numeric base to support your approach.
- Develop CALD appropriate information to promote your service and distribute it widely through local CALD community information pathways. In this sense, appropriate means both how the information is written and how it is being made available in bilingual formats.
- Utilising broader information pathways will allow hidden carers to self-select the information, if it is presented in a way that is clear and understandable and that speaks to them in their language.
- Do not rely on the use of the word 'carer' to establish relevance. The term is poorly understood and rarely has a direct translation. Communication needs to be meaningful and should describe the caring role as the basis of communicating relevance.
- It would be far more effective to describe the caring role in its practical terms such as "do you take care of a parent, partner or child who has a disability in their day to day lives". While less efficient in work use, it will be more effective when talking to the community and carers themselves.

- Place carer specific information in contexts relevant to the carer role such as in cultural shopping areas, places of worship and health related intermediaries such as GPs and community health centres, and if working with children, with local schools for teachers to provide to families.
- The use of onsite information distribution that is specific to carer behaviours will increase the chances of it being noticed and picked up.
- Utilise any available languages other than English (LOTE) community radio that is relevant to the groups you want to engage with.
- There are many options around multilingual radio and services should be comfortable in the message spreading beyond their catchment as family reach and referral cross many divides. Radio is also the most effective medium for time poor non-English speakers.
- Identify and work with CALD community partners, especially those who are keen to meet the needs of CALD people with disability and their carers.
- Some of these agencies may have already developed carer networks and engagement approaches through their delivery of aged care services and support.
- Test your information approaches with carers you engage with to assess whether materials are appropriate, in the right language and convey the desired messages.

A note on carer information responsiveness

A universal feature in the lives of people providing care for people with disability is their lack of time and opportunity for casual or unplanned contact or engagement. As such, when planning communication for CALD carers, this should be considered.

Given the combined care considerations in CALD disability situations there is value in broadening the targeting of information that would include:

- Positioning CALD community specific messages and information in local newspapers and in local community settings
- Utilising school notice boards
- Utilising places of worship which have multigenerational congregations
- Considering phone based approaches to provide information directly as well as provide support in the caring role for the CALD person with disability

Case study/scenario

There is anecdotal evidence that the incidence of deafness and hearing loss in the local Arabic speaking community is registering as an issue in the local schools. The local Arabic speaking community is predominantly from Lebanon and is made up of equal parts Muslim and Christian. The community has large numbers of multi-generational families and is serviced by a thriving local shopping area that caters to a wide range of cultural and religious food requirements.

Census data on Arabic speakers in the area suggests that women aged over 35 have a low level of English language and the average family has 2-3 children. The area also houses a number of places of worship, community clubs and ethnic media outlets.

Key questions

What would you consider to be some of the communication issues that would need to be addressed to promote and provide an early intervention service to the local Arabic speaking community?

What are some of the linguistic considerations that you would need to prepare for? How would you attempt to communicate with mothers in the community to make them aware of both issues around deafness and the services that are available?

Are there any time or locality (space or distance) issues that you would need to consider?

Who would you approach to support or partner your approach?