

Partnering with Ethnic Communities

Cultural Competencies for Health Promotion Initiatives



Culture is a unique and important part of a person's identity. Just as sedentary lifestyles, smoking and socio-economic factors such as poverty and unemployment impact on our health and health outcomes, so too does culture.

Culture influences:

- Understandings of health and illness
- Views about the causes of illness
- Views about the way in which illness should be managed
- Views about how illness can be prevented
- Views about the relationship between the practitioner and the client

The considerable influence of culture on health highlights the necessity for partnerships with culturally and linguistically diverse (CALD) communities to ensure cultural competence in health promotion initiatives and successful health outcomes.

Cultural Competencies in Health Promotion

PLANNING	IMPLEMENTATION	EVALUATION
Demonstrate ongoing networks and relationships with CALD community groups and agencies that provide services to CALD communities	Support partnerships with CALD community leaders and representatives through training and mentoring strategies integrated into program design	Establish timelines and performance indicator measures based on community expectations and goals
Research target groups based on community demographics and keep regular CALD population statistics as part of demographic profile	Select and use culturally sensitive strategies in partnership with ethnic communities	Ensure evaluation methodologies are formulated in consultation with CALD community leaders and representatives
Consult or seek feedback and information from targeted CALD communities and consumers	Ensure linguistic needs of CALD target group are met via use of accredited interpreters and in-language or translated resources where appropriate	Implement evaluation procedures in partnership with CALD community representatives and leaders
Problem definition, direction of program planning and strategy selections incorporate community consultation findings and demographic profile of CALD target group	Use culturally appropriate promotional strategies and media for program recruitment and social marketing campaigns	Demonstrate that initiatives, work practices or achievements meet the needs expressed by CALD communities



CENTRE FOR *culture*
ethnicity & health

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