



Using Cultural Competence to Increase Program Effectiveness

February 20, 2025

12:00 p.m. PST | 1:00 p.m. MST | 2:00 p.m. CST | 3:00 p.m. EST

Thank you for joining. The webinar will begin soon.

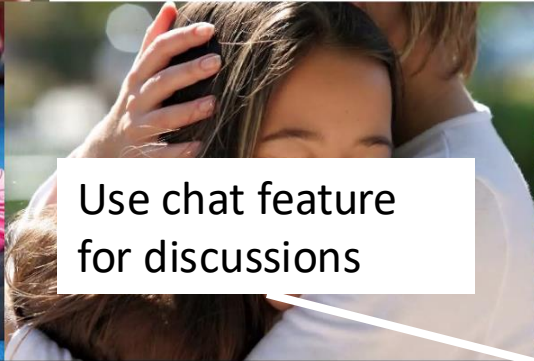


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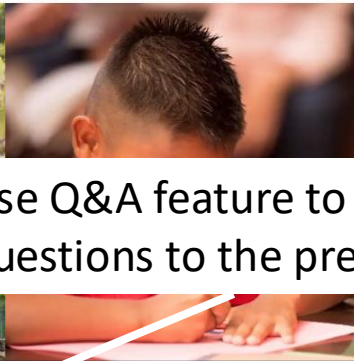




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Use chat feature for discussions



Use Q&A feature to ask questions to the presenter





Your Feedback Is Valued!

After the webinar, please complete a brief survey

Using Cultural Competence to Increase Program Effectiveness



Presenter:
Dr. Phillip L. Ealy



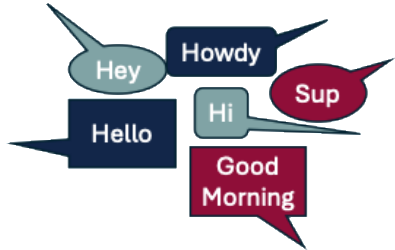
Coaching Coordinator
CYFAR PDTA Center

Using Cultural Competence to Increase Program Effectiveness

Dr. Phillip L. Ealy

What is Cultural Competence?

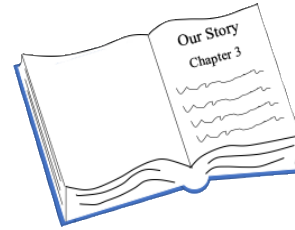
What is Culture?



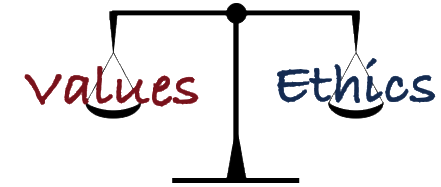
Language



Traditions/Rituals



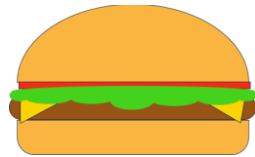
Stories



Values



Art



Food



Symbols



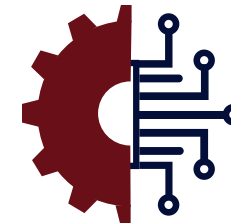
Laws



Beliefs



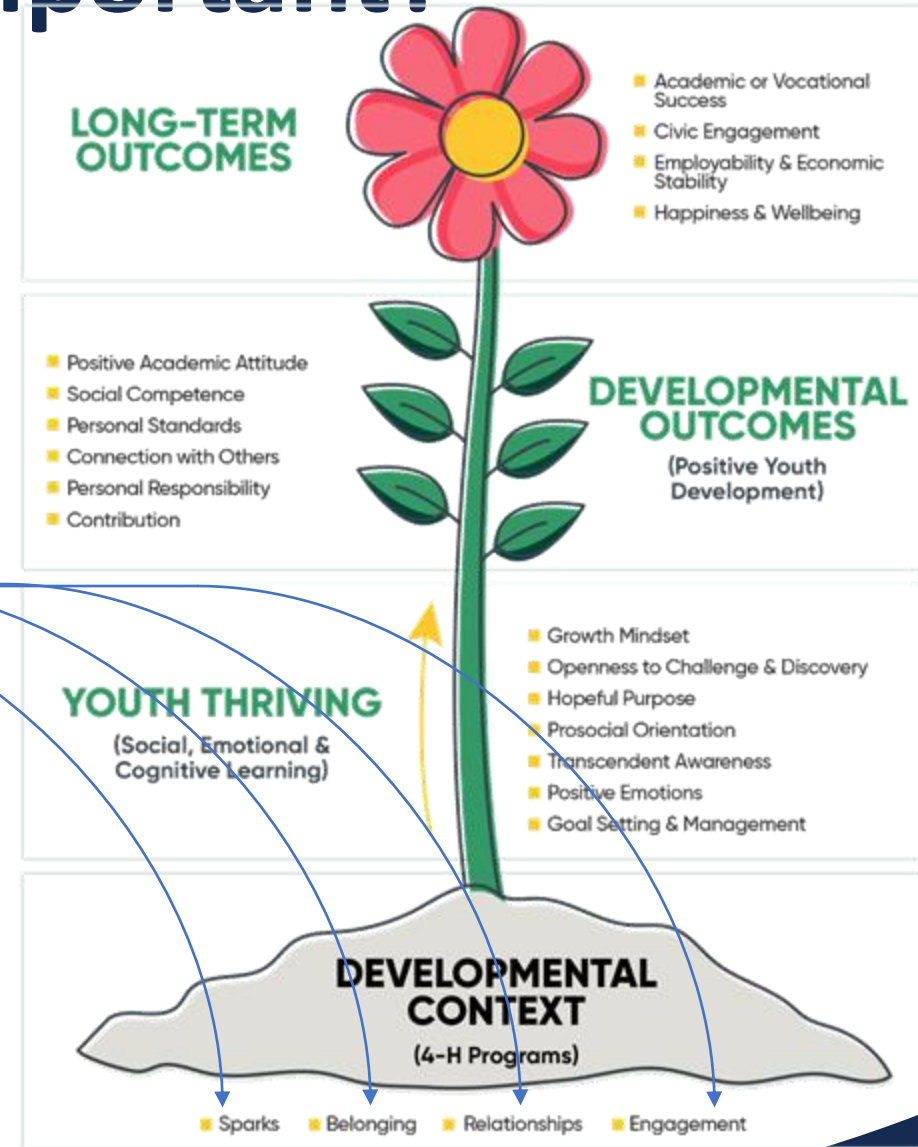
Dress



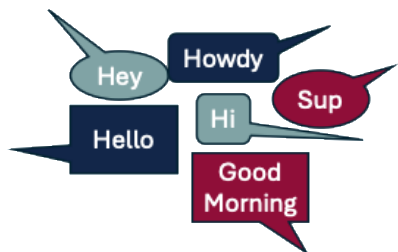
Technology

Why is Culture Important?

Communicating Understanding



Impact on Program Design



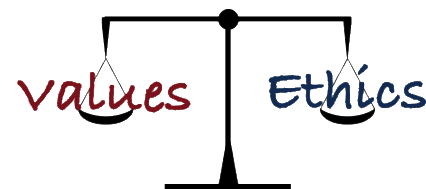
Language



Traditions/Rituals



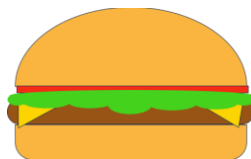
Stories



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Technology

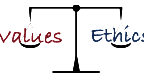
Impact on Program Design



Language



Traditions/Rituals



Values



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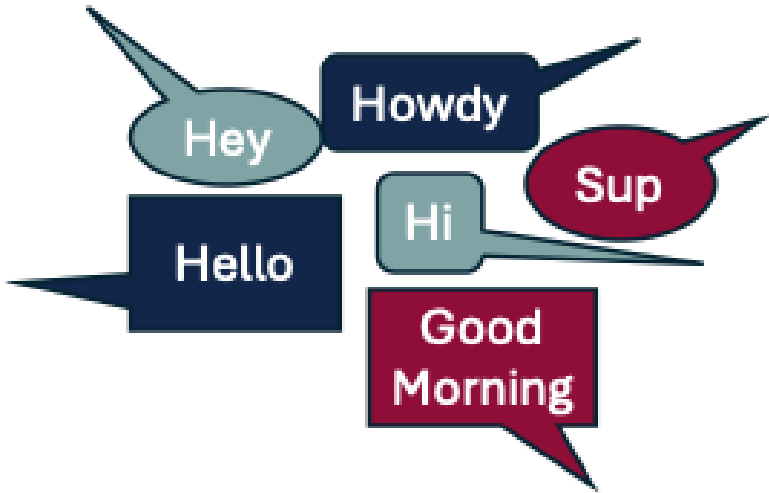
Dress



Technology

Impact on Program Design

Example: Program Materials



Language

What language will we use? (e.g., English, Spanish, German)

What level of language will we use? (e.g., 6th grade level, 8th grade level, professional)

What type of language will we use? (e.g., formal, informal/slang, specific dialect)

Impact on Program Design

Example: Programing



Traditions/Rituals

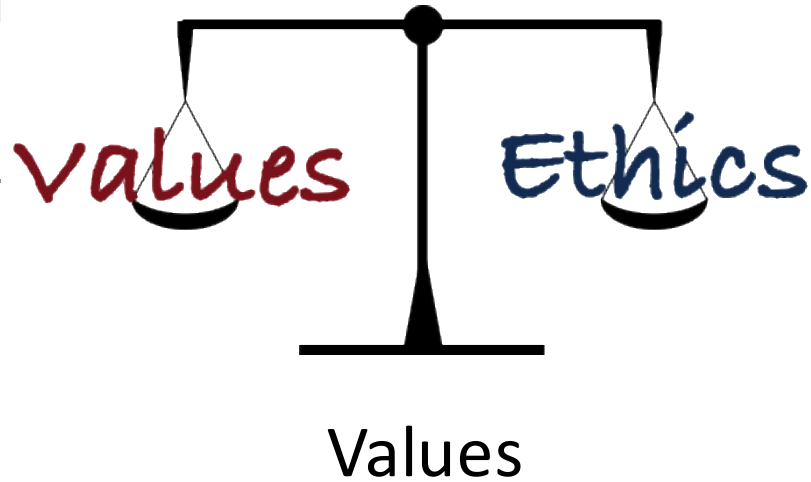
Are there specific traditions or rituals we should observe? (e.g., Thanksgiving)

Are there specific traditions or rituals we should avoid? (e.g., Hazing)

Are there specific traditions or rituals we want to install? (e.g., Hand washing, greeting)



Impact on Program Design



Example: Program Priorities

What does the local community value?

What values drive our programming?

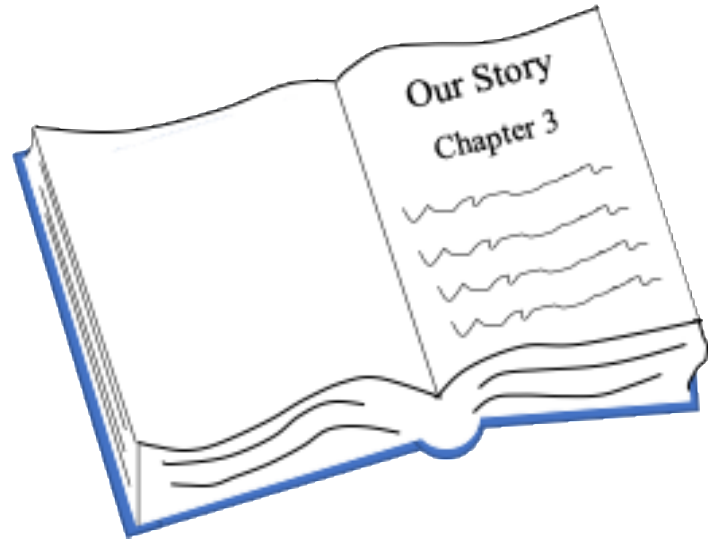
Does the mission and objectives of the program align with our values?

Impact on Program Design

Example: Program Materials

Do we use stories from the local community?

Are we including local stories to guide programming?



Stories

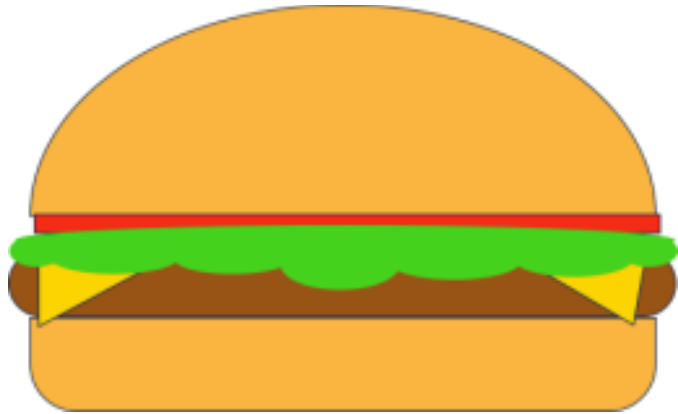


Impact on Program Design

Example: Programing

Will you include food in the program? (e.g., snack, dinner)

Will you incorporate food from the local community?



Food



Impact on Program Design

Example: Program Planning

Are we in compliance with laws and regulations? (e.g., ADA)

Are there any laws or regulations that may be problematic? (e.g., anti-DEI laws)

Are there any laws or regulations that are in direct conflict with program values?



Laws



Impact on Program Design

Example: Programing

What do the symbols we use represent?

Can our symbols disenfranchise our participants? (e.g., Confederate statues)



Symbols



Impact on Program Design



Art

Example: Program Planning

What are will be included in the program?
(e.g., music, painting, poetry)

Who will choose which art will be included
(e.g., program staff, program participants)

Does the art reflect the community that you
are working in?



Impact on Program Design

Example: Program Planning



Beliefs

What are the beliefs in the local community?

Does any element of the program counter established community beliefs?

If so how, and how will you address it?



Impact on Program Design

Example: Programing



Dress

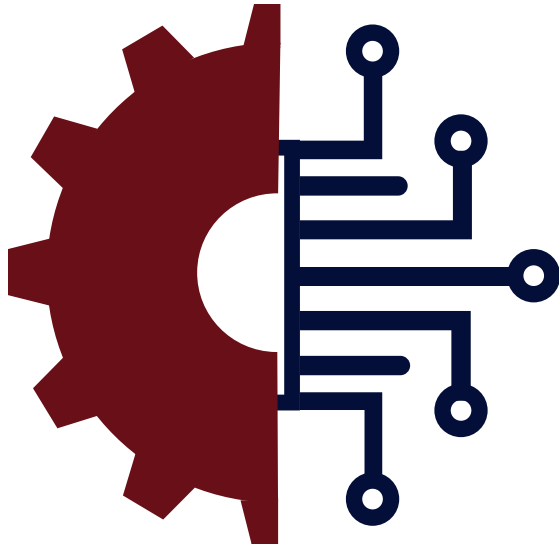
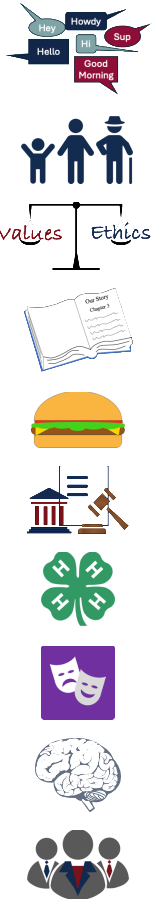
Will we have a dress code?

If so, why? (e.g., functionality-no open toe shoes, quick identification)

What are the unintended consequences of our dress code? (e.g., can't afford)



Impact on Program Design



Technology

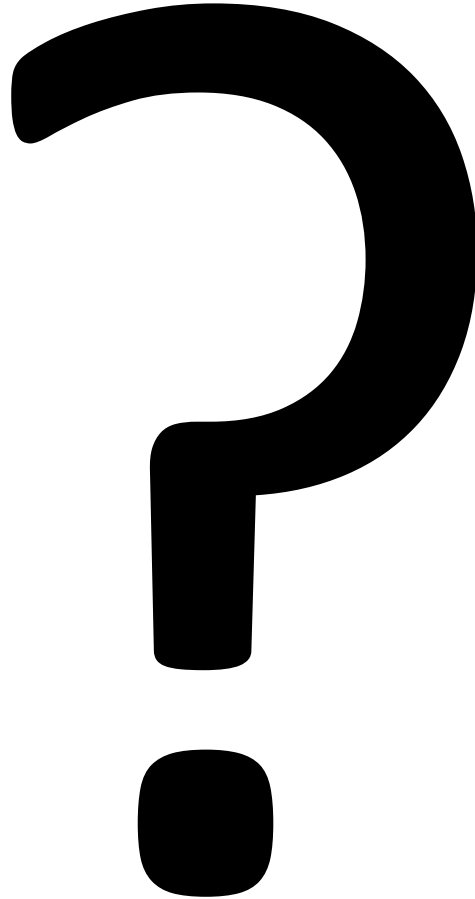
Example: Program Materials

What technology will we use? (e.g., tablets, Wi-Fi, email)

Will this technology create barriers? (e.g., availability, capability to use)

What technical assistance will be available? (e.g., helping with uploads)

Questions





QUESTIONS AND ANSWERS



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