

cultural responsiveness training 2011

workshops

Sustained engagement with CALD communities **NEW**
Wednesday 16 February, 9am – 1.30pm

Language services: more than just interpreting
Wednesday 16 March, 9am – 1.30pm

Social marketing in a multicultural society **NEW**
Wednesday 20 April, 9am – 1.30pm

Recruiting and working with bilingual staff **NEW**
Wednesday 18 May, 9am – 1.30pm

Working with interpreters (advanced)
Wednesday 15 June, 9am – 1.30pm

Conducting focus groups with CALD communities
Wednesday 20 July, 9am – 1.30pm

Building cultural competence in your organisation **NEW**
Wednesday 17 August, 9am – 1.30pm

Managing chronic disease with CALD clients **NEW**
Wednesday 21 September, 9am – 1.30pm

Culturally competent health assessment
Wednesday 19 October, 9am – 1.30pm

Writing for cross-cultural communication
Wednesday 16 November, 9am – 2pm

venue and time

All workshops are held at the Centre for Culture, Ethnicity & Health.

81-85 Barry Street
Carlton VIC 3053

Visit www.ceh.org.au/training for directions. Please arrive by 9am for a 9.15am start.

Morning tea and lunch are included.

register for a workshop

Register online at
www.ceh.org.au/training
or call (03) 9342 9700.

All workshops cost \$150.
Payment must be received before the workshop date.

Places fill quickly but some workshops may be repeated.

organisational training

We can provide a training program tailored to the needs of your workplace.

Our training will help you review current practice and identify ways to improve planning, communication and service delivery. We work with you to create content that is relevant to your staff and their needs.

Call (03) 9342 9714
or visit www.ceh.org.au/training.

workshop descriptions

Sustained engagement with CALD communities

Meaningful engagement is essential for service planning, provision and evaluation. It requires more than a multicultural lunch or annual community consultation.

This workshop makes a strong case for sustained engagement with your target communities, and shows you how issues of culture and language affect your engagement strategy.

The workshop covers:

- Why engagement is essential from a community perspective, a service perspective and a funding perspective
- Strategies that lead to long-term engagement with CALD communities
- Systems and processes to track and measure engagement

Language services: more than just interpreting

A good language services strategy is vital for providing high-quality care to clients from CALD backgrounds.

This workshop takes you through the various elements involved in language services: from finding and booking accredited interpreters, to providing translated material, to the appropriate use of staff with bilingual or multilingual skills.

You will learn how the various language service tools fit together, and how these tools support clients at various points of service provision.

The workshop covers:

- Creating a language services policy
- Resource, budgetary and data collection requirements for language services
- Ways to measure the quality of language services
- Working effectively with bilingual staff, interpreters and translators

Social marketing in a multicultural society

Social marketing applies marketing concepts and techniques to change people's behaviour and improve health outcomes. But a multilingual and multicultural society requires a carefully targeted marketing strategy.

This workshop helps you place a multicultural lens over your next social marketing campaign. You will learn how to prioritise target audiences and select the most effective messages and channels for each audience.

We discuss:

- How to obtain insight into the beliefs, values and behaviours of your target audience
- How to adapt your message and strategy to the needs of your audience
- Choosing culturally relevant media and communication channels
- Ways to evaluate your campaign

Recruiting and working with bilingual staff

Many health and community services use employees with bilingual skills to help them communicate with clients. However, there are few guidelines for managers or HR officers on how to make the most of employees' language skills, or how to recruit and support bilingual staff.

This workshop will help you understand how bilingual staff can enhance service delivery, and what policies and procedures are needed to support them.

It covers:

- The role of bilingual workers in communication
- Ways to assess language skills
- Policies and procedures for staff who use their language skills
- Recruitment strategies and position descriptions for bilingual staff

Working with interpreters (advanced)

This workshop is for employees who have often used interpreters and want to improve their skills.

It covers ways to ensure safe and consistent communication between yourself, your clients and your interpreters. You will learn how to make the process more efficient and effective, and negotiate client concerns.

You will learn to:

- Identify and resolve problems with the quality of interpreting services
- Use interpreters over the phone or with groups
- Unpack and resolve client concerns about using interpreters
- Retain control of situations involving interpreters

Conducting focus groups with CALD communities

Focus groups enable you to gather qualitative information, obtain rich insights and feedback, plan and evaluate services, and test products or messages.

Careful planning makes an enormous difference to the quality of information you collect, and focus groups with CALD participants require several additional considerations.

This workshop takes you through a step-by-step process for planning, resourcing and conducting a focus group with CALD participants.

The workshop includes:

- Ways to find and recruit appropriate participants
- A checklist to help you organise your focus group
- How to craft questions that get the answers you need
- How to work with an interpreter in a group setting

Building cultural competence in your organisation

What does cultural competence look like? How do you plan for it? How do you measure it?

This workshop takes cultural competence beyond motherhood statements and into the domain of planning and strategy. Aimed at managers, board members and HR officers, it covers ways to build cultural competence in all areas of your organisation.

It covers:

- A framework that you can tailor and apply to your organisation
- Indicators to measure and track cultural competence
- How cultural competence will improve your service and performance

Managing chronic disease with CALD clients

Culture, belief and context all affect the way people understand and respond to chronic disease.

Health workers frequently report difficulties in getting CALD clients to self manage their illnesses. This workshop will give you skills and strategies to better support CALD clients and their families.

Drawing on case studies specific to chronic disease, we explore ways to work with people's health beliefs, lifestyles and circumstances in order to influence their actions.

You will understand:

- The impact of health literacy on self management for chronic disease
- The role of diverse beliefs about health, illness and treatment
- Strategies to work with people's beliefs to help them manage their disease

Culturally competent health assessment

Health assessments are more comprehensive and meaningful when they take culture into account.

This workshop is aimed at nursing, allied health, counselling and early childhood service providers. It will help you understand how to ask the right questions, in the right ways, to get the information you need from clients.

You will learn:

- Culturally sensitive interviewing techniques
- How to adapt information you provide to your client's needs
- How to factor information related to cultural diversity into your client plan

Writing for cross-cultural communication

Are your carefully-written brochures getting lost in translation?

This is an essential workshop for anyone who writes or prepares material for audiences with low English language proficiency. It will help you identify appropriate languages, craft reader-friendly content, prepare material for translation, and negotiate the minefield of the translation process.

You will identify:

- Benefits and limitations of translated materials
- Key steps for developing culturally appropriate content
- Ways to check the integrity of your content in English and in language
- How to resolve issues that arise from the translation process