**Working with Diverse Audiences…a brief review**

**What is it?**

* **Assuring nondiscrimination** and v**aluing inclusion and diversity.**
* **Consider diversity more broadly in terms of “differences” (**especially when building community relationships) instead of focusing narrowly on diversity in a context of race or religion.
* **A diverse portfolio of outreach strategies and methods**. Outreach is a long-term process, not an event or a one-time occurrence. USDA defines outreach as: “… a way of conducting business to ensure that underserved individuals and groups…are made aware of, understand, and have a working knowledge of…programs and services.
* **Partnerships and collaboration.** Consider collaborative/participatory research.
* **Awareness** of community groups specific identities and needs.

**Why is it important?**

* Meet Affirmative Action requirements and inclusion goals.
* Using an inclusive and collaborative approach helps to increase interaction and build relationships, increase ownership of project and results, build credibility and trust, and engage early adopters and/or community leaders.

**How do I do it?**

* **SELF-AWARENESS** – Becoming more self aware is the first piece of the puzzle to building better relationships. Too often we are asked how to deal with other cultural groups, but before we can begin to deal with cultures outside of our own, we need to better understand ourselves. What privileges do you have? How do you manage differences?
* **PROGRAM ACCESS –** Take programs to the people.
* **DIVERSITY –** Ensure participation of major ethnic groups.
* **LANGUAGE –** Use native language of the target clientele whenever possible. Provide bilingual presentations and materials. Spanish, Cantonese or Mandarin, Vietnamese, Farsi and more…
* **LITERACY –** Use **s**imple messages; i.e., get moving, drink water, choose well, eat healthy, food safety is good for your health.
* **CULTURAL SENSITIVITY –** Include bilingual staff and volunteers, conduct demonstrations using culturally familiar examples, e.g. food.
* **![C:\Users\bhobart\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\H4OXBL91\MC900288988[1].wmf]()SENIOR FRIENDLY –** Interactive client centered teaching, large letters, short phrases, key chain magnifying glasses to read labels, short sessions, use the mike, be respectful of age.