

# Practical Considerations for Involving Refugees, Immigrants and Migrants in Creating Public Health Messaging

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National Resource Center for Refugees, Immigrants and Migrants (NRC-RIM)

Sept. 14, 2022

# Project Background

# About NRC-RIM

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- Funded by the CDC, housed at University of Minnesota
- Goals:
  - Strengthen partnerships between health departments and RIM communities
  - Support health departments and CBOs that work directly with Refugees, Immigrants, Migrants

# About RIM Communities

# Refugees, Immigrants, Migrants

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- Important members of communities
- Diverse in culture, language, countries of origin, occupations, educations, motivations, etc.
- Strong, resilient, dedicated to family and community
- Some face health disparities



# RIM Communities and COVID-19

- Disproportionately affected by COVID-19
- No genetic, biological reason
- Systemic health, social inequities
  - Working conditions
  - Prevention/mitigation is difficult
  - Barriers to healthcare access



# Translation

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- Language as a barrier to vaccine access
- Language as a barrier to vaccine confidence
- Linguistically and culturally appropriate



# Panelists



# Panelists

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**Leena Zahra**

International Rescue  
Committee



**Jean de Dieu Mukunzi**

Ebenezer Healthcare  
Access

# Agenda

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- Importance of cultural validation and translation review
- How to conduct cultural validation and translation review
- Example from Ebenezer Healthcare Access
- Q&A with panelists



# CULTURAL VALIDATION AND TRANSLATION REVIEW TOOLKIT

Toolkit: Developing Culturally  
Responsive and Linguistically  
Accurate Materials



# What Are We Doing and Why?

## AIM 1

Address communication gaps and required changes to fully encompass the needs of RIM communities

## AIM 2

Messaging and resources are carefully crafted and shared effectively alongside and with communities in mind

Community needs & preferences

Language, cultural norms & practices alongside acculturation gaps and cultural shifts

Historical and generational trauma & discrimination (includes stigma and taboos)

Immigration status, religion, differing abilities

# Cultural Validation: Arezo




1. Understand your focus group
2. Understand the culture, norms and values
3. Focus on the message rather than word to word translation



If you're translating a text, do not focus too much on translating

# Community Centered Feedback and Hyperlocal Messaging



## Cultural Validation and Translation Review Form

### Cultural Validation (English Language Review) and Translation Review

**Document Name:** \_\_\_\_\_ **Date Review is Needed By:** \_\_\_\_\_

**Target Language:** \_\_\_\_\_

**Review Purpose (CV or TR):** \_\_\_\_\_

**IRC Contact Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

#### Instructions

1. Read "Important Information Before Reviewing" below.
2. Read through the entire English document or translated document first.
3. Fill out the form at the end of this instruction sheet and submit the form and the original document if it contains tracked edits and comments to the contact listed above.
  - a. If completing Cultural Validation, you will fill out "Section I"
  - b. If completing Translation Review, you will fill out "Section II"
  - c. If completing both Cultural Validation and Translation Review, you will complete "Section I" and "Section II"

#### Important Information Before Reviewing:

Purpose of the document: \_\_\_\_\_

Intended audience: \_\_\_\_\_

Country	Gender
Age	Literacy Level
Cultural sensitivities & important characteristics to be aware of: _____	



Imam Wazir

English | Amharic | Arabic  
Harari | Oromo | Somali | Tigrinya

# Process

1. Determine type of CV needed
2. Identify Cultural Validator(s)
3. Communicate CV instructions & guidance
4. Track and document feedback
5. Review feedback and follow up for clarification if needed

# Providing Different Mediums and Communication Channels

**NRC-RIM**  
National Resource Center for  
Refugees, Immigrants, and Migrants

## حقائق عن لقاح كوفيد-19

### اللقاحات "الحقن" هي أحد الأدوات التي نحتاجها لمحاربة جائحة كوفيد-19



الإقبال والحد من هذه الجائحة نحن نحتاج لاستخدام جميع أساليب الوقاية اللقاحات هي واحدة من أكثر الأدوات فاعلية لتحصي صحتك وتنعى المرض اللقاحات تستعمل مع دفاعات جسمك الطبيعية وبهذا سيكون جسمك جاهزاً لمقاومة الفيروس. في حال كنت عرضة له (وأيضا يطلق عليها اسم المناعة) خطوات أخرى، مثل ارتداء الكمامة التي تغطي أنفك وفمك، والبقاء على مسافة ٦ أقدام بعيداً عن الآخرين الذين لا تطئن معهم، أيضاً يساعد على وقف انتشار كوفيد-19.


أظهرت الدراسات أن لقاحات كوفيد-19 فعالة جداً في منع إصابتك ب كوفيد-19. الخبراء أيضاً يعتقدون أن حصولك على لقاح كوفيد-19 سيجعلك أقل عرضة للمرض الشديد في حالة إصابتك ب كوفيد-19. هذه اللقاحات ليس بمقدورها إعطائك المرض بذاته.



أنواع مختلفة من لقاحات كوفيد-19 ستكون متاحة. أغلب هذه اللقاحات تعطى على شكل جرعتين، أحدهما في وقت والأخرى بعدها بفترة زمنية. الجرعة الأولى تعين جسمك، أما الجرعة الثانية فتعطي على الأمل بعد ٣ أسابيع من تاريخ الأولى للتأكد من حصولك على حماية كاملة في حال تم إخبارك بأنك تحتاج لجرعة ثالثة. تأكد من حصولك على كلاًهما. قد تعمل اللقاحات بطرق مختلفة قليلاً، ولكن جميع أنواع هذه اللقاحات تساعد على حمايتك.

اللقاحات آمنة. بتأكد نظام سلامة اللقاح في الولايات المتحدة من أن جميع اللقاحات آمنة قدر المستطاع. جميع لقاحات كوفيد-19 التي يتم استخدامها قد خضعت لنفس إجراءات السلامة وتعدمت نفس المعايير كباقي اللقاحات التي تم إنتاجها عبر السنين. نظام مطبق في جميع أنحاء البلاد يسمح لـ "مراكز السيطرة على الأمراض والوقاية منها" من مراقبة مواضيع السلامة والتأكد من أن اللقاحات آمنة.

## The Rise of the Variants



Rise of the Variants

[English](#) | [Arabic](#) | [Burmese](#) | [Dari](#)  
[Nepali](#) | [Pashto](#) | [Spanish](#)  
[Swahili \(Congolese\)](#) | [Tigrinya](#)  
[Ukrainian](#)



# Example: Video Script

Is the translation complete and accurate?		X	Comments are tracked in the document
Does it use the right tone?		X	This is a bit subjective, but from Ukrainian and Slavic perspective, the translation was a bit too assertive replacing “could” with “will”, etc. Both [redacted] and I agreed that this may be interpreted in a negative way by clients.
Is it culturally appropriate?	X		
Anything <b>significant</b> missing that needs to be fixed in order for it to be ready for Voiceovers? **The next stage in the process --> audio recorded in this language for the video. Any text suggestions/edits			Some of the sentence structures were improper, wrong words were used in some places, we tracked changes in the attached document.

But there's hope!	Але надія є!
You can protect yourself, your family, and your community from dangerous COVID-19 variants. How? By getting fully vaccinated. Don't wait. Go today. Without the COVID-19 vaccine, you're much more likely to get infected with variants. You could get seriously sick and get others sick.	Ви можете захистити себе, свою родину та людей довкола від небезпечних варіантів COVID-19. Як це зробити? Повністю вакцинуватися. Не зволікайте. Зробіть це сьогодні. Без вакцини проти COVID-19 ви значно ймовірніше захворієте на якийсь з його варіантів. <u>Ви можете серйозно захворіти та заразити інших. Ви будете важко хворіти самі та наражати на небезпеку життя інших.</u>
But one person is not enough! We need as many people as possible to get a COVID-19 vaccine so that we can get our lives back to normal!	Вакцинуватися одній людині недостатньо! <u>Нам потрібно, щоб якнайбільше людей отримали вакцину від COVID-19, щоб ми могли повернутися до нормального життя! Ще більше людей отримає</u>

# Example: Poster



په واکین کولو سره  
امیدواری میندې او  
ماشومان خوندي وساتئ.



از عزیزان خود محافظت  
کنید. واکسین کنید.



# LANGUAGE ACCESS AND CONTENT VALIDATION

## Best Practice From Ebenezer Healthcare Access

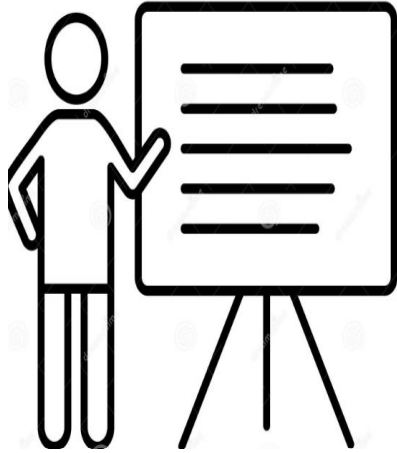
Presented by

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Jean de Dieu MUKUNZI, MPH, PMP  
Executive Director



# PRESENTATION OUTLINES



- ❑ Overview Ebenezer Healthcare Access
  - ❑ Flowcharts for Video Production
  - ❑ Flowcharts for Brochures/Slides and Posters
- Production
- ❑ Cultural and content Validation Team

# EBENEZER HEALTHCARE ACCESS



Ebenezer Healthcare Access is a 501(c)(3) nonprofit organization based in Dayton Ohio. Ebenezer Healthcare Access helps immigrants to overcome language and cultural barriers in accessing healthcare services by providing:

- Health Education
- Medical scheduling
- Cultural competency training,
- Scheduling medical transportation, etc.



# EBENEZER HEALTHCARE ACCESS



Ebenezer Mission is to promote Healthcare access by overcoming language and cultural barriers.

Ebenezer vision is to build a community free of health disparities by providing healthcare access to legal immigrants and other underserved population.

# OUR TARGET GROUP



We serve all RIM Population with primary target of refugees from middle East and Sub Saharan Africa

# Our Services





# DATA COLLECTION AND DOCUMENTATION



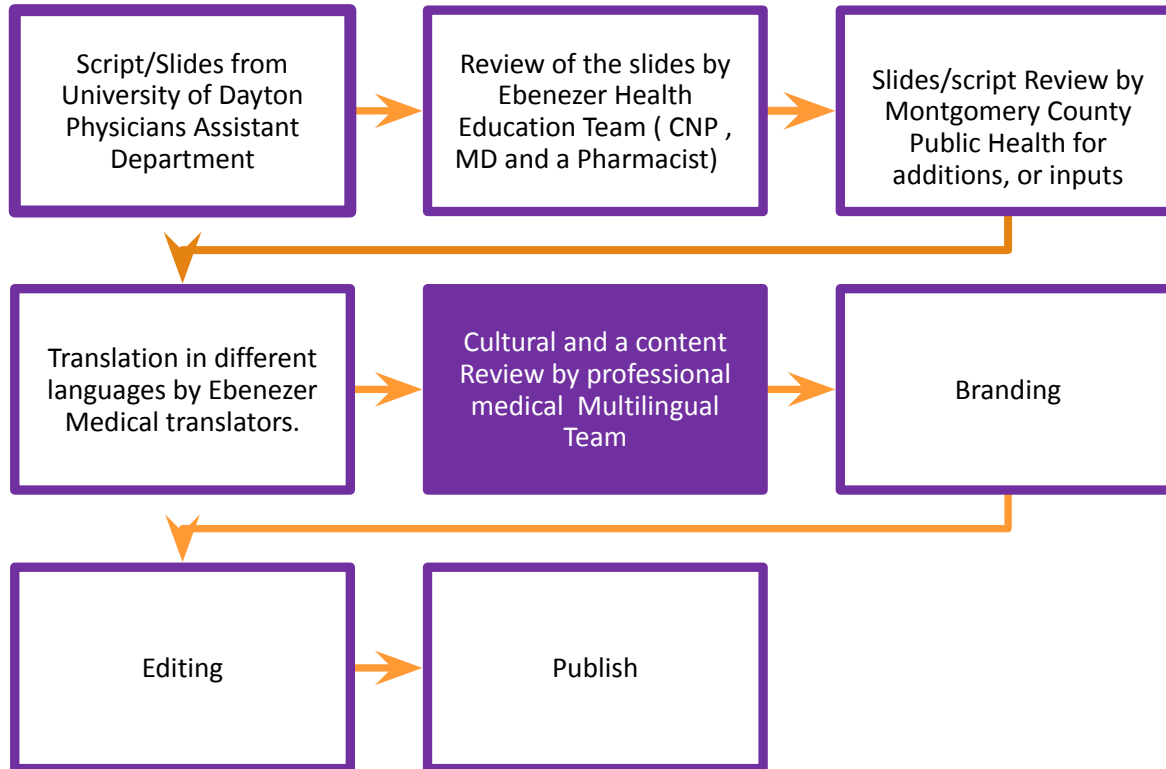
We use two software to document our assignments:

- ❑ Care Coordination System Software
- ❑ Aunt Bertha /Find Help Digital platform software

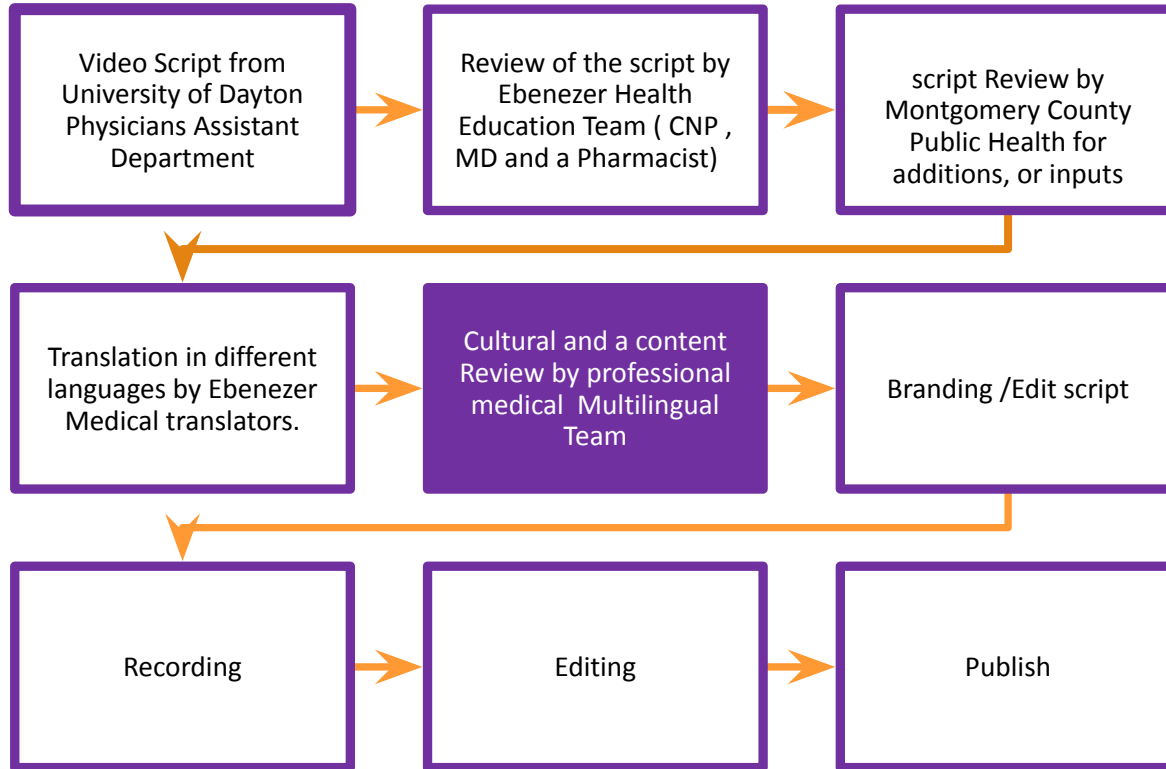
# Translation : Cultural and Content Validation Processes



# BROCHURES/SLIDES PRODUCTION FLOWCHARTS



# VIDEO PRODUCTION FLOWCHARTS



# CULTURAL AND CONTENT VALIDATION REVIEW TEAM

- **Joseph Niyibizi , MD, MPH, PhD**  
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- **Emille Shumbusho , MD, MPH**  
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- **Alexis Muhumure, Pharm.D**  
*University of Cincinnati*
- **Athanase Muntu , MPA**  
*Leidos ,*



# CULTURAL AND CONTENT VALIDATION REVIEW TEAM

## Question Number 7 of the PHQ9 English Version

Over the last 2 weeks, how often have you been bothered by any of the following problems?

- Trouble concentrating on things, such as reading the newspaper or watching television

## Question Number 7 of the PHQ9 in Kinyarwanda

Over the last 2 weeks, how often have you been bothered by any of the following problems?

- Trouble concentrating on things, such as taking care of your family , washing clothes, cooking or chatting with friends





# QUESTIONS/COMMENTS

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