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

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

Sept. 14, 2022

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

# Project Background

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

# About NRC-RIM

- 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

- 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

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

# Panelists

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

# Panelists

**Leena Zahra**

International Rescue Committee

**Jean de Dieu Mukunzi**

Ebenezer Healthcare Access

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

# Agenda

- 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

INTERNATIONAL RESCUE COMMITTEE

care

# 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

# 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

# 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 **significant** 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!<br><br>You can protect yourself, your family, and your community from dangerous COVID-19 variants. How? By getting fully vaccinated. Don't wait. Go today.<br>Without the COVID-19 vaccine, you're much more likely to get infected with variants. You could get seriously sick and get others sick. | Але надія є!<br><br>Ви можете захистити себе, свою родину та людей довкола від небезпечних варіантів COVID-19. Як це зробити? Повністю вакцинуватися. Не зволікайте. Зробіть це сьогодні.<br>Без вакцини проти COVID-19 ви значно ймовірніше захворієте на якийсь з його варіантів. Ви можете серйозно захворіти та заразити інших.~~Ви будете важко хворіти самі та наражати на небезпеку життя інших.~~ |
| 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! Нам потрібно, щоб якнайбільше людей отримали вакцину від COVID-19, щоб ми могли повернутися до нормального життя!~~Що більше людей отримає~~ |

# Example: Poster

# LANGUAGE ACCESS AND CONTENT VALIDATION

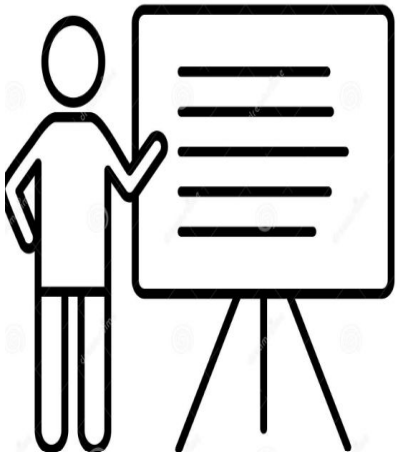
## Best Practice From Ebenezer Healthcare Access

## Presented by

---

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

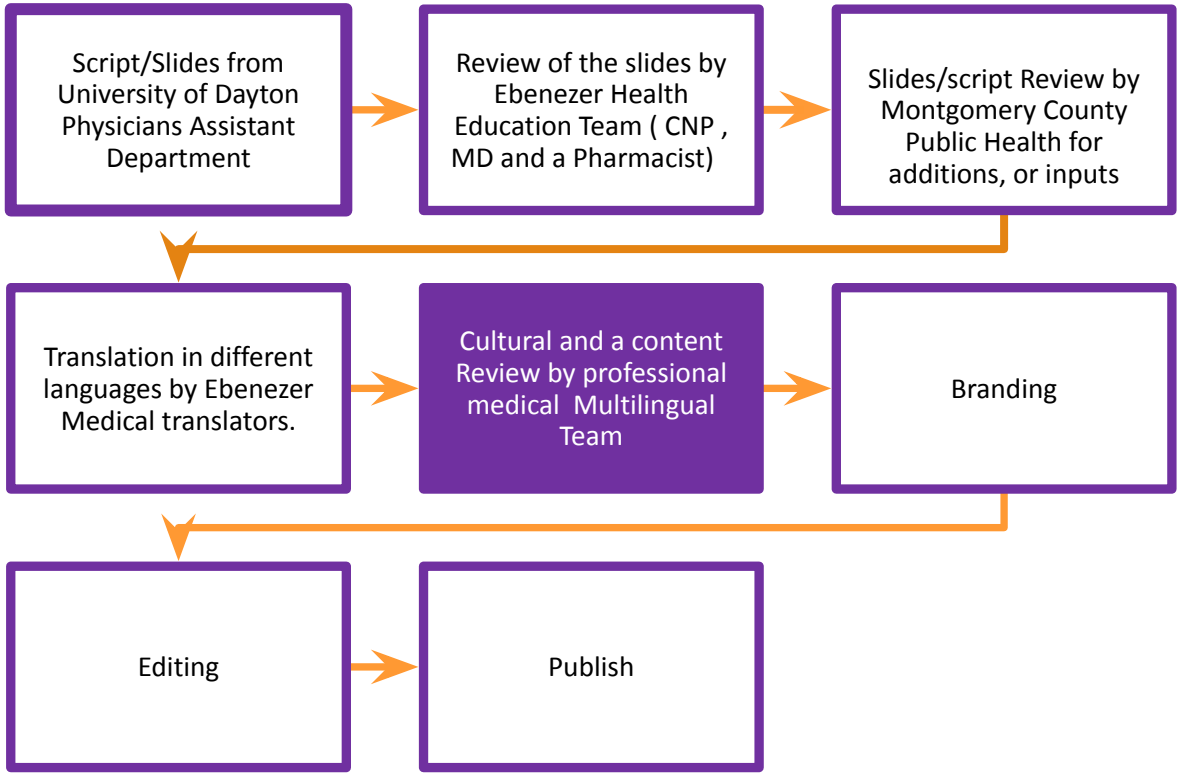
# DATA COLLECTION AND DOCUMENTATION

We use two software to document our assignments:

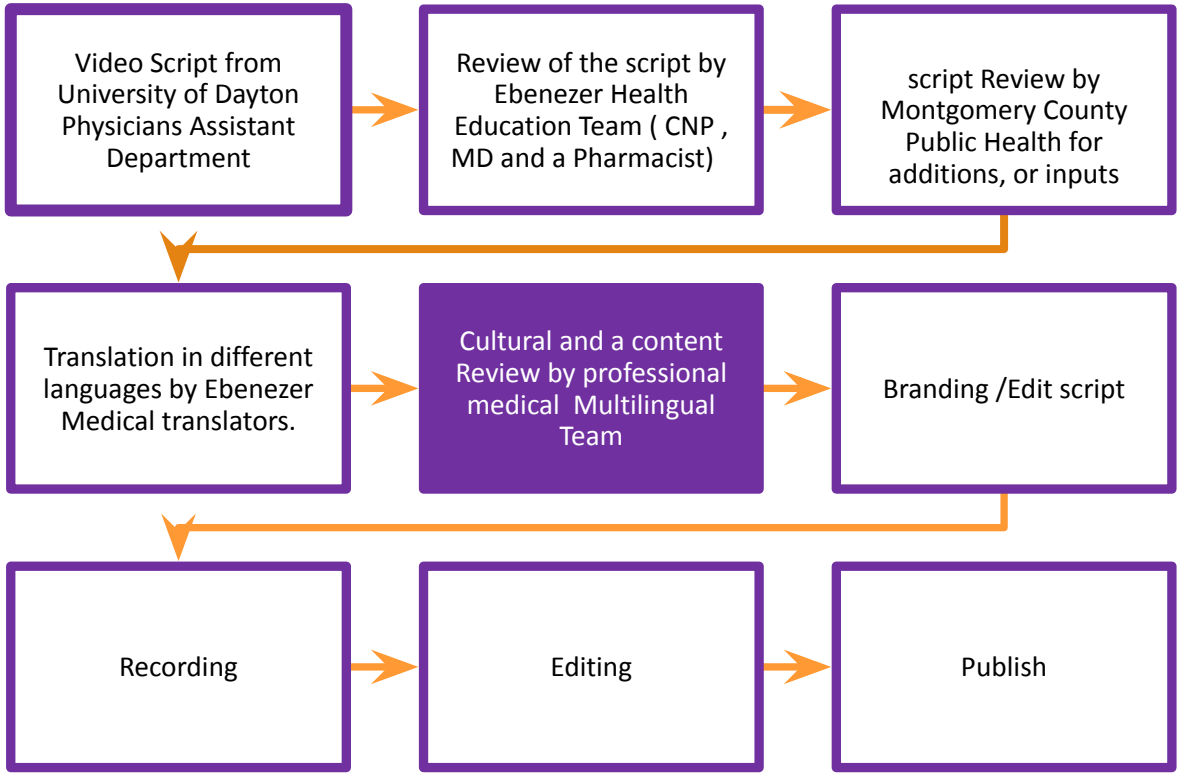
- Care Coordination System Software
- Aunt Bertha /Find Help Digital platform software

# Translation : Cultural and Content Validation Processes

# BROCHURES/SLIDES PRODUCTION FLOWCHARTS



# VIDEO PRODUCTION FLOWCHARTS



# CULTURAL AND CONTENT VALIDATION REVIEW TEAM

- **Joseph Niyibizi , MD, MPH, PhD**

  *Institut de Statistique de Quebec, Canada*
- **Emille Shumbusho , MD, MPH**

  *St.Lawrence Health Systems, NY State*
- **Vestine Kiza , PA**

  *Ohio State University Medical Center*
- **Loic Kiza, MSN, CNP**

  *Signify Health*
- **Jean de Dieu MUKUNZI, MPH, PMP**

  *Executive Director EHA*
- **Amy Christopher , Pharm.D. BCPS**

  *University of Dayton*
- **Ethel Kundwa, MPH**

  *Atlanta Children Hospital*
- **Grace Mukunzi , MBA**

  *Dayton Public Schools*
- **Alexis Muhumure, Pharm.D**

  *University of Cincinnatti*
- **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