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
Project Background
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
Panelists

Leena Zahra
International Rescue Committee

Jean de Dieu Mukunzi
Ebenezer Healthcare Access
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
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
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**

<table>
<thead>
<tr>
<th>Question</th>
<th>Action</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the translation complete and accurate?</td>
<td>X</td>
<td>Comments are tracked in the document.</td>
</tr>
<tr>
<td>Does it use the right tone?</td>
<td>X</td>
<td>This is a bit subjective, but from Ukrainian and Slavic perspective, the translation was a bit too assertive replacing &quot;could&quot; with &quot;will&quot;, etc. Both you and I agreed that this may be interpreted in a negative way by clients.</td>
</tr>
<tr>
<td>Is it culturally appropriate?</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Anything significant missing that needs to be fixed in order for it to be ready for Voiceovers? **The next stage in the process is to have the audio recorded in this language for the video. Any text suggestions/edits</td>
<td></td>
<td>Some of the sentence structures were improper, wrong words were used in some places, we tracked changes in the attached document.</td>
</tr>
<tr>
<td><strong>But there's hope!</strong></td>
<td></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>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!</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Вакцинуватися однієї людини недостатньо! Нам потрібно, щоб якнайбільше людей отримали вакцину від COVID-19, щоб ми могли повернутися до нормального життя! Ще більше людей отримає</strong></td>
</tr>
</tbody>
</table>

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**Care**
Example: Poster

[pictures of women with gifts and text in different languages]
LANGUAGE ACCESS AND CONTENT VALIDATION

Best Practice From Ebenezer Healthcare Access

Presented by

Jean de Dieu MUKUNZI, MPH, PMP
Executive Director
Overview Ebenezer Healthcare Access
Flowcharts for Video Production
Flowcharts for Brochures/Slides and Posters Production
Cultural and content Validation Team
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 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

We address social determinants of health

Languages
- Medical translation
- Multilingual hotline

Care Coordination
- We provide multilingual care coordination to New Americans

Culture
- Cultural competency training

Transportation
- Medical transportation
- Scheduling Medical transportation

Education
- Computer Literacy Classes

Healthcare Access
- Health Education
- Medical scheduling
- Apply for Health insurance
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

1. Script/Slides from University of Dayton Physicians Assistant Department
2. Review of the slides by Ebenezer Health Education Team (CNP, MD and a Pharmacist)
3. Slides/script Review by Montgomery County Public Health for additions, or inputs
4. Translation in different languages by Ebenezer Medical translators.
5. Cultural and content Review by professional medical Multilingual Team
6. Branding
7. Editing
8. Publish
VIDEO PRODUCTION FLOWCHARTS

1. Video Script from University of Dayton Physicians Assistant Department
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3. Script Review by Montgomery County Public Health for additions, or inputs
4. Translation in different languages by Ebenezer Medical translators.
5. Cultural and a content Review by professional medical Multilingual Team
6. Branding/Edit script
7. Recording
8. Editing
9. Publish
CULTURAL AND CONTENT VALIDATION REVIEW TEAM

- Joseph Niyibizi, MD, MPH, PhD
  Institut de Statistique de Quebec, Canada
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  University of Cincinnatti
- Athanase Muntu, MPA
  Leidos
**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