



Engaging CALD Carers & Communities

Reaching & Engaging with CALD Carers

This resource is part of a series of resources in the online Diversity in Disability Toolkit.

For further information, see:
diversityindisability.org

What will this resource cover?

Given the important role carried out by CALD carers it is imperative that service providers understand both how to access them and how to engage with them as a key service delivery and marketing strategy.

Essential Information

The following are points that should be considered in developing and implementing your approach;

Seek to identify potential CALD carers through an understanding of the ethnicity profile of your catchment and the CALD groups are numerically significant. The higher the number especially in the 0-14 and 65 + age cohorts the higher the likely number of carers.

This will provide a numeric base to underpin your approach.

- Develop CALD appropriate information to promote your service and distribute it widely through the local CALD community information pathways. Appropriate means both how the information is written and it being made available in bilingual formats.
- Utilising broader information pathways will allow hidden carers to self-select the information, IF it is written in a way that is clear, understandable and which speaks to them in their language.
- Do not rely on the use of the word 'carer' to establish relevance. The term is poorly understood and rarely has a direct translation. Communicating needs to be meaningful and should describe the caring role as the basis of communicating relevance.
- It would be far more effective to describe the caring role in its practical terms such as "do you take care of a parent, partner or child who have a disability in their day to day lives". While less efficient in work use it will be more effective.
- Place carer specific information in contexts relevant to the carer role such as in cultural shopping areas, places of worship and health related intermediaries such as

GPOs and community health centres.

- The use of in situ information distribution that is specific to carer behaviours will increase the chances of it being noticed and picked up.
- Utilise any available languages other than English (LOTE) radio that is relevant to the groups you want to engage with.
- There are many options around multilingual radio and services should be comfortable in the message spreading beyond their catchment as family reach and referral transverse many jurisdictional divides. Radio is also the most effective medium for time poor non-English speakers.
- Identify and work with CALD community partners, especially those who are keen to meet the needs of CALD people with disability and their carers.
- Some of these agencies may have already developed carer networks and engagement approach through their provision of aged care services and support.
- Test your information approaches with carers you engage with to assess whether materials are appropriate, in the right language and conveying the desired messages.

A Note on Carer Information Responsiveness

A universal feature in the lives of people providing care for people with disability is their lack of time and opportunity for casual or serendipitous contact or engagement. As such the communications considerations for CALD carers need to be cognizant of this.

Equally given the composite care considerations in CALD disability situations there is value in broadening the targeting of information that would include:

- Positioning CALD community specific messages and information in local newspapers and in local community settings
- Utilising school notice boards
- Utilising places of worship which have multigenerational congregations
- Consider phone based approaches to provide information directly as well as provide support in the caring role for the a CALD person with disability

Case Study/Scenario

There is anecdotal evidence that the incidence of deafness and hearing loss in the local Arabic speaking community is registering as an issue in the local schools. The local Arabic speaking community is predominantly from Lebanon and is made up in equal part of Muslims and Christians. The community has large numbers of multigenerational families and is serviced by a thriving local shopping area that caters to a wide range of cultural and religious food requirements.

Census data on Arabic speakers in the area indicates that women aged over 35 have a low level of English language and the average family size has 2-3 children.

The area also houses a number of places of workshop, community clubs and ethnic media outlets.

Key Questions

What would you consider to be some of the communications issues that would need to be addressed to promote and provide an early intervention service to the local Arabic community?

What are some of the linguistic considerations that you would need to prepare for?

How would you attempt to communicate with mothers in the community to make them aware of both issues around deafness and the services that are available?

Are there any time or locality issues that you would need to consider?

Who would you approach to support or partner your approach?

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