

Communication Plan Appendix B

A System of Care Team Guide to Implementing Cultural and Linguistic Competence
(<http://www.tapartnership.org/docs/SOCTeamGuideToImplementingCLC.pdf>)

Communication-specific Recommendations

- Ensure that the System of Care (SOC) consistently communicates with community members in ways appropriate to their diverse linguistic characteristics including their primary language, literacy skills and disability status.
- Assist with access to federally required interpreter services.
- Provide regular updates on key cultural and linguistic competence (CLC) initiatives, including data on the reduction of disparities and disproportionalities.
- Ensure that all governance activities have interpretation services available for those who need assistance.
- Ensure that family and youth outreach and engagement strategies are linguistically appropriate (e.g., they meet the language needs of families and youth, including their disability status and literacy skills).
- Build a bridge between clinical language/concepts and the language/concepts of the culturally and linguistically diverse communities so that they are meaningful and relevant to their needs.
- Provide linguistically appropriate materials to meet the diverse needs of families, including those family members with low literacy skills and those who may be blind, deaf, or hard of hearing.
- Ensure access to interpreter services.
- Based on the goal and key audiences identified by the SOC's social marketing plan, develop culturally and linguistically appropriate messages and identify key channels to reach the key audiences.
- Ensure the social marketing material and products meet the literacy levels and language of key audiences.
- Secure linguistically appropriate local translation of all materials and ensure they meet other language needs of community members, such as their disability status and literacy skills.
- Establish communication to ensure that information about SOC initiative, opportunities for SOC involvement and participation, events and other relevant CLC information is shared on an ongoing basis—and in the primary language of community members.
- Establish communication, collaboration and coordination opportunities to address needs, challenges and questions, and utilize the strengths of children, youth and families to improve the CLC of the SOC.