**One Minute Guide**

**Engagement with Culturally Diverse Communities Guidance**

In October 2021 the Cancer and Culturally Diverse Communities (CDC) sub-group recognised that guidance on engagement with CDCs around cancer would help increase participation in the national cancer screening programmes. The guidance would support existing efforts currently made through the cancer screening champions, Cancer Wise Leeds and Leeds Cancer Awareness service to sensitively engage and educate CDCs around the benefits of cancer screening programmes.

When developing resources, services, campaigns, interventions etc. for the culturally diverse communities it is important to specifically outline the target group. A broad culturally diverse communities workplan is not recommended as each individual community has its own strengths, weaknesses and challenges that need to be considered. A targeted approach which includes a clear communication and engagement plan specific to the needs of community must become a common practice across health and care partners.

Robust planning which considers the checklist in the table below as well as appropriately allocating resources could improve the outcomes of projects that are targeted at culturally diverse communities.

**Recommendations** to consider at the planning phase of project:

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|  | **Points to consider** | **Additional info** |
|  | **Identify your target audience and spend considerable time in planning phase.** | * Specify your audience and avoid targeting all communities through the same method of delivery. |
|  | **Produce a community specific engagement and communications plan to avoid ‘one size fits all’ model.** | * Communications and engagement plan must be reflected with views from the targeted community. * Use expertise from communication leads to further develop the plan * Engage with the voluntary, community and faith sector to gather insight into the specific community. |
|  | **Use of community connectors from targeted communities.** | * Consider using trusted members of the community to plan and develop the project. Use the connectors to build relationships and trust within the community. |
|  | **Utilise community assets such as radio stations, community centres, places of worships, schools etc.** | * Such routes can cascade the messages to the wider community. * Gather insight from the community to understand which channels have a larger reach. |
|  | **Consider using Digital Ambassadors.** | * Utilise active members of communities to cascade messages on their social media platforms. * Develop social media messages to minimise workload for the ambassadors. * Produce digital content and allocate budget for social media promotion. |
|  | **Communicate in different languages.** | * Understanding that there may be more than one language spoken within some nationalities. * Scope out the languages spoken within the target group and reflect this in the communications and engagement plan. * Regularly develop easy read materials. |
|  | **Use of community leaders.** | * Community leaders provide valuable insight into understanding the targeted population. * Engagement plan should incorporate wider perspectives within the targeted group. |
|  | **Utilise credible voices within the target population.** | * Build on learnings from previous projects completed within the target group and understand who the credible voices within the community are. |
|  | **Utilising the knowledge and expertise in the 3rd sector.** | * Scope out organisations/groups already working with the target group and utilise their experience and knowledge to develop comms and engagement plan. |
|  | **Evaluation** | * The impact of all the projects should be measured. The learnings from these can be built upon for future projects with the community. |