Reducing risk and increasing resilience in CALD communities: A need for culturally appropriate communication

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Emergency Media and Public Affairs (EMPA)
Australia's Disaster and Emergency Communications Conference
5 June 2024

This project was funded by the NSW Reconstruction Authority Disaster Risk Reduction Fund (Discovery Stream).

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A story about:

Encouraging cultural competence of emergency and disaster agencies in building community resilience through a multicultural approach

Exploring the use of technology in enabling emergency preparedness among culturally and linguistically diverse (CaLD) communities in NSW: interactive smartphone app

Asking better questions

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What steps will we take to ensure families from CALD backgrounds, and other potentially at-risk community members, have the information to protect themselves and those they love from the risk of fire, emergencies, and disasters?

Figure 1. FRNSW personnel responding to home emergencies. (FRNSW archives)

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The current state of communication

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“Fire safety initiatives aimed at CaLD communities are underwhelming and often inconsistent, and the government’s multilingual communication lack a decision-making framework, resulting in inconsistent and non-strategic communications”. (Brooks, 2023)

Existing fire safety information tools/platforms:

- **Fire safety info sheets via the website**
- **Home visits**
- **School visits**
- **Participation in community events (Easter Show, Open Days)**

SCAN ME

Min

Background

Figure 1. FRNSW community home visits (FRNSW archives).

Nearly 30% of Australia's population was born overseas .

NSW is the most populous state in Australia and includes Sydney, the state capital and nation's largest city.

Of the 8.1 million people living in NSW, more than 2 million were born overseas.

More than 2.1 million have a first language other than English.

Australian Bureau of Statistics (ABS, 2023)

Conceptual framework

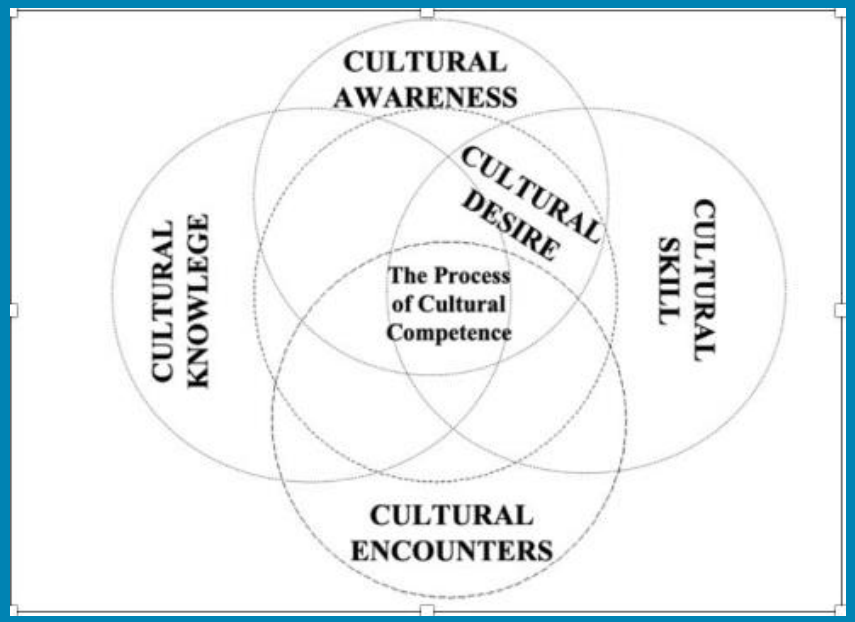

Figure 2: Campinha-Bacote's Process Model of Cultural Competence (Campinha-Bacote, 2002, p. 183)

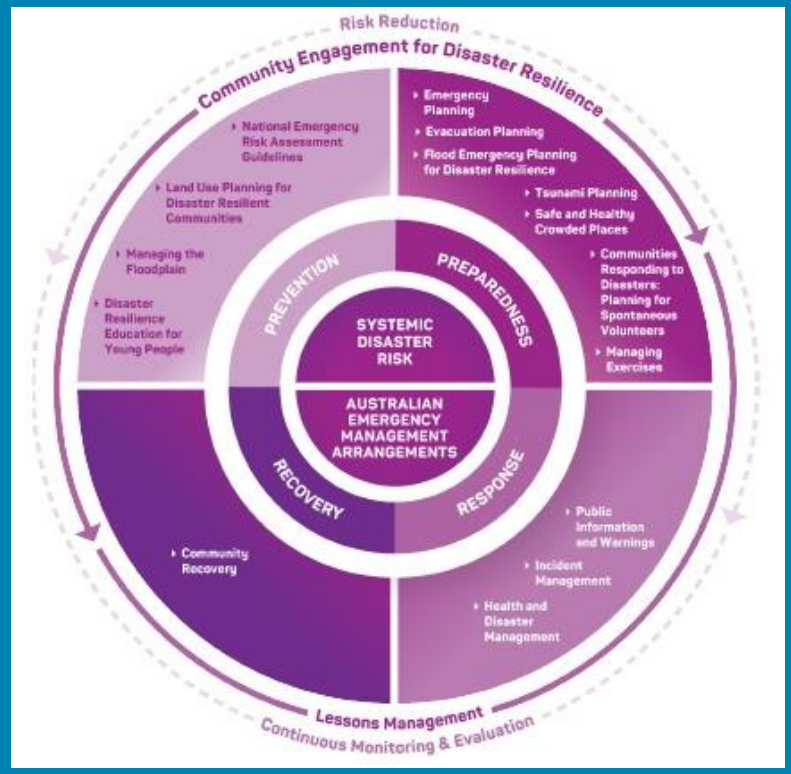

Figure 3. Australian Institute Disaster Resilience Policy Landscape (AIDR, 2021)

Research questions

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- What factors contribute to the cultural competence of emergency responders in engaging with members of CALD communities? (Phase 1)
- How can we best design a mobile app to help CaLD communities prepare for emergencies? (Phase 2)

Research Methods: Phase 1

- **Focus Group Discussions**
  - Arabic-speaking
  - Chinese-speaking
  - Vietnamese-speaking
  - Kurmanji-speaking (Yazidi)

- **Interviews**
  - Firefighters from city and regional stations

Figure 4. Focus group discussion with Kurmanji-speaking community members in Armidale, NSW.

Research Methods Phase 2:

Figure 5. Focus group discussion with Arabic-speaking community members in Bankstown, NSW.

1. Engage – learn from each other and set the challenge
2. Understand – focus on user needs and gather key insights
3. Ideate – co-create design concepts and build prototypes
4. Validate – present, test, evaluate

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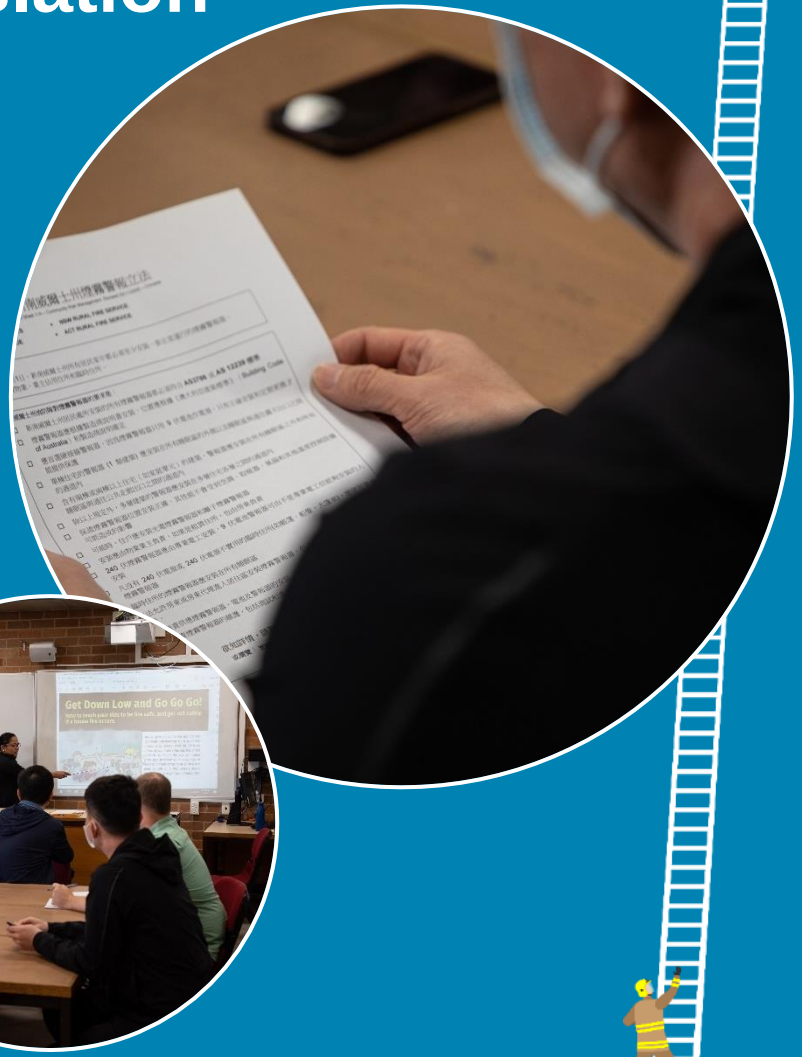
Phase 1 : Communication is more than translation

Translation cannot simply be the conversion of a written message from one language to another, but requires communication strategies that consider broader cultural beliefs, practices, norms, needs and priorities of communities.

'When the campaign slogans are translated into Arabic, they no longer rhyme like in English. So we do not remember. Sometimes, they do not even make sense, the direct translation…'. - FGD with Arabic community



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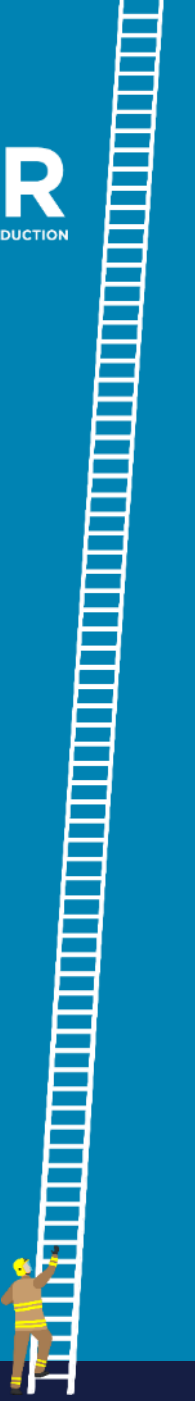
Taken for granted practices

e.g. Dialling Triple 000 for help:

Lack of awareness of CALD community members on:

- when it is appropriate to call Triple 000,
- what information will be asked of them by the operator,
- language used,
- order of questions asked, or
- if the resource is paid.



The CLEAR Model:
Engaging for Culturally Competent Emergency and Disaster Preparedness

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Principles

- **C** — Cultural Awareness
- **L** — Lived Experience
- **E** — Engagement
- **A** — Accessibility
- **R** — Relationships

Protocols

- **T** — Train
- **L** — Localise
- **C** — Connect

https://drive.google.com/file/d/1vukdo3KeorNHadsYE9LR_2XBLd-Vh_CE/view

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Outputs: The right tools for the job

Principles and protocols form the basis for resources such as information videos and toolkits –

a practical starting point for building community resilience.

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Phase 2: App Co-Design Practice

Ready, Set, Go

…harnessing the power, familiarity and convenience of technology to communicate across cultural boundaries.

https://vimeo.com/882747328?share=copy

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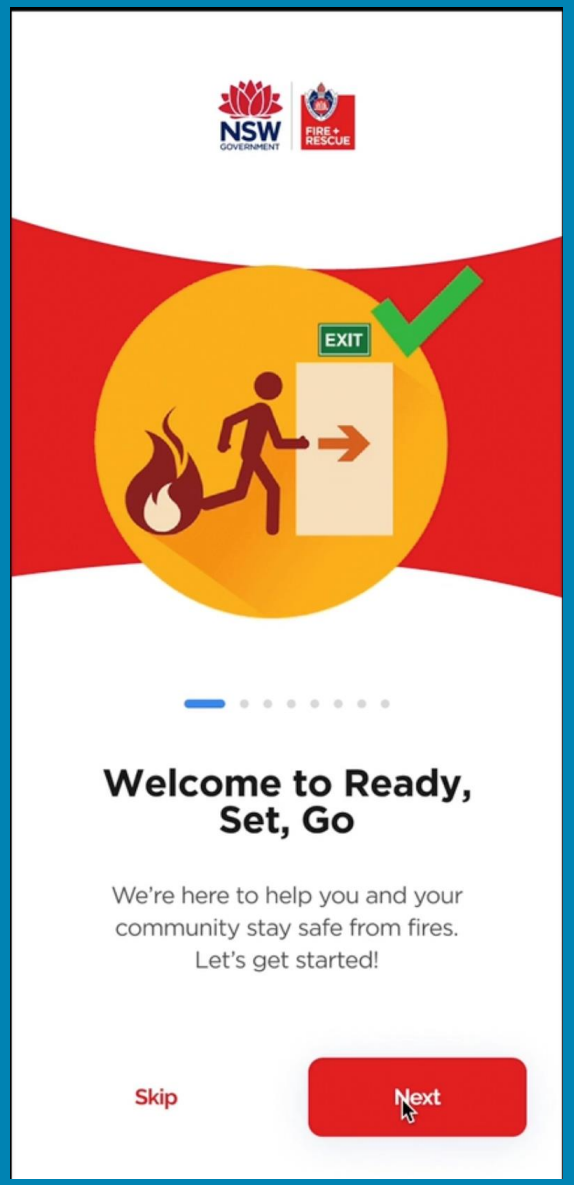

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READY SET GO

LEARN (Ready)

Create a Home Fire Escape Plan

How to keep safe

Safety Checklists

PRACTICE (Set)

Test your smoke alarm

Practice your home fire drill

Keep looking when cooking

ACT (Go)

Practice calling (000)

000 EMERGENCY

Home | Learn | Practice | Act

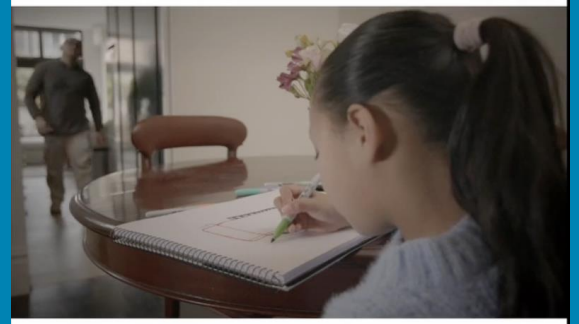
READY SET GO

How to keep safe

- Avoid Fire Hazards
- How To Test Your Smoke Alarm
- Escape A Fire
- Wait For Emergency Services
- Put Out A Fire
- Care For Burns

Home | Learn | Practice | Act

READY SET GO



Watch The Video To Learn How To Test Your Smoke Alarm Or Click Below To Find Out More Information And Practice Testing Your Smoke Alarm

Practice Testing

Home | Learn | Practice | Act

Conclusion: Bridging the gap

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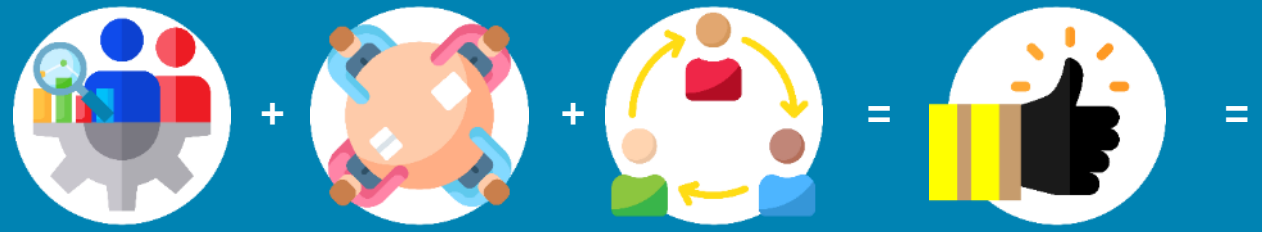
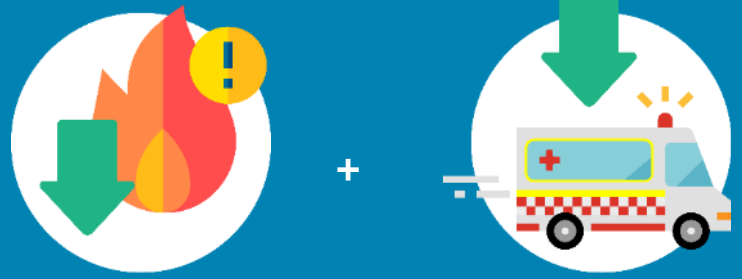
…Australia's rich and diverse societal fabric merits our ongoing commitment to bridging the gap between the values and norms of community members on the one hand, and the necessary messaging of government agencies around safety on the other.



Research + Share + Collaborate = Confidence =



Reduce risk of fires and emergencies + Reduce fire fatalities and other adverse fire outcomes

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A matter of trust

Trust plays a significant role in the engagement and receptiveness of CaLD communities.

A culture of trust is built when community members and emergency responders become co-creators in culturally competent approaches.

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Thank you!

Happy to take your questions.

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