



Georgia Environmental Conference 2016

Community Involvement for Superfund Sites: The Process and Importance of Engaging the Community

Cultural Competency

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What is Cultural Competency?

Cultural competence is having an awareness of one's own cultural diversity and views about difference, and the ability to learn and build on the varying cultural and community norms of people to communicate effectively. It is the ability to understand the within-group differences that make each person unique, while celebrating the between-group variations. This understanding informs and expands and enhances engagement approaches.



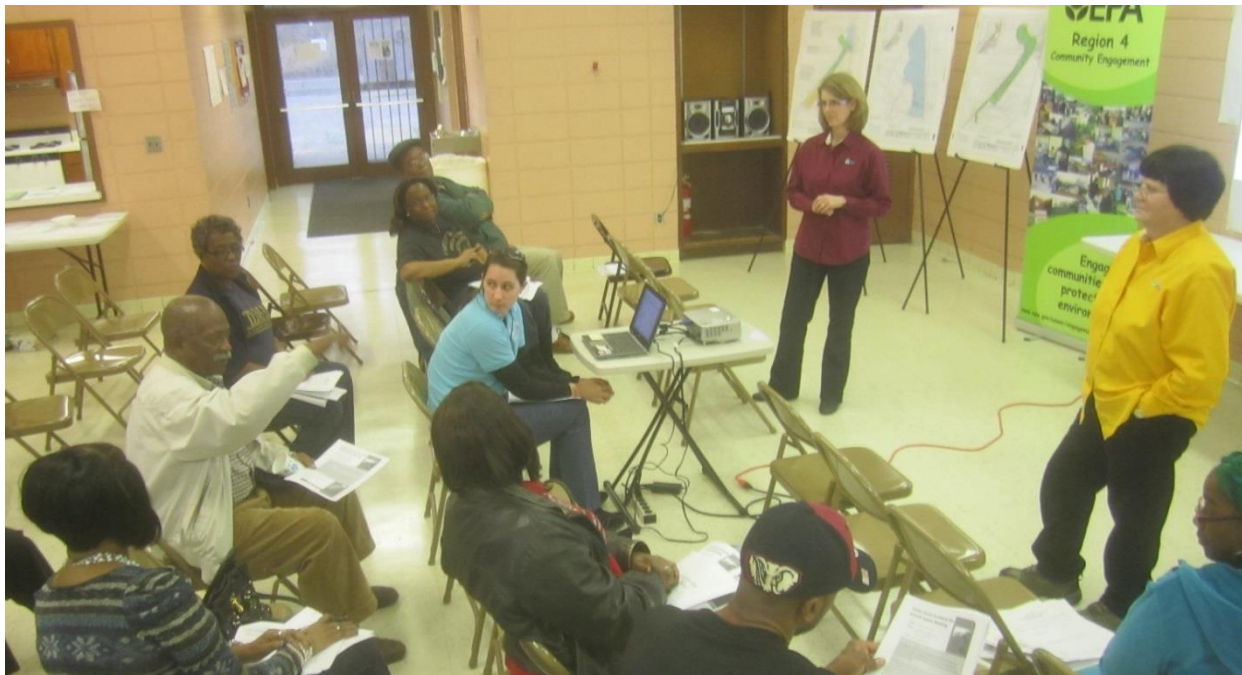
How do I become culturally competent?

- Learn about yourself
- Learn about different cultures
- Interact with diverse groups
- Attend diversity-focused conferences
- Lobby your company



Cultural Competency and Community Engagement

Learning to work across differences of cultural background and experience is a process essential to intellectual growth and lifelong learning, and ultimately to building a better world.





Community Engagement

- Concepts to consider:
 - Trust
 - Participation
 - Opportunities to speak with participants, not AT participants
 - Consider the additional social stressors that the community is experiencing and try and make connections





Self-Assessment for Cultural Competence

Cultural Competency Assessment Tool Checklist

- ✓ Language
- ✓ Cultural Identification
- ✓ Religious Identification
- ✓ View of the environment
- ✓ Food
- ✓ Support Network
- ✓ Social detriments
 - Education/Literacy levels
 - Environmental concerns
 - Socio-economic status



Tools for Communities

Meeting planning:

- Time of day and location
- Refreshments
- Realistic action items
- Ample opportunity for discussion
- Build in a time sponge for off topic stories and statements





Attitude

Be genuine

Be authentic

Be prepared to answer questions

Follow-up