

Developing culturally CAPABLE materials

The table below shows Culturally CAPABLE: A Mnemonic for Developing Culturally Capable Materials.SM You can use it to think about what questions to ask community members to ensure the materials you design are culturally and linguistically appropriate.



Colors Certain colors may convey different meanings for different groups, religions, cultures, and communities.

- Do the document's colors have cultural significance (positive or negative) for community members?
- Do you feel that the colors in this document should be changed?



Arts Certain images may not be appropriate for the community. Ideally, images should reflect the community members.

- Are the pictures and artwork representative of your community?
- What message does this art/picture/logo send to you?



Paper Some groups may have difficulty reading information on certain colors and holding certain paper types. Some paper sizes and binding formats are also more or less common for specific groups.

- Is the paper easy to handle/read?
- Is the paper size appropriate for your community?



Access Materials should be placed in locations that can be easily accessed, and at physical distribution points and height placement that will enable easy access for all members of a community.

- Where should we place these materials for ease of access?
- Should we make these materials available electronically? If so, what is the best way to do so?



Buy-in It may be helpful to have multiple community members review the materials to create buy-in and awareness. If the reviewers grant permission to be acknowledged on the final material, their status within the community may in turn increase the level of buy-in from the community at large.

- Would other individuals/organizations be willing to review the materials?
- May we print an acknowledgement directly on the final version of the material to enable other individuals from your community to see that you have supported us?



Language Words should be easy to read and understand, and the content should be written in a way that is most appropriate for the community.

- Are the words easy to read in a font size that the majority of readers will be able to read?
- Is the content easy to understand, appropriate for the community being served and written at a reading level that will be understood by the majority of readers?



Evaluation To make a final assessment regarding materials, it is important to understand the impact of the changes proposed by the reviewers.

- What would be the consequences of the materials being distributed "as is"?
- Would you be willing to evaluate the material again after changes have been implemented?

THINK CULTURAL HEALTH EDUCATION

Sources:

Kelly, N., Graves, D., & Txabarriaga, R. (2007). Culturally Capable Translations: The Essential Role of Culture in Translation Quality Processes. ATA Chronicle, 20-26.

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