Lesson 2.
Communicating With the Whole Community
Lesson 2 Objectives

- Analyze your community to identify groups requiring consideration when preparing and delivering communications.
- Identify factors that impact communication requirements.
- Identify strategies for communicating effectively with the whole community.
- Identify aspects of communicating with respect.
Video: Communicating With the Whole Community

Click on the image to view the video.
The Whole Community Audience

Your target audience = Everyone who can benefit from your information.
Cultural Diversity

Communities are diverse. The whole community includes:

- People of different ages and cultural groups, and
- People with access and functional needs.
Understanding the Needs of Your Community

- Understand community complexity.
- Know the languages and communication methods and traditions in your community.
- Find out where the real conversations happen and decisions are made.
- Implement outreach interventions.
Activity: The Whole Community

Instructions: Entire group:

- Your instructor will read each statement in the Student Manual and ask if it is true or false.
- Be prepared to explain your answers.
Communicating With the Whole Community

- Ensure message content is clear and understandable.
- Tailor message delivery to specific needs.
- Identify alternate avenues for communication.
- Communicate with respect.
#1: Message Content Is Understandable

- Use plain language.
- When speaking, use the basic communication skills.
- Make sure your presentation is age and education appropriate.
- Create user-friendly formats.
#2: Tailor Message Delivery

Use methods that address communication needs, such as:

- Sensory disabilities.
- Language or literacy requirements.
- Cultural factors.
Sensory Disabilities

Sensory disabilities include:
- Hearing,
- Vision,
- Speech, and
- Cognitive functioning disabilities.
Communicating With People Who Have Disabilities

- People with disabilities must be provided the same information that is provided to the general population.
- Communication with people with disabilities must be as effective as communication with others.
Alternate Formats

- Sign language interpretation
- Video captioning
- Downloadable large-print materials
- Braille materials
- Web content with screen reader capability
- Recorded narrations of visual materials
Activity: Do’s and Don'ts

**Instructions:** Entire group:

- Your instructor will read each statement in the Student Manual and ask if it is something you should do or should avoid.
- Be prepared to explain your answers.
Language and Literacy Factors

Language and literacy factors impact the success of communication in a disaster. Make sure your materials are:

- Written at appropriate reading levels.
- Provided in the languages spoken in your community.
Cultural Factors in Oral Communication

Cultural heritage may affect how individuals:

- Transmit and interpret nonverbal cues.
- Respond to different styles of communication.
- Interact during communication.
Discussion Question

Read the scenario in your Student Manual. How should Gene respond?
Bridging Generational & Cultural Communications

Strategies include:

- Approach others with interest and openness.
- Speak slowly and clearly.
- Ask for clarification.
- Check your understanding.
- Avoid generational or cultural idioms.
- Be careful of jargon.
- Be patient.
- Be sensitive to whether you are understood.
Activity: Communicating With the Community

Instructions: Entire group:
- Your instructor will read each statement in the Student Manual and ask if the action is recommended or not recommended.
- Be prepared to explain your answers.
Use multiple formats and media and include:

- Social, cultural, and religious groups.
- Advocacy groups.
- Ethnic radio and television stations.
- Children, to educate their parents.
#4: Communicate With Respect

For example:

- Do not shout at a person with a hearing disability.
- Identify yourself to people with visual disabilities.
- If speech is unclear, politely ask the person to repeat what he/she said.
- Position yourself at eye level.
Activity: Communicating With Respect

**Instructions:** Working individually:

- Read the descriptions in the Student Manual of how people may behave when they communicate.
- Decide whether each behavior demonstrates communicating with respect.
- Be prepared to explain your answers.
Activity: Community Awareness Assessment

Instructions:

- Use the worksheet in your Student Manual to analyze your community’s cultural communication needs.
- Continue completing and updating the worksheet after you return to the office.
Summary and Transition

- Lesson 2 presented strategies for ensuring that your communication meets the needs of the whole community.
- Lesson 3 will address effective communication in emergency situations.