

CULTURAL CONSIDERATIONS FOR GUIDED INTERVIEW DEVELOPMENT WORKSHEET

UNDERSTANDING AND CONNECTING TO YOUR AUDIENCE: A LINGUISTIC AND CULTURAL LENS FOR MATERIAL DEVELOPMENT AND INTERVIEWS.

Language and culture considerations should be integrated into all creative materials, community communications, and audience analyses.

Language Considerations

A key consideration for a national public health outreach and education campaign is the language or languages in which information is presented to an audience. This includes the language that campaign material is written in, and the tone, formality, reading level, and style in which the material is written.

The checklists below identify topics to consider to better understand a community when designing multilingual public health outreach and education campaign material.

The Federal COVID-19 Response (FCR) community activation campaign produced materials in English and Spanish to reach a broader audience in its communities of focus. Transcripts and written copy were reviewed across all materials to ensure alignment between the two languages. For example, when translating material into Spanish, the team assessed whether a request or recommendation to donate plasma sounded more urgent in Spanish than it did in English, and whether it misrepresented the potential that plasma had to impact health outcomes.

WRITTEN MATERIAL CHECKLIST

Perform copy editing (some words are not translated, typos, accents, spacing, etc.).

Ensure information is conveyed with equivalent strength in all languages. For example, consider whether a word choice may make a statement sound stronger or weaker/more or less convincing than the English version, and whether that could change the impact on or decision of the reader/listener.

Consider tone and word choice across all languages.

Aim for a universal style, broadly acceptable to as many speakers of the target language as possible. For example, watch for word choices that may be appropriate or clear to some readers/listeners, but not for all, such as words that may have different meanings in different regions.

Write material in plain language, approximately a fifth-grade reading level.

As creative material is updated, check for color choices/combinations or accessories that could look like they are directed to one community or another.

Do not rely on machine translation. A professional translator can help the message connect with the communities of interest and build trust in both the campaign and the information presented.

AUDIO-VISUAL MATERIAL

- Open and watch all visual products.
- Compare subtitles across all visual products to ensure they are consistent and aligned across languages.
- If material is edited, make sure the subtitles in all versions reflect the current version.
- If material is re-edited, make sure any previously requested changes (such as corrections) are carried through to newer versions, if appropriate.
- Make sure the subtitles convey the spoken information and meaning. For example, would the listener get the same information from both the audio and subtitles?
- Make sure the speed and size of the subtitles is accessible to readers with different literacy and visual levels.
- When alternate text and/or quotes are available, check for alignment between languages.