

Five Ways to Engage Diverse Populations

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Reaching Out and Reaching In

Effectively Engaging Diverse Populations
in Advocacy





Learning Objectives




Identify effective outreach strategies to engage diverse and historically underserved communities.

Understand the importance of building authentic relationships by listening to and respecting the unique needs of minority families.

Explore internal practices to foster a more inclusive organizational culture, including hiring, training, and event planning.

Learn how to create culturally relevant and accessible programming to better serve diverse populations.

Develop actionable steps to bridge gaps and build trust with families from different cultural backgrounds..





EQUALITY

EQUITY



Generic

Adaptable

Group-focused

Individual-focused

Equal

Fair



BUILDING BEYOND Inclusion

From representation to Leadership

The importance of hiring diverse voice at every level, including leadership roles.

Equity In Action

Moving Beyond performative inclusion to implement real, systemic change within your organization.

Culturally Competent Training

Ensuring staff and volunteers understand the diverse needs of the communities they serve.

Inclusive Event Planning

How to create accessible, welcoming and culturally relevant programs for ALL families.

Sustaining the Work

Strategies to embed equity to your orgs long term mission and impact.



LISTENING LEARNING & Leading

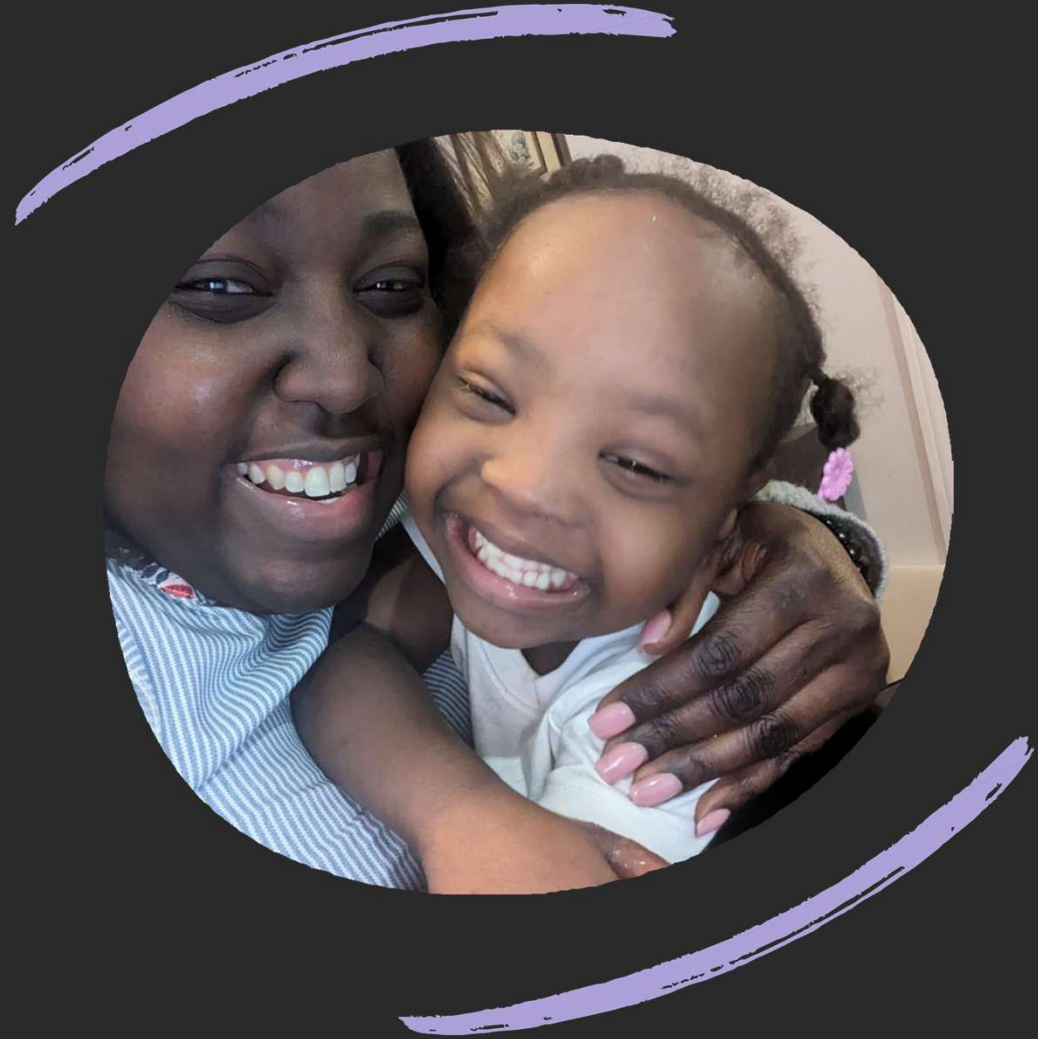
The Power of Presence
Showing up consistently.

Listening First
Understand the unique experiences and needs of minority families BEFORE taking action.

Cultural Competency Matters
Respect traditions, values, and perspectives to create meaningful connections.

Beyond One Size Fits All
Tailor support, resources and outreach to truly meet families where they are.

Sustaining Relationships
Move from transactional engagement to long-term, community driven partnerships.



NDSC Multicultural Program Coordinator



- Serve our Spanish speakers
- ▲ Monthly Webinars
- Spanish NDSC social media pages
- Monthly Spanish newsletters
- DIR Committee oversees serving diverse populations



Top 5 tips to engage diverse populations



- Build trust & relationships.
- ▲ Community based initiatives.
- Make meeting times convenient for the majority.
- Enlist the help of community trusted organizations.
- Hispanics are not used to being asked feedback or participating.



Learn more about NDSC Spanish Social Media pages

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Instagram: @NDSCEE

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