

ENGAGING DISPARATE POPULATIONS

COMMUNITY OUTREACH WITH NON-
ENGLISH SPEAKING POPULATIONS

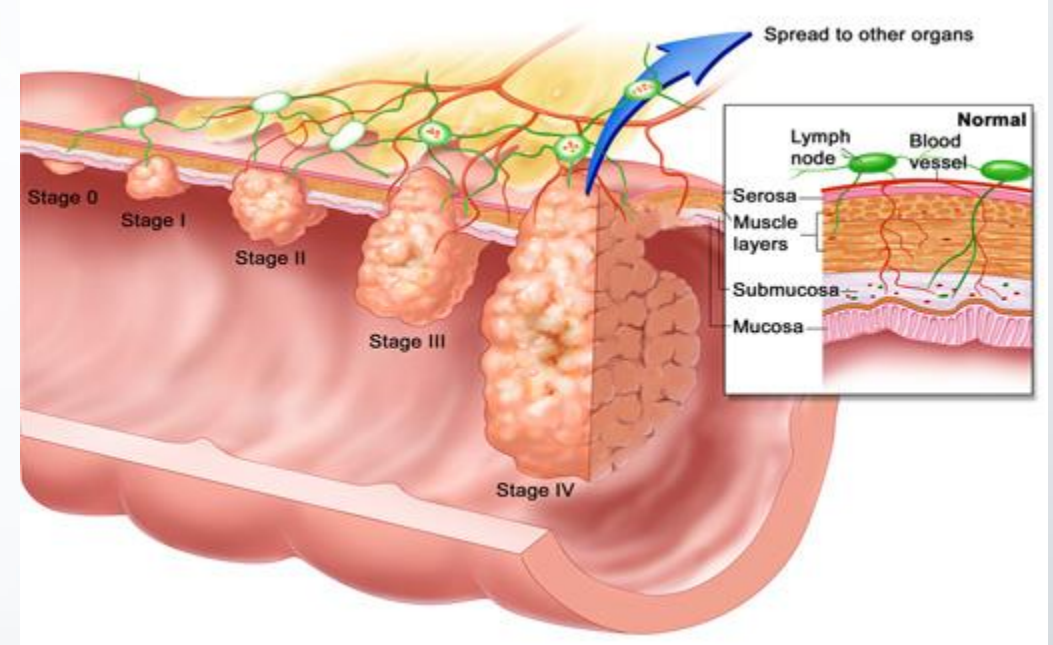
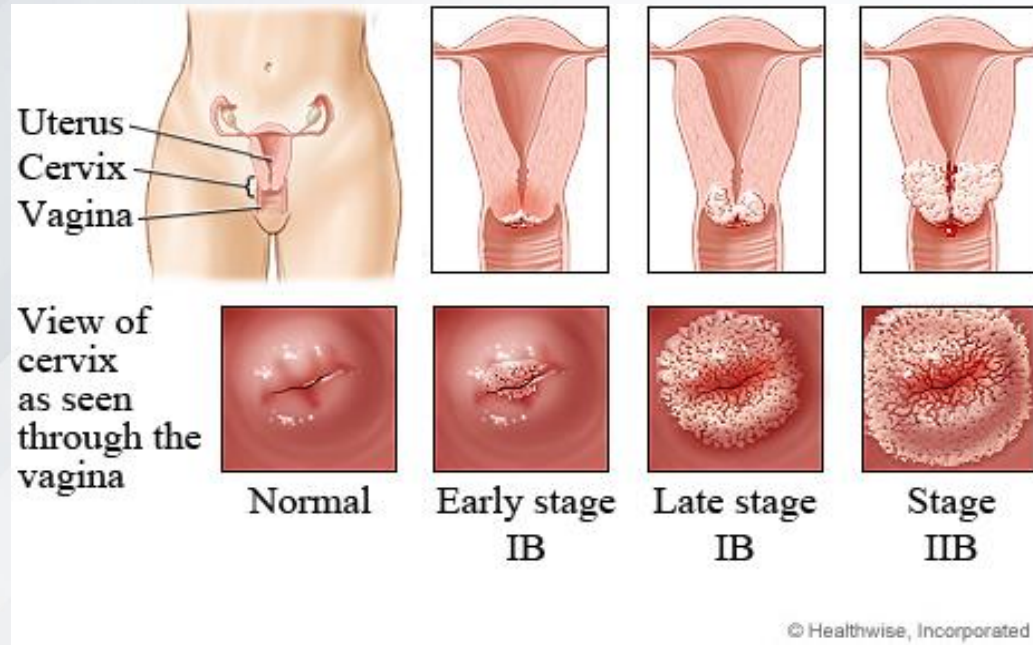
POPULATION STATISTICS (SIOUX FALLS)

- Refugee populations (2016-2020)
 - Bhutanese-267
 - Burmese-132
 - Congolese-200
 - Ethiopian-62
 - Sudanese-41
 - Somali-100
 - Ukrainian-66
- Currently in 2021-mostly from Burma, Congo, Eritrea, and Ukraine
- Hispanic populations-Mexico, El Salvador, Guatemala

CANCER OUTREACH PROGRAM

- Home visits
 - Experience culture/see barriers
 - Interpreter/leader in community (trust/buy-in)
 - Visual/picture flip-chart
 - Dispel myths
 - Ask questions/ask what they understand
 - Walk through insurance or AWC!
- Clinic appointments
 - Call to make appt; remind day before
 - Pick up for appointment/meet there
 - Follow-up
- Group education-Specific health issues

VISUAL FLIPCHARTS



HEALTH MODELS



BEST PRACTICES

- Identify and utilize cultural leaders, pastors, etc.
- Identify workplaces willing to cooperate
- Connect with other health systems doing same work (ex: Falls Community Health clinic)
- Strive to hire staff that represent the community you serve (CHWs, etc.)
- Provide/create health materials that are understandable and culturally appropriate
- Think outside the box with creative settings, programs, etc.