

Reaching Diverse Community

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October 21, 2006



Introduction

- Getting to know each other
- Expectation

Agenda

- **Develop an understanding of the process of "Outreach"**
- **Define "Community"**
- **Discuss the importance of Outreach**
- **Identify the barriers to Reaching Diverse communities**
- **Identify strategies to overcome challenges**
- **Share best practises**

**There is a destiny that makes us
brothers-none goes his way
alone; all that we send into the
lives of others, comes back into
our own."**

Edwin Markham

What is Community

- Discussion
- Hamilton Statistics
- Handout

Outreach

“The act of reaching out, and the extent of an organization’s activities or influence in the surrounding community.”

[1][2] Webster's Universal Dictionary and Thesaurus, Toronto, Pp. 379

Importance of Outreach

- **To build bridges to serve the community**
- **To know the community, its needs and interests**
- **To generate community awareness about the existing services, locations etc.**

Importance of Outreach (Cont.)

- **To tell people how we can help them and invite them to act**

In Other words, it intends to bring the school counsel closer to the community and the community closer to the school counsel.

Barriers to Reaching Diverse *Audiences*

- Discussion

Barriers to Reaching Diverse Audiences

School counsel:

- Fear of the unknown and fear of differences
- Preconceptions and stereotypes
- Language
- Culture

Community:

- Access to information
- Access to resources
- Culture
- Communication
- Fear of the unknown and fear of differences

Ways to reach out

- Systematic outreach
- Make presentations to all newcomer students
- Erect displays and posters in schools
- Place adds in school newsletter
- Distribute brochures and school newsletter
- Organize or participate in In-serve information sessions for parents, students principals, office administrators teachers and other school staff
- **Make phone calls to parents**

Ways to reach out

- Organize sessions for parents and students in schools
- Publish policy related information in local print and electronic media
- Place advertisement on local ethno-specific media (TV, Radio Channel 14) about services and programs
- Erect displays at community events and functions and present available services to newcomers
- Visit settlement organizations staff meetings and be guest speakers

Strategies

- **Seek opportunities to be engaged in dialog with diverse community members**
- **Use critical thinking to validate the information you use**
- **Don't make assumptions and treat every one with respect**

Strategies (Cont.)

- **Seek opportunities to be engaged in dialog with diverse community members**

Strategies (Cont.)

- ***Use critical thinking to validate information you use***

Strategies (Cont.)

- **Don't make assumptions and treat every one with respect**

How to welcome families to school

- Post posters with images that reflect the population we serve
- Post welcoming signs in schools in different languages singed by the school counsel
- Invite family members to an informative session about the school counsel
- Organize a session about the role of parents in their children's education

Explore the use of all communication resources

- Explore the use of community-based media outlets such as ethnic newspapers, local minority radio
- Explore additional announcements on local radio, community bulletin boards and other news sources.
- Develop publication in the language of the population you are targeting
- Phone/word-of-mouth

Engage the family in the community

- Know your community
- Strive to bridge the gap between the families, communities, and schools
- Regularly communicate with the parents
- Provide extra help for school staff and parents
- Regularly evaluate your public engagement efforts

Build support for better schools

- Know your community
- Identify issues that support students/school
- Recruit members that reflect the school community
- Provide training and professional development to the committee members
- Locate a meeting site and handle logistics
- Follow up with participants

Best practices

- To be Shared

Bridging between communities

Use SI SO

- Cultural Interpretation & translation services
- Link with ethnic & cultural diverse communities
- Support group
- Special programs & services
- Training for both newcomers & communities

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