

Audience Check-in for Cultural Adaptation of Materials

A JOB AID TO ACCOMPANY THE CDC eLEARNING



1 Show the mock-up (or existing material) to individuals from the cultural group. Ask each:

- What is your overall impression of this material? What do you like/dislike?
- Is this material meant for someone like you or for someone else?

- For me
- For someone else

Why do you say that?

- Who would you say this material is designed for?
- What is this material asking you to do?
- How likely are you to follow this advice and do that thing? Why?
- It's possible there are some problems with this material. Could you please tell me any problems or errors you see?

- Some people may take offense at this material. Do you find anything inappropriate or offensive?
- If the designers were to create a material that speaks to you, how would it be different? What would change about the text? What would change about the visuals?

2

Ask at least 5–6 people in the ethnic or cultural group.

Look for diverse representatives of the cultural group, in terms of age, gender, socioeconomic status, racial identity, or other characteristics.

Look for diverse representatives of the cultural group and be open to insights or problems.

3

Analyze your findings.

- What are things that MUST be changed? What are things that would be nice to change if possible, but would be okay if left in?
- Is the material inviting this group in? Do individuals feel the messages are aimed at them?
- Are members of this group comprehending the content? Are specific language or visuals interfering?
- Do individuals feel they can adopt the behaviors as they are defined and supported here? Are these behaviors or the way they are presented appropriate and possible for the audience's cultural group?
- Do individuals take offense at any aspect of the material?
- Food in particular has cultural meaning. Can they relate to the material?

4

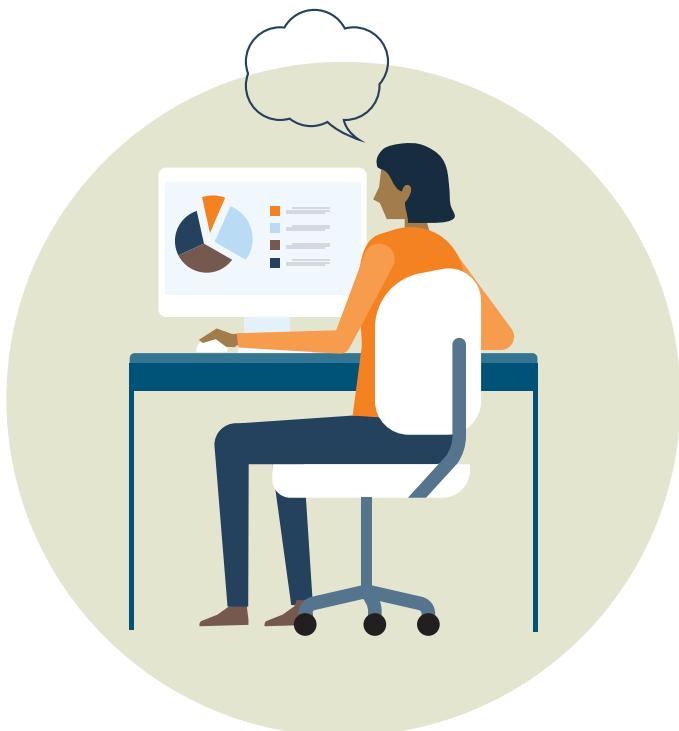
Revise the material.

- Identify sections or graphics that need to be removed, adjusted or replaced.
- Identify existing national materials that could be used to supplement and/or replace regional graphs and charts (e.g., national schedules, websites, videos, etc.).
- Customize data included in the original materials and create some new graphics.
- Drop content/photos that are not culturally relevant or sensitive.
- Identify new photos from existing sources or customize photos.

5

Test it again.

- Find another group of 5-6 people in the target audience who can review the material.
- You can go back to the original group, but it's best to get at least a few new opinions from people who are seeing the material for the first time.
- Focus especially on the questions that uncovered problems in the first round of review, such as "You mentioned that turkey and stuffing is not part of your tradition for Thanksgiving, so we put in a new picture here. What do you think?"
- Ask at least a couple of new reviewers all of your questions.
- Be open to new insights or problems that were not raised in the first round.



Customize data included in the original materials and create some new graphics.