

Culturally Responsive Outgoing Messaging Recommendations



Focus on 'we'.

Aim for a more collectivist lens when approaching conversations. The idea (+ follow through!) of working together can go a long way in building trust and connection.



Remember: Multicultural and Culturally Responsive practices are not the same thing—but they can work together! Multicultural efforts (flags, multilingual greetings, etc.) build welcoming, engagement, motivation & inclusivity. A culturally responsive approach speaks to an individual's unique set of cultural reference points, which are influenced by their complexly layered cultural + linguistic experiences.

Draw on narrative.

Integrate storytelling into messaging and service spaces. Podcasts, guest speakers/writers, sentence frames, and TikToks are all narrative-based.



Make a point.

Be targeted and selective about the content quantity of messaging to reduce overwhelm + optimize for translation.



Employ recall devices.

Break up information to make it more meaningful and digestable.

Try mixing up text with bullets, graphic organizers, or photos; integrate mnemonics devices or spoken word into your social media campaign; or gamify your in-person information session.



Avoid singling out.

Being overly direct about how an individual is perceived to be performing, behaving, or managing health concerns can lead to shut down. This is especially true in cultures where social standing is highly regarded. Try deflecting with "I" statements (I felt concerned when I didn't hear back from you.) or generalizations, followed by relaying clear tools to empower informed decision-making.



Build reciprocity.

Reciprocal (give-and-take) behaviors are central to relationship building but can be challenging for those with a history of trauma. Back-and-forth exchanges, including text and app assisted communication count—just be sure to tailor your options to your families/clients' preferences.



Practice consistency.

Predictable communication is one avenue to relationship-building. Routine also creates a sense of safety and trust. Aim for scheduled messaging, and make a point to respond to incoming communications promptly.

