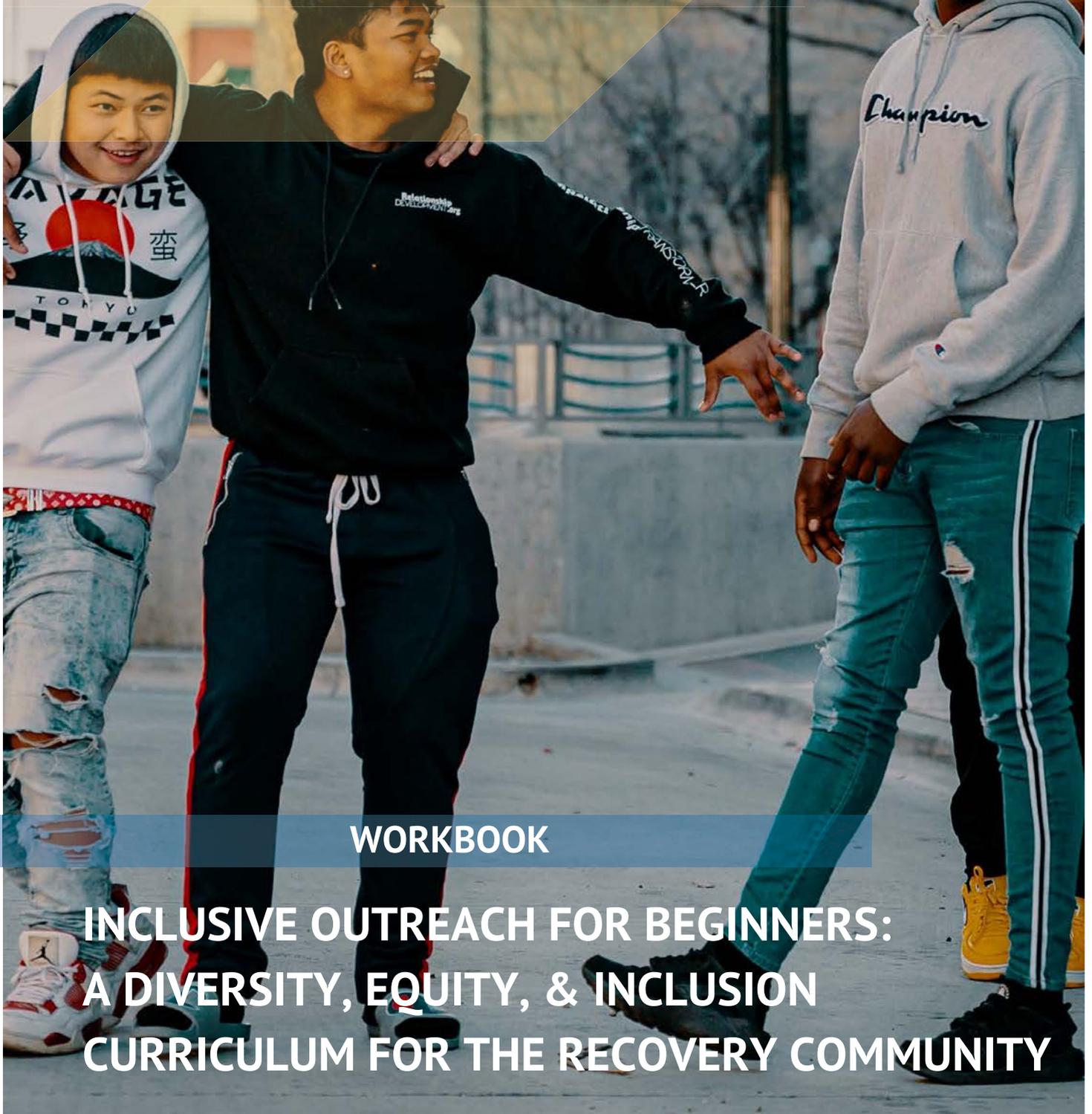




YPR

Young People in Recovery



WORKBOOK

**INCLUSIVE OUTREACH FOR BEGINNERS:
A DIVERSITY, EQUITY, & INCLUSION
CURRICULUM FOR THE RECOVERY COMMUNITY**



CULTURAL
COMPETENCY
CONTINUUM
SELF-
ASSESSMENT
EXERCISE:



It's valuable for organizations to conduct regular and thorough self-assessments to support their goal setting and plans for meaningful organizational change.

This is not a perfect method by which to define an organization but rather a helpful tool used to support organizations in gauging where they are, what they're doing well, and what they need to improve upon in order to achieve true cultural proficiency.

Moreover, the continuum is meant to be a living document—dynamic and ever-changing. Different organizations may be at various stages at varying times and that's okay! The needs of every organization and community are going to be different. Finally, please remember that there is always room for continual growth.

THE CULTURAL COMPETENCY SELF-ASSESSMENT WORKSHEET:



The Continuum & Indicators

Cultural Destructiveness – I can describe how cultures that are different from mine are negated, disparaged, or purged by:

- Explaining how systems of oppression (i.e., racism, sexism, homophobia) are represented in the history of our country
- Explaining how minority communities have been disproportionately affected by substance use disorder due to institutionalized racism in our country.
- Explaining how the War on Drugs is an example of institutionalized racism.
- Giving one specific example of cultural destructiveness within the behavioral health field.

Assessment:

Rate on a scale of 1 to 5 with 1 representing not at all descriptive of your organization and 5 representing very closely descriptive of your organization.

THE CULTURAL COMPETENCY SELF-ASSESSMENT WORKSHEET:



The Continuum & Indicators

Cultural Blindness – *I can describe how I can act to not see differences among cultures and to not recognize differences by:*

- Explaining the value placed, within our country, on 'color blindness' or pretending not to see differences.
- Explaining how achievements made by minority groups are not always given meaningful representation or are often attributed to other groups.
- Describing how our country dismisses the plight of non-dominant groups through harmful attitudes (i.e., 'If you worked harder, you wouldn't be impoverished.' 'Racism was only real a hundred years ago.')

Assessment:

Rate on a scale of 1 to 5 with 1 representing not at all descriptive of your organization and 5 representing very closely descriptive of your organization.

THE CULTURAL COMPETENCY SELF-ASSESSMENT WORKSHEET:

The Continuum & Indicators

Cultural Incapacity – I can describe how my cultural values and beliefs can be elevated and how cultures that are different from mine can be suppressed by:

- Explaining how superiority and inferiority are represented in the history of our country (e.g. Jim Crow laws and the need for civil rights acts, school desegregation)
- Explaining how discriminatory practices present in behavioral health settings.
- Describing instances of ‘low expectations’ held by service providers, leaders, and more.
- Describing examples of how subtle messaging can imply that a person or group is not valued.

Assessment:



THE CULTURAL COMPETENCY SELF-ASSESSMENT WORKSHEET:



The Continuum & Indicators

Cultural Pre-Competence – *I can describe how my lack of knowledge, experience, and understanding of other cultures limits my ability to interact with people whose cultures are different from mine by:*

- Giving examples of the frustration of knowing that current practices are ineffective, but having no knowledge of how to change that.
- Describing instances of jumping onto easy solutions, regardless of their sustainability and long-term efficacy.
- Explaining the paradigmatic shift between talking about others as the problem to discussing ways to change one's practices to meet the needs of other cultural groups (i.e., 'They just don't want to engage with us' vs 'How can we promote engagement as a service organization?')
- Describing the mindset at this point in the continuum as representing a 'tipping point' for positive organizational change.

Assessment:

Rate on a scale of 1 to 5 with 1 representing not at all descriptive of your organization and 5 representing very closely descriptive of your organization.

THE CULTURAL COMPETENCY SELF-ASSESSMENT WORKSHEET:

The Continuum & Indicators

Cultural Competence – I can describe my use of the essential elements as standards for adapting my behavior by:

- Acknowledging and being aware of the impact my culture has on others.
- Describing how valuing diversity is different from and superior to notions of 'tolerance'.
- Explaining how one adapts to diversity in order to be more effective and efficient.
- Describing how one uses this awareness to leverage change within their organization.

Assessment:



THE CULTURAL COMPETENCY SELF-ASSESSMENT WORKSHEET:

The Continuum & Indicators

Cultural Proficiency – *I can describe my constructive experiences in a variety of cultural settings by:*

- Describing how learning about cultures and adapting to diversity are life-long processes.
- Giving examples of advocacy as an ethical responsibility.
- Describing examples of esteeming the cultures of others.
- Explaining how one learns about the cultures of others, including across organizational cultures.

Assessment:

Rate on a scale of 1 to 5 with 1 representing not at all descriptive of your organization and 5 representing very closely descriptive of your organization.



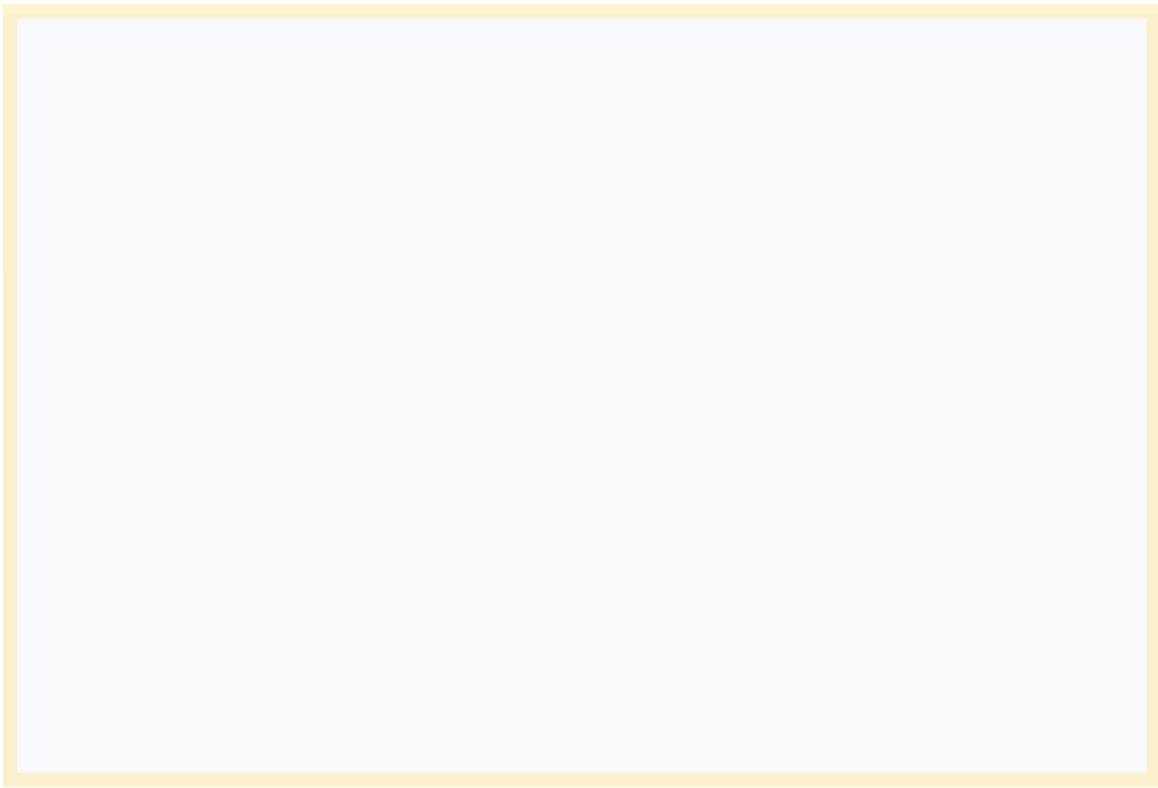


STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:

SCORING & REFLECTION:

The purpose of the exercise is for you to have the opportunity to reflect on what you know and see within your organization. Please take a few moments to review the six points on the Continuum, the indicators and the scores you marked for each one.

- Which section most accurately reflects your leaders and organization?
- Which is the section you'd like to aim for?
- What are some ideas for reaching the next level of the Continuum?



STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:

WHAT YOU NEED

A Defined Scope of Work

TOOLS TO GET IT

- Identify what changes and decisions need to be made.
- Identify what type and scope of outreach needs to be accomplished.
- Identify racial and cultural populations are influenced by your work and deliverables (i.e., What is this for? What is your end goal? Does this project impact racial disparity? Institutional racism? Multiculturalism?)



STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

Clear Stakeholders

TOOLS TO GET IT

- Identify what changes and decisions need to be made.
- Identify what type and scope of outreach needs to be accomplished.
- Identify racial and cultural populations are influenced by your work and deliverables (i.e., What is this for? What is your end goal? Does this project impact racial disparity? Institutional racism? Multiculturalism?)

STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

Defined Roles

TOOLS TO GET IT

- Define roles for the public, your organization, and other stakeholders. Who else is involved? Other grantees? A potential new funder? What about local community organizations? Elected officials?

STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

An Inclusive Public Outreach Plan

TOOLS TO GET IT

- Prepare a public outreach plan that includes key activities, milestones, and deliverables on the project timeline.
- Develop a detailed work plan that includes specific engagement activities based on your overall outreach strategy.
- Identify and make use of appropriate tools consistent with the defined roles, issues, audience, and resources.
- Be specific in creating goals geared toward increasing engaging among minority communities.

STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

A Dedicated & Knowledgeable Staff



TOOLS TO GET IT

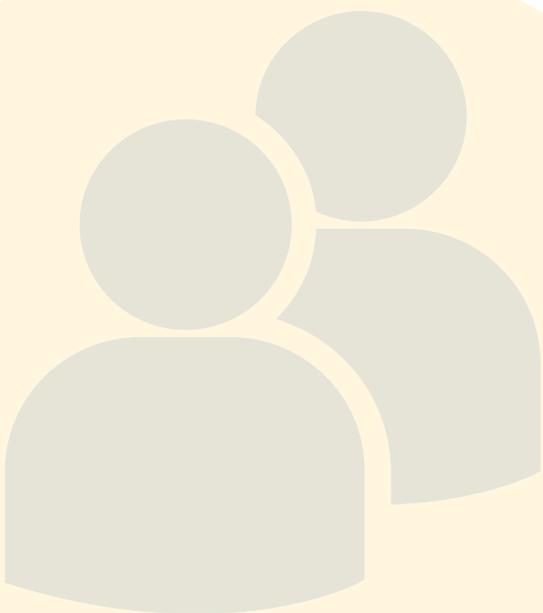
- Designate a lead diversity, equity, and inclusion team headed by a capable project manager.
- Establish the amount of staff needed for the scale of your outreach early on and determine if outside consulting support is required.
- Set up regular meetings between DEI team members and organizational leaders to discuss progress, needs, and goals.

STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

A Clear Plan for Inclusive Communications



TOOLS TO GET IT

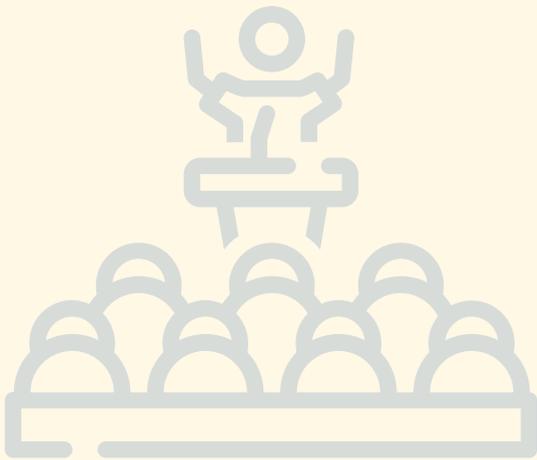
- Create a clear message for your outreach.
- Conduct broad outreach using multiple methods of communications (i.e., email, cold-calling, networking, social media, radio and TV ads, town hall meetings, etc.)
- Be mindful to target your outreach towards communities of color.
- Consult with local minority leaders and request their support with your outreach.
- Use media strategically- embrace press releases, op-eds, news conferences, and ethnic media entities- to reach more diverse populations.
- Utilize public service facilities and community centers to provide ongoing information about your services to the public.
- Take advantage of technology- promote your work and events on social media, start a hashtag, inspire conversation via your online platforms etc.

STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

Informed Leaders



TOOLS TO GET IT

- Keep key leaders and decision-makers involved throughout the entire process (i.e., DEI board committee, leadership team, funders, etc.)
- Prepare and present a final report on the results of public outreach and how it has affected your overall deliverables through periodic check-in meetings.

STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

***Organizational
Transparency***

TOOLS TO GET IT

- Make sure the process is open and accessible to all stakeholders and be open to receiving feedback on your work.
- Make your information accessible to the public and keep them involved with regular updates. (social media posts, web posts, flyers, email lists, etc.)
- Be sure to encourage staff contact and relationship-building with key stakeholders (including members of minority communities you wish to serve) to encourage transparency and trust.

STRATEGIES FOR INCLUSIVE PUBLIC OUTREACH:



WHAT YOU NEED

Informed Leaders

TOOLS TO GET IT

- Develop a process through which to evaluate your success.
- Be open to learn from the experience and fix things that aren't working- Pivot! Pivot! Pivot!
- Use evaluation forms at meetings/activities; online.
- feedback to obtain information from stakeholders (again, not just the public, but other agency staff, institutions, etc. who are participating and supporting in the process).
- Track and record participation in the process by.
- communities of color.
- Include results of the evaluation in your report to your leaders.



10. Now put your plan into action!