



TAILORING INTERVENTIONS FOR MINORITY COMMUNITIES

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What is a culturally tailored intervention?



Definition

Adapting study design, materials, and other components to reflect population needs and preferences

Benefits

Increases intervention uptake across populations

Improves likelihood of long-term sustainability

Addresses factors contributing to health disparities

Health Disparities

Preventable differences in disease burden, injury, violence, or opportunities to achieve optimal health:

- 01 Disease risk
- 02 Diagnosis
- 03 Disease progression
- 04 Treatment response
- 05 Caregiving
- 06 Access to care
- 07 Quality of life
- 08 Education access and quality
- 09 Socioeconomic status
- 10 Lifetime and lifestyle differences

Implementation Challenges



Inadequate cultural competency training



Difficulty with recruitment and retention



Maintaining fidelity of study design



Inadequate Power



Joo JY, Liu MF. Culturally tailored interventions for ethnic minorities: A scoping review. *Nurs Open*. 2021; 8: 2078–2090. <https://doi.org/10.1002/nop2.733>

INCLUSIVE INTERVENTIONS



Engage Communities
Focus Groups

Expand Recruitment
Targeted Marketing

Plan for Attrition
Ongoing Engagement

Hire Connected Staff
Mutually beneficial to team and community

Use Technology
Basic phone calls and text messaging work well

Equitable Care Delivery Framework

Enviornmental	Sociocultural	Behavioral	Biological
Geography and Politics	Beliefs	Coping Strategies	Disease Risk
Socioeconomics	Traditions	Resource Access	Body Function
Pollution/ Climate	Expectations	Mental Health	Communication

Advertising Tips

Keep information simple

Refrain from using paragraphs

Don't list all inclusion criteria

Maximize "white space"

Know your audience

RETENTION TIPS

01



Be Timely

Follow up right away with study inquiries.

02



Communicate Well

Be clear about study processes and expectations.

03



Stay in Touch

Acknowledge milestones and provide updates.

04



Be Appreciative

Prioritize remuneration and convenience.

Keys to Building Community



A word cloud on a dark blue background featuring various terms related to community building. The words are in different colors (white, yellow, orange, green, pink) and sizes. The most prominent words are 'communication', 'respect', 'trust', 'conflict-management', 'well-being', 'mutual-service', 'encouragement', 'growth', 'support', 'honesty', 'openness', 'caring', and 'love'. Other smaller words include 'acceptance', 'collaborative', 'shared-interest', 'shared-goals', 'equality', 'commitment', 'fun', 'gratitude', 'joy', 'safe', 'kind', 'shared-values', 'forgiving', 'accountability', 'responsibility', and 'non-controlling'.

well-being
fun gratitude
acceptance trust collaborative joy
respect mutual-service shared-interest
shared-goals honesty conflict-management
equality support communication
appreciation encouragement kind growth shared-values
problem-solving love caring openness
forgiving accountability non-controlling
responsibility



THANK YOU

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