



Culture Counts:

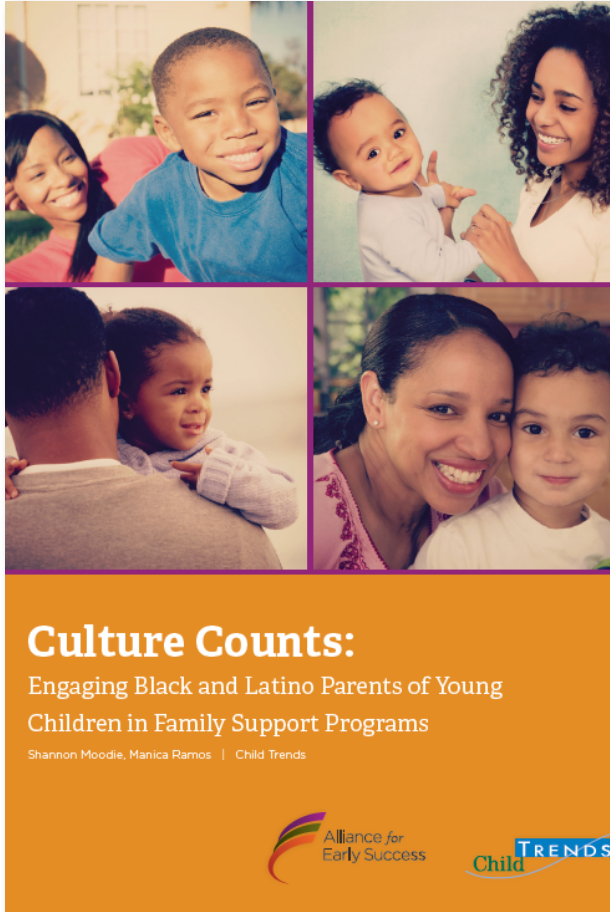
How to Effectively Engage Parents from Different Cultures

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Discussion topics



What are family support programs?

Why focus on black and Latino families?

What are barriers to family engagement?

How does culture play a role in successful programs?

What should policymakers and program developers know?

What are family support programs?



Programs that strengthen family functioning:

- Provide resources so parents can support themselves and, in turn, provide enriching environments to children
 - Integrated into early care and education
- Recognize parents' crucial role
 - Address factors (e.g., poverty, limited education) that prohibit parents' ability to meet children's needs
- Two generational approach (e.g., Head Start)
- Programs need participants' active engagement to be successful

Why focus on black and Latino families?

- Increase in diversity of children by 2050
 - Black (18%)
 - Latino (30%+)
- Parenting programs are less likely to provide benefits to minority parents
- Blacks and Latinos are less likely to access and utilize services
- Black and Latino families more likely to live in poverty, lower parental education, and unsecure employment
- Culturally relevant programs produce stronger outcomes

What are barriers to engagement

Kazdin, Holland, Crowley (1997)

- Structural barriers (lack of time)
- Attitudinal barriers (perception of value of program)
- Cultural barriers (mismatch in cultural beliefs)
- Black and Latino immigrant families perceive more barriers (involvement at school, Turney & Kao, 2009)
- Attitudinal and cultural barriers more difficult to address



Cultural considerations



- Engagement influenced by cultural sensitivity of program
- Parenting values and beliefs vary by culture
 - Black: extended family networks assist in childrearing
 - Hispanic: *respecto* (obedience, deference, decorum, public behavior)
- Cultural considerations increase cultural validity of the program's goals, procedures, and outcomes
 - Incorporate during inception of program
 - Adapt existing programs

Culturally-informed Programs



ParentCorps

Parenting interventions that includes core set of behavioral strategies (e.g., positive reinforcement) as well as culturally-informed approaches



Abreindo Puertas (Opening Doors)

Parenting education program created in Spanish, incorporates culturally relevant activities (e.g., *loteria*, *dichos*)

How to adapt existing programs



Phase I

Align program content with participants' culture(s), and needs



Phase II

Complete an initial adaptation of materials and strategies;



Phase III

Finalize and field test adaptations

Source:

Other cultural considerations

- Frame services to align with culturally-specific goals and issues:
 - Name and advertise services (e.g., to avoid stigma)
 - Biculturalism: strategies that are consistent with cultural approach to parenting and acceptable within mainstream
- Provide services in primary language of target group
- Some evidence for “cultural match” between parents and program staff

Considerations for policymakers

- Promote a shared understanding of what is meant by family support and parent engagement
- Support partnerships with community-based organizations to engage parents
- Foster a culturally- and linguistically-diverse workforce
- Call for rigorous research on evidence-based practices

Considerations for program developers



- Employ a collaborative approach to program design
- Develop culturally-informed parenting frameworks
- Offer multiple opportunities for engagement
- Address any structural, attitudinal, and cultural barriers
- Perform thoughtful adaptations to programs
- Revisit cultural considerations often

Thank you!

¡Gracias!

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