Delivering Culturally Appropriate Communications in Community-Engaged Research

National Institute of Environmental Health Sciences
The Partnerships for Environmental Public Health
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Land Acknowledgment

In this country where the land was stolen from Indigenous Peoples, and where settler colonialism still exists, Land acknowledgements offer visibility and honor to those who have gone unnoticed and been dishonored by these practices.

“There have always been indigenous peoples in the spaces we call home, and there always will be,” Kanyon Sayers-Roods, a Mutsun Ohlone activist in Northern California
JADA L. BROOKS

Jada (Lumbee) was born and currently lives in Robeson County, NC. As an Assistant Professor in the School of Nursing at The University of North Carolina at Chapel Hill, Jada conducts community-engaged research that fosters health equity and empowers tribal communities regionally and nationally.
Kim Pevia (Lumbee) was born and educated in Baltimore, MD. and currently lives in Robeson County, NC. She serves on many local, state and national boards that support community activism and local economy through arts, food, culture and tourism. She is a writer and is the founder of Artist Market-Pembroke, providing retail opportunities for local and regional artists in southeast North Carolina. Her love of community and films led her to curate the annual Lumbee Film Festival and the monthly CommUnity Cinema.
Terminology Used to Describe Us

- Native American
- American Indian
- Indigenous
People and Connection

• Who’s Your People
• Connection to place and people
• Relationships and Partnering
  • Organizations (e.g., AIWPN)
  • Research Projects (e.g., ITC Project, HAPPI Study, HOPE Study)
  • Community Advisory Board (e.g., partnership to strengthen perinatal health among mothers in Robeson County)
Building Partnership with Cultural Leadership
Facts and Figures

Currently, there are 573 federally recognized (AI/AN) tribes, and more than 100 state recognized tribes. There are also tribes that are not state or federally recognized.

- As of 2015, **6.6 million** people who were classified as American Indian and Alaska Native alone or American Indian and Alaska Native in combination with one or more other races. This racial group comprises **less than 2%** of the total U.S. population.
- **22%** of American Indians and Alaska Natives **live on reservations** or other trust lands.
- **78%** of the AI/AN **live outside** of tribal statistical areas.
- **60%** of American Indians and Alaska Natives live in **metropolitan** areas; this is the lowest metropolitan percentage of any racial group.
Facts and Figures

**Educational Attainment**
- In 2012, 82 percent, age 25 and over have at least a high school diploma, as compared to 92 percent of non-Hispanic Whites.
- 17 percent of age 25 and over have at least a bachelor's degree, in comparison to 33 percent of non-Hispanic Whites.
- 6 percent have at least an advanced graduate degree (i.e., master's, Ph.D., medical, or law), as compared to 12 percent of the non-Hispanic White population.

**Economics**
- The median household income is $37,353, as compared to $56,565 for non-Hispanic Whites.
- 29 percent of age 16 and over work in management and professional occupations, in comparison to 40 percent of Whites.
- Also, 26 percent live at the poverty level, as compared to 11.0 percent of non-Hispanic Whites, in 2012.
Community-Based Participatory Research Meets Indigeneity

4 Principles of CBPR

- Commitment
- Co-learning
- Capacity Building
- Shared Benefit

4 R’s

- Reciprocity
- Relationship
- Responsibility
- Redistribution
Community-Based Participatory Research Meets Indigeneity

4 Principles of CBPR

Commitment
Co-learning
Capacity Building
Shared Benefit

4 R’s
Reciprocity
Relationship
Responsibility
Redistribution
Culturally Insensitive Communication
Culturally Inappropriate Communication
Session I
Who’s Your People?

1. Guidelines for a Successful Group
2. Some Reasons Why Youth Use Alcohol and/or Drugs
3. Pair Interview
4. Cover Design (Design a cover for next session on any 8 ½ x 11-piece of paper using any technique)
5. Final Questions
Recruitment

The HAPPI Study

Hazardous Air Pollutants, Positivity, and Inflammation

Eligibility

Are you female? Are you age 18 to 50? Do you speak English? Do you self-identify as Lumbee Indian?

If you answered YES, you might qualify for a research study. Join other women in helping us learn how environmental pollutants and well-being affect heart health.

There is no cost to you and you will be compensated up to $200 for your time.

For more information
Call 919-962-6239
Email eghall@email.unc.edu
Recruitment
Clinic Visits
Inclusion

- Panels
- Presentations
- Documentation
- Reports
- Papers
Communication Checklist

✓ Bi-Directional (i.e., two-way conversation)
✓ Culturally Sensitive (i.e., show consideration of culture)
✓ Transparent Communication (i.e., open, accountable)
✓ Culturally Appropriate (i.e., respect and value culture)
✓ Culturally Relevant (i.e., important)
References

US Department of Arts and Culture. Honor Native land: A guide and call to acknowledgement. www.usdac.us/nativeland


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