

Addressing Cultural Nuances to Increase Merchant Engagement and Compliance¹

Points to consider

1. Define the barrier/challenge/concern you have identified with compliance among minority merchants in your community.

- a. What is the challenge, issue or concern?
- b. How do you know? **What are the facts?** (*i.e. Observations and hard data on compliance checks that evidence the problem*)
 - i. Are there any trends in the findings? (*i.e. Consistent non-compliance and/or emerging situations among certain sectors.*)
 - ii. Since when is this happening?
 - iii. Why do you think it is happening?
 - iv. Other relevant explorations.

2. How have you addressed the challenge(s) (*i.e. initiatives implemented, actions taken, resources dedicated, etc*), **and results.** How effective? Cost-effective?

3. How do you think you can successfully address the barriers and challenges with compliance checks and other environmental strategies? Planning for Action

- a. Are there cultural variables and patterns you need to understand?
- b. Identify potential barriers to communication:^{2/}
 - i. Assumed similarity
 - ii. Non-verbal communication
 - iii. Verbal language
 - iv. Tendency to evaluate
 - v. Preconceptions and stereotypes

¹ / Outline developed by Lourdes Vazquez as resource material for NECAPT Webinar: *Addressing Cultural Nuances to Increase Merchant Engagement and Compliance*, March 6, 2009.

² / Adapted from Anand, R. (2004). *Teaching Skills and Cultural Competency: A Guide for Trainers*. National MultiCultural Institute, Washington, DC

- 4. Which other culturally appropriate strategies can we incorporate to strengthen current compliance checks implementation?**
i.e. Community norms against underage drinking (*requires an in-depth understanding of particular cultural group's norms*)
- 5. Which cultural competence specific skills and knowledge do you *have*, do you *need* or should *enhance*?**
- 6. Which internal resources can we use to address challenges? (i.e. staff, coalition member, materials, etc.)**
- 7. Which relationships and partnerships can you build to address them? (i.e. universities, culture-specific organizations, FBO's, other NGO's, that serve the culture- specific sector?)**
- 8. Which key stakeholders/champions related to the culture you are working with, could serve as brokers/liasons/bridges for the strategy? How can you include them in planning, implementation and evaluation?**
- 9. Which organizational structures and processes can you create to sustain effective cultural competent environmental strategies and related efforts? (i.e. Policies for the inclusion of target group in decision-making processes; creation of a cultural competence subcommittee within the Advisory Council to address related challenges)**