

COMMUNITY REVIEW

OF TRANSLATIONS

GUIDE FOR ENGAGING IN A COMMUNITY-LED CREATION AND REVIEW PROCESS FOR TRANSLATED MATERIALS



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CACF
Coalition For Asian American
Children+Families

INTRODUCTION

The Coalition for Asian American Children and Families (CACF) is the nation's only pan-Asian children and families' advocacy organization bringing together community-based organizations as well as youth, parents, and community allies to fight for equity for Asian Americans and Pacific Islanders (AAPIs). CACF leads and unites a strong and diverse coalition of over 80 member and partner community organizations, research institutions, and allies. We listen to and amplify the voices of AAPI families and communities – now over 18% and growing in New York City and over 11% of New York State – which are too often misunderstood or erased.

Why engage in a community process for translated materials?

Over 19 million people reside in the state of New York and over 800 different languages are spoken. Because of New York's linguistic diversity, it is incredibly important to ensure the availability of timely quality translated materials for our Limited English Proficient (LEP) community members. The quality of translated materials relies heavily not only on linguistic accessibility, but also the cultural responsiveness of the content developed.

A community process for translated materials helps ensure that translated materials will effectively communicate the desired message to the target audience. The process intentionally engages community leaders within the target audience from the beginning to the end of the translation process. The community translation review process requires community partnership and collaborative planning to support both the creation/development and the translation of materials.

How can this guide be used?

This guide was created after engaging in multiple projects for multi-language material development through intentional community collaboration. The guide is aimed at both public and private entities across industries intending to create culturally responsive materials in languages other than English. In particular, this guide is directed towards systems and organizations that are in a position to have resources for translation.

The guide is meant to be used for translation projects that intend to translate materials into one or more languages. We acknowledge that it is written with an understanding that a baseline language to draft materials is likely in English, in order to allow for multiple language communities to be involved in the community review process. It is under the discretion of those coordinating the translation process to use or adapt this guide for more complex projects in which there are multiple documents being translated into one or more languages.

For more information or if you have questions on the process outlined below, please contact: Medha Ghosh, Senior Policy Coordinator for Health, mghosh@cacf.org.

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PHASE 1: IDENTIFY TRANSLATION GOALS

Decide on **target communities** (i.e. youth, parents, elderly, socio-economically vulnerable populations) and target languages for translation (can be multiple languages and ethnic communities).

- Ensure that translation project goals are informed by target community needs, in addition to any expectations of funders for the project.
 - Clarify guidance for the project around tone and voice (i.e. urgency and sensitivity of the situation)
- Draft a **set of expectations** to present to community partners, which includes:
 - An explanation of the goals of the project
 - A timeline of the project, including expectations around meetings to create and review the translated materials and a commitment from all to disseminate the materials
 - A list of tasks for the project, which might include (not limited to): project team meetings, simple translations, independent reviews, drafting content, reviewing design, and supporting material dissemination.
 - The amount of compensation for involvement of community-based organizations (see next phase).
- Determine a budget for the project
 - Budget includes stipends for **community-based organizations (CBOs)** and **key stakeholders** that would be involved in a community review process.

Example: The local Department of Health (LDH) would like to create a brochure with the most up-to-date COVID-19 information that is geared towards older adults (65 and up) who are more at risk of contracting a newer variant for which an updated booster shot just became available to the public. LDH decides that the target languages for translation are Arabic, Bengali, and Spanish as these languages represent the major ethnic groups in the community. LDH creates a set of expectations and budget for the project that take into consideration the 1) three community partners that will represent each ethnic group being targeted by the translated brochure and 2) the third party vendor that will provide the initial translation.

PHASE 2: PLAN FOR COMPENSATING PARTNERS

Ensure there is **funding** to compensate, via stipends and/or honorariums, all groups involved in the community review process, including:



Partners who assisted with the messaging of the project



Partners who translate the initial materials
(this could be a third party translation vendor)



Partners who conducted a community review of the translated materials



Partners who commit to helping disseminate the translated material after completion

*If community partners are expected to engage in the actual translation or design of the material, this should also be factored into compensation.

PHASE 3: REACH OUT TO POTENTIAL COMMUNITY PARTNERS

Identify various **multilingual stakeholders** and leaders from CBOs, faith-based institutions, or other relevant organizations to participate in the community review process.

- For more ideas on potential project partners and local organizations serving the communities you are trying to reach, consider accessing information from:



local government offices (health, education, housing, etc. departments) and elected officials



public libraries



local faith-based institutions and connections through CBOs

- Ensure inclusion of culturally responsive and language accessible CBOs that have built trust within the communities you would like to reach.
 - Each target language community should be represented among community partners.

Example: LDH reaches out to several trusted CBOs they have worked with on prior projects for suggestions on potential community partners that represent and work closely with the target language communities for this project. LDH also reaches out to the offices of several local elected officials that represent districts in which there is a high number of residents that speak the targeted languages for suggestions on potential community partners. LDH then sets up individual introduction meetings with potential community partners to discuss the project, including the project timeline, expectations, and budget.

PHASE 4: COLLABORATE ON MESSAGING AND DESIGN

Convene an initial (virtual or in-person) meeting of the committed community partners to discuss the project.

- Share overarching goals of the project, including any overarching messaging guidelines, if already provided.
- Share expectations around the role of community partners in the project
 - Ensure that the needs of the community, as understood by community partners, are centered
 - Clarify compensation to community partners
- Discuss and gather information on the following, which will guide the creation of the material:
 - Important messaging content, including clarification of tone and voice
 - Key design elements, including certain imagery and colors/patterns that may be favorable/effective or unfavorable/ineffective to the target communities.
 - Effective methods to outreach to the community in order to get the message out (i.e. ethnic and mainstream social media channels, radio, TV, print publications, etc.)

Example: LDH hosts an in-person meeting with all of the committed community partners to further discuss the project and share expectations in partnership. In this meeting, LDH takes the time to learn more about the particular needs and concerns of each target language community regarding COVID-19. As the older adult population is the target of this informational brochure, LDH and the community partners also discuss what effective messaging content, design, and outreach looks like for this population.

PHASE 5: DRAFT BASELINE MESSAGING CONTENT AND ENGAGE IN REVIEW

Using information collected during Phase 4, create an initial (**baseline**) draft of the messaging content (written script) in your language of choice (most likely English). This initial draft should be understandable for all partners involved in the translation process.

- Engage in a process to review the baseline messaging with community partners (through virtual or in-person meetings). Ensure that there is at least one review per language community you are intending to reach.
 - Ensure that the language used would be able to be translatable into other languages.
 - Check word choice to ensure that the content is culturally responsive, easily understandable, and effective for community members.
 - Allow multiple rounds of feedback.

Example: LDH hosts weekly virtual meetings with the three community partners and gathers information to draft baseline material content (in English as it is the common language spoken by all key stakeholders in the project). LDH ensures appropriate considerations are taken for each target language community. For example, the community partner that is focusing on the Arabic translation notes that there is a wide variety of Arabic dialects and that Modern Standard Arabic is the best choice for this project as it is the written format of the language. LDH and the community partners then discuss any linguistic and cultural considerations to be made to the baseline material for the content that will translate effectively into Modern Standard Arabic.

PHASE 6: CREATE BASELINE MATERIAL AND ENGAGE IN REVIEW

Once the material's messaging is agreed upon, create a draft of the design of the layout, including the baseline messaging content. The design can be created by your entity, community members, or a third party vendor, depending on project budget and expectations.

- Engage in another process to review the full material, including messaging content and design, with community partners (through virtual or in person meetings). Ensure that there is at least one review per language community you are intending to reach.
 - Confirm that the image choice and design would be effective among community members.
 - Allow multiple rounds of feedback until all partners confirm that the full material is effective, understandable, and translatable.

Example: After taking community partners' suggestions for the design of the brochure layout, LDH's communications staff creates a draft of the brochure with the baseline messaging content in English. In the next weekly meeting, LDH shares the draft of the baseline material with community partners for feedback. After editing the baseline material, LDH and the community partners come to an agreement on the full design and messaging content of the baseline material (in English).

PHASE 7: TRANSLATE THE BASELINE MATERIAL INTO TARGET LANGUAGE(S)

Send in the baseline material to be translated in all intended languages. This can either look like:

- Identifying and using a quality third party translator vendor for this project.
 - Ask community partners for their suggestions for reliable translation services.
 - Ensure that translation is secured for all desired languages
 - Confirm that the translation service used will allow for revisions of translated materials after community review.
- The community partners themselves translate the content, if this was what was agreed on as part of the initial expectations of community partners.

Example: LDH and the community partners agreed to use a third party translator vendor for the translation of the baseline material into Arabic, Bengali, and Spanish that LDH already has a contract with. The community partners felt comfortable with the usage of this third party vendor as the vendor was very transparent about their process in translating materials, and allowed for two rounds of feedback/review.

PHASE 8: REVIEW TRANSLATED MATERIALS WITH COMMUNITY PARTNERS

Once messaging is translated and integrated into the design, engage in a community review of all translated versions of the material with the partners.

- Confirm with the partners that the translated materials are understandable and effective, especially for community members with varying levels of literacy.
- Ensure that design doesn't interfere with messaging (i.e. size/length of text, direction of reading, etc.)
- Engage in at least two rounds of review, for each language, with edits completed by the translation service.

Example: LDH sets up individual meetings with each community partner to discuss the linguistic accessibility and cultural responsiveness of the translated material. After two rounds of reviews with the community partners and edits from the third party vendor, the translated brochures are finalized.

PHASE 9: GET THE MESSAGE OUT

Disseminate the materials to multiple through organizational networks and coalitions.

- Encourage organizations/coalitions/government agencies/elected officials to share the materials with community members through multiple means, including:



In-person distribution (such as small businesses, schools, health clinics)



Online social media (including ethnic social media)



Online messaging groups



Newspapers



Radio stations



Television channels

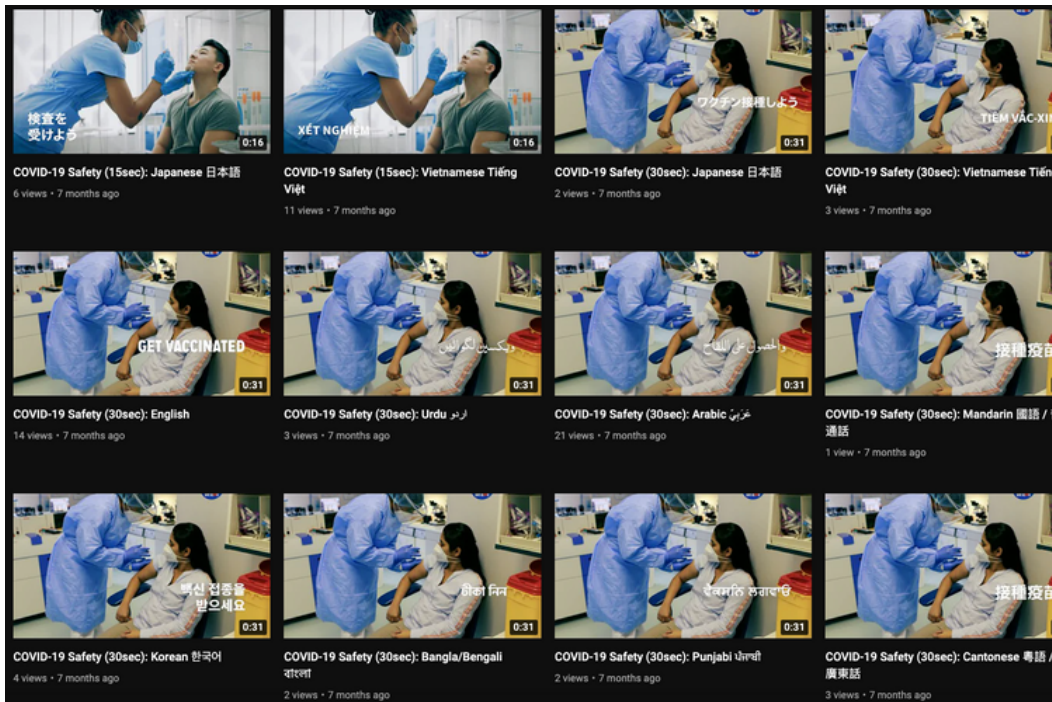
Example: As the target population for this project includes older adults, LDH and the community partners decide to primarily disseminate the brochure through in-person distribution at spaces frequented by this age group. This includes churches, mosques, community centers, and health clinics.

PHASE 10: CELEBRATE WINS AND REVIEW THE PROCESS

Engage in an overall review of the process with partners, including:

- Collecting feedback on successes of the project
- Identifying areas of improvement for future projects

Example: LDH hosts an in-person lunch meeting to celebrate the closing of this project with the community partners. They discuss both the successes and challenges of this process as well as the reception the materials have had in the community, and any community feedback. LDH collects this feedback to keep in mind for future projects.



Videos on COVID-19 safety information in 11 different Asian languages on CACF's YouTube channel.

THANK YOU

Thank you to our community organizational partners for working with us to create critical health resources translated into multiple languages. These collaborative projects have informed the guide that follows. This work has been made possible through Access Health NYC (a City Council Citywide Initiative), the Protecting Immigrant Families coalition, and the Asian & Pacific Islander American Health Forum Forging Partnerships project.