



## Culturally CAPABLE: A Mnemonic for Developing Culturally Capable Materials™<sup>8</sup>

You can pose these questions to focus group members to ensure that the materials you are testing are appropriate for the audiences you are trying to reach.

**C**olors: Certain colors may convey different meanings for different groups, religions, cultures and communities.

- Do the colors in the document have any cultural significance (positive or negative) for you or members of your community?
- Do you feel that the colors in this document should be changed?

**A**rt: Certain images may or may not be appropriate for the target audience. Ideally, images should be used that are reflective of the readers.

- Are the pictures and artwork representative of your community?
- What message does this art/picture/logo send to you?

**P**aper: Some groups may have difficulty reading information on certain colors and holding certain paper types. Some paper sizes and binding formats are also more or less common for specific groups.

- Is the paper easy to handle/read?
- Is the paper size appropriate for your community?

**A**ccess: Materials should be placed in locations that can be easily accessed, and at physical distribution points and height placement that will enable easy access for all members of a community.

- Where should we place these materials for ease of access?
- Should we make these materials available electronically, and if so, what is the best way to distribute them?

**B**uy-In: It may be helpful to have multiple members of the community review the materials to create buy-in and awareness. If the reviewers grant permission to be acknowledged on a final version of the material that has been reviewed by them, their status within the community may in turn increase the level of buy-in from the community at large.

- Would other individuals/organizations be willing to review the materials?
- May we print an acknowledgement directly on the final version of the material, to enable other individuals from your community to see that you have supported us?

**L**anguage: Words should be easy to read and understand, and the content should be written in a way that is most appropriate for the target community.

- Are the words easy to read, in a font size that the majority of readers will be able to read?
- Is the content easy to understand, appropriate for the community being served and written at a reading level that will be understood by the majority of readers?

**E**valuation: To make a final assessment regarding materials, it is important to understand the impact of the changes proposed by the reviewers.

- What would be the consequences of the material being distributed “as is”?



- Would you be willing to evaluate the material again after changes have been implemented?

<sup>8</sup>Kelly, N., Graves, D., & Txabbarriaga. Culturally Capable Translations: The Essential Role of Culture in Translation Quality Processes. *The ATA Chronicle*, March 2007, 20-26.