

Considerations for Culturally and Linguistically Competent Presentations

AUCD 2013

When preparing a presentation for any audience, there are several aspects to keep in mind to ensure the presentation fully takes into consideration cultural and linguistic differences of the audience and information being presented.

The following guidelines are not intended to be either requirements or a checklist that guarantees a product or piece of information is appropriate to all audiences. Rather, we hope that this document will serve as a point of reference and stimulate careful consideration for anyone preparing a presentation.

- Think about how culture relates to your presentation subject.
- Know the background of your audience: What is their preferred language (consider both spoken and signed)? At what literacy level do they best communicate?
- If you use case studies, scenarios, or vignettes, provide examples that reflect diverse cultural perspectives.
- When giving examples of your work, consider including examples from different cultural and ethnic backgrounds.
- When possible and appropriate, include examples from urban, suburban, and rural frontier populations, as well as examples from U.S. territories and tribal communities.
- Make sure that statistics, demographic data, or trends presented include information about racially, ethnically, and linguistically diverse groups as appropriate.

- To the extent possible, include images, graphics, and visual aids that both incorporate people with disabilities and display reflection of culturally and ethnically diverse groups and the communities in which they live.
- Indicate whether the resources highlighted in your presentation are available in different languages.

Resources

For more information on person first language, consider the following resources:

- The National Center on Cultural Competence: <http://nccc.georgetown.edu/>
- 'How to Use Good Communication Skills for Cross-Cultural Diversity'
- 'Cross Cultural Communication Skills': <http://work.chron.com/use-good-communication-skills-crosscultural-diversity-8317.html>
- 'A Planner's Guide... Infusing Principles, Content, and Themes Related to Cultural and Linguistic Competence into Meetings and Conferences': http://nccc.georgetown.edu/documents/Planners_Guide.pdf

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